

UNIVERSITY OF CALICUT
Academic & Administrative Audit of Teaching Departments
(2016 -2021)
Report

Name of the Department		JOURNALISM AND MASS COMMUNICATION		
Sl. No.	Item	Grade A - Excellent, B - Good C - Average D - Poor	Comments	Suggestions for improvement
I	Programmes Offered			
1	Relevance, adequacy, innovativeness etc. (3-8)	A		More of need-based certificate programmes can be launched
2	Demand ratio of courses (33,35,36)	A	Consistent increase in the number of applicants for the Dept's programmes.	
3	Syllabus & curriculum (10,11, 46)	B	No data on Item No 46.	
4	Examination & Results (9, 34, 37)	B	Not enough data on Item No 34.	Number of Phd and MPhil awarded with one research guide is highly commendable.
II	Faculty			
1	Strength (12, 14, 15)	C		Ad-hoc faculties outnumber regular faculty. Number of vacant posts need to be filled on war footing
2	Student teacher ratio	A		

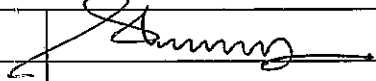
	(16)			
3	Qualification, experience diversity, performance etc. (13, 41, 48)	A		
4	Participation of faculty in Professional development programmes, Seminars, Workshops etc. (26-27)	A	Leadership role of the faculty in several academic bodies within UoC and outside is greatly commendable	
5	Recognitions received by faculty from notable institutions (state, national or international) (28-30)	B		
III	Research			
1	Thrust area (18)	B		
2	Facilities (21, 22)	B		More facilities for research and researchers may be arranged
3	Publications (23)	B		Faculty, researchers and MCJ students shall be encouraged to publish more articles in the Care List of journals and in journals with high impact factor
4	Patents (24)	D		
5	Consultancy (25)	D		Dept shall proactively explore the possibilities of offering consultancy to various agencies
6	Projects (19)	B		Minor and major research projects from national and international funding agencies should be explored

	External Funding (all funds secured by faculty other than normal grants received by the University) 7 (20)	D		Researchers and faculty shall be encouraged to take up research projects and collaboration from funding agencies both within and outside the country.
IV	Students			
	Student achievements (state, national, international) 1 (31)	D		Students of the dept shall be encouraged to participate in university, state, national, international competitions and contests. Financial assistance and incentives shall also be provided for such student/s
	Diversity (male female ratio, from within the state, outside the state and international) 2 (33, 38)	B	Data pertaining to Item No 38 is incomplete	
	Student Progression 3 (39, 40, 49)	B	Data pertaining to Item No 40 is incomplete The list of distinguished alumni of the department is highly impressive	
	Financial support to Students 4 (45)	A	Majority of students avail financial support from Government/university	
V	Support Staff (Strength, Adequacy etc.)	A		
VI	Teaching- learning & Evaluation (47)	A		
VII	Feedback Mechanism (48)	A		A comprehensive feedback mechanism from the different stakeholders of the department shall be conducted periodically. Assessing the performance/ functioning/

				outcomes of faculty, scheme and syllabus, facilities, office support etc can be carried out.
VIII	Activities of the Department (conduct of seminar, workshops, student enrichment programmes, extension activities and other beyond scholarly activities) (32, 50, 55)	B		More extension activities by Dept may be carried out
IX	Infrastructural facilities of the Department (52)	A		
X	Uniqueness of the Department & Innovative practices (53-55)	A		More and more innovative practices can be explored and executed by the Dept
XI	SWOC (56)			
1	Strength	A		
2	Weakness	B		
3	Opportunity	A		
4	Challenges	A		
XII	Future plans (57)	B		Short term plan (5-year term) and long-term plan may be prepared by the dept and periodical assess of such plans shall be evaluated by the stakeholders.
Overall remarks of the Auditor:				
1. Absence of regular faculty is one of the core problems that stifles the growth of the department. The infrastructure, state of				

the art facilities, well supported administrative staff can all be nullified, if the dept does not have competent, qualified and regular faculty. Corrective measures are to be initiated on war footing.

2. Start-up mission at the dept level should be set up to incubate novel media related projects. Proper orientation and encouragement shall be provided by the dept. Dept shall initiate steps in leading exhibitions/contests to showcase innovative projects which can promote entrepreneurial skills and employability of students.
3. Although the dept has a long legacy of 40 years with excellent infrastructure, faculty, alumni, the dept lacks visibility beyond the campus. To grab better visibility and to attract talented students to the department, steps may be initiated to organise programmes such as annual media fest/ annual international seminar/ media start-up competitions.
4. Dept should launch more certificate programmes in the online and offline mode making use of the facilities and faculty to reach out to the community.
5. From Bachelor programme in journalism 40 years back, the Dept has grown to offer PG, MPhil and PhD programmes. It is time for the Dept to launch more PG programmes specialising in one or more of the core areas of mass communication.

Place : Mananthavady		Signature :	
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