

Evaluative Report of School of Art, Design & Media Studies (SADMS)

1. **Name of the Department:** Mass Communication
2. **Year of establishment:** The Department of Mass Communication was launched with the establishment of Sharda University in 2009. Initially, the department was under SBS. In 2012, it was brought under SADMS.
3. **Is the Department part of a School/Faculty of the university?**
Yes
4. **Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.):**
BJMC, MJMC, Ph.D & PG Diploma
5. **Interdisciplinary programmes and departments involved:**
SAP & SADMS
6. **Courses in collaboration with other universities, industries, foreign institutions, etc.:**
Sharda University is in the process of collaboration with La Trabe University of Australia
7. **Details of programmes discontinued, if any, with reasons:**
Not applicable
8. **Examination System: Annual/Semester/Trimester/Choice Based Credit System:**
Semester System
9. **Participation of the department in the courses offered by other departments:**
Department of Architecture and Planning & Department of Design
10. **Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)**

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor		1	
Associate Professors		1	
Asst.		2	
Others		5	

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M.Phil. students guided for the last 4

- See Annexure SADMS-1

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors:

Visiting Fellow: Nil
Adjunct Faculty: Shaheen Nazar

13. Percentage of classes taken by temporary faculty – programme-wise information: Nil

14. Programme-wise Student Teacher Ratio:

BJMC- 16:1, MJMC- 4:1

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual-

3 technical and 1 administrative

16. **Research thrust areas as recognized by major funding agencies:**
Human Rights, Media & Society, Development Journalism and Popular Culture.
17. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise:**
Nil
18. **Inter-institutional collaborative projects and associated grants received:**
- a) **National collaboration:** Nil b) **International collaboration:** Nil
19. **Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received:**
Nil
20. **Research facility / centre with:**
- **state recognition:** Nil
 - **national recognition:** Nil
 - **international recognition:** Nil
21. **Special research laboratories sponsored by / created by industry or corporate bodies:**
Nil
22. **Publications:**
- * **Number of papers published in peer reviewed journals (national / international):**
 - Over 30 publications by faculty members in various newspapers, magazines and journals.
 - * **Monographs:** Nil

- * **Chapters in Books:**
 - A Text Book chapter written by Prof. Harsh Ranjan on TV News Management for Mahatma Gandhi Hindi Vishwavidyalaya, Wardha
- * **Edited Books:** Nil
- * **Number listed in International Database (e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.):** Nil
- * **Citation Index – range / average:** Nil
- * **SNIP:** Nil
- * **SJR:** Nil
- * **Impact Factor – range / average:** Nil
- * **h-index:** Nil

23. **Details of patents and income generated:** Nil

24. **Areas of consultancy and income generated:** Nil

25. **Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad:** Nil

26. **Faculty serving in**

- a) **National committees** b) **International committees** c) **Editorial Boards** d) **any other (please specify):**

Prof. Harsh Ranjan:

- On the panel of experts and Anchor for News Services Division of All India Radio, Delhi.
- Consulting Editor of Uttarakhand Open University website www.newswriters.in
- Contributing Editor - Lok Mat Samachar , Nagpur
- Contributing Editor- Desh Bandhu, Kolkata
- Member Press Association Of India
- Press Information Bureau, Govt Of India Accreditation
- Member Foreign Correspondence Club of South Asia

Mr. Shaheen Nazar:

- Consulting Editor (Honourary), Mass Media, (A monthly communication research journal published by Media Studies Group, New Delhi)
- He appears on TV channels such as NDTV, ABP News, etc. for panel discussions/comments, mainly on West Asia.
- Resource person for UGC Academic Staff College, AMU, Aligarh
- He has delivered lectures on West Asian crisis at Jamia Millia Islamia, Gargi College, etc.

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).- Being Planned

28. Student projects

- **percentage of students who have done in-house projects including inter- departmental projects: 100%**
- **percentage of students doing projects in collaboration with other universities / industry / institute: Nil**

29. Awards / recognitions received at the national and international level by

- **Faculty:** Ms. Mukta Martolia and Mr. Abhishek Kumar Srivastva received Best Teacher Feedback Certificates by Sharda University

- **Doctoral / post doctoral fellows:** Nil
- **Students-** Nil

30. **Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any:** Nil

31. **Code of ethics for research followed by the departments:**

32. **Student profile programme-wise:**

Name of the Programme (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
BJMC	222			21.2	8.55
MJMC	28	5	4	17.8	14.28

33. **Diversity of students**

Name of the Programme (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
MJMC	Nil	33.33%	55.55%	11.12%

34. **How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.-** Nil

35. **Student progression**

Student progression	Percentage against enrolled
UG to PG	NIL
PG to M.Phil.	NIL
PG to Ph.D.	NIL
Ph.D. to Post-Doctoral	NIL
Employed	Nil Over 50 percent have got jobs
<ul style="list-style-type: none"> • Campus selection • Other than campus recruitment 	
Entrepreneurs	Up to 10 percent

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	NIL
from other universities within the State	44.44%
from universities from other States	55.55%
from universities outside the country	Nil

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period: Nil

38. Present details of departmental infrastructural facilities with regard to-

Block 3 (4th & 5th Floors + Faculty Room 407)

a) Library:

- 814 Books, Magazines- 09, Newspaper-09

b) Internet facilities for staff and students:

- LAN & WIFI in Computer lab, Studio, PCR Room, Faculty Room, Editing Room; and WIFI on all the Floors
- c) **Total number of class rooms:**
- 6 + 1 (Temporary)
- d) **Class rooms with ICT facility:**
- 04+01 (Temporary)
- e) **Students' laboratories:**
- Studio, PCR Room, Computer Lab, Editing Room, Community Radio Station (Under Construction)
- f) **Research laboratories:** Not Applicable
39. **List of doctoral, post-doctoral students and Research Associates**
- a) **from the host institution/university:** Nil
- b) **from other institutions/universities:** 04 (Four)
40. **Number of postgraduate students getting financial assistance from the university:** Nil
41. **Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology:** Not Applicable
42. **Does the department obtain feedback from:**
- a. **faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?**
- Any feedback received from faculty is referred to the Faculty Board of the Department of Mass Communication, then any suggestion of modification/improvement is recommended to the Board of Studies.

b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

- The department utilizes the student feedback to improve the quality of teaching and mentoring. Faculty members who are found to be low on the feedback are regularly motivated and mentored by the HOD and senior faculty members to enable them to improve their classroom performance.

c. alumni and employers on the Programmes offered and how does the department utilize the feedback?

- Nil

43. List the distinguished alumni of the department (maximum 10):

1. Rishabh Mehta, Output Desk, NDTV, New Delhi
2. Prashant Vats, Output Desk, India News, New Delhi
3. Aiyesimoju Ayodeji, Lecturer, Joseph Ayo Babalola University, Nigeria
4. YaMarie Bojang- Information Officer, Ministry of Information and Communication, Gambia
5. Alieu Jatta, Protocol Officer, Office of the President of Gambia
6. Mehak Malik, Doordarshan, New Delhi
7. Akanksha Gurjar, Ketchum Sampark, PR Consultancy firm, New Delhi
8. S. Latika, AIR(Survey)
9. Manavendra Yadav, Banyan Info Media Pvt. Ltd.(Media Consultancy firm)
10. Md. Shahbaz, Assistant Director, Production Company in Mumbai

44. Give details of student enrichment Programmes (special lectures / workshops / seminar) involving external experts:

- SADMS organizes Friday Lecture series on weekly basis wherein professionals and experts from various fields are invited for interactive sessions/workshops with the students of Mass Communication as well as Design.
- The Department of Mass Communication brings out a fortnightly 'practice newspaper' called The Shardans. All the editorial work

(selection of stories, reporting, writing, editing, photography, page layout, etc.) is done by students under the supervision of Faculty members. The idea is to give them hands-on experience and a professional atmosphere.

- With the launch of Community Radio Station this month (May 2015), the same policy is going to be followed. We hope to provide our students a platform to learn the nuances of broadcast media.
- Mass Communication students go on field trips and visit Media houses.
- Annual programme ‘Media Mela-Aakar ‘ is jointly organized by the students of Mass Communication as well as Design.
- The Department of Mass Communication has formed Film Club, Dram Club, Literary Club and Photography Club for students to pursue their interests.

45. List the teaching methods adopted by the faculty for different Programmes:

- Class room Lectures, Power point presentations, Class room discussions, Practical projects, Industry Interface, Radio & Television Programmes and Print Productions

46. How does the department ensure that Programme objectives are constantly met and learning outcomes are monitored?

- The department ensures this by regularly conducting faculty meetings to discuss issues related to academics. The HOD and senior faculty regularly visit classes and take stock of the teaching-learning methods adopted by both core and visiting faculty. The department ensures that proper practical knowledge related to different aspects of mass communication is given to the students to make them employable. Besides, the mentoring system ensures that faculty mentors look into the academic problems faced by individual students.

47. Highlight the participation of students and faculty in extension activities:

The School of Art, Design and Media Studies (SADMS) and School of Architecture and Planning (SAP) jointly organize ‘Saturday Discussions’ on fortnightly basis wherein faculty members of the two

schools give presentations on subjects of academic interest. The presentations are followed by lively discussions.

48. Give details of “beyond syllabus scholarly activities” of the department:

- The beyond scholarly activities of the department include debates and studio discussions on events of contemporary relevance. Every student does a project with the industry to get hands-on experience of the practical world. This makes them more employable and ready to face the growing competition in the market. Education tours are also organized for students. They are also made to participate in socially relevant activities. This develops social sensitization among the students which also helps them to understand communication problems in the society and to develop effective strategies to solve communication barriers

49. State whether the Programme/department is accredited/graded by other agencies? If yes, give details.

No

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied:

- The department is contributing in generating new knowledge by engaging students to develop meaningful audiovisual Programmes related to issues of contemporary relevance.
- In addition, the department is going to launch Community Radio Station in May 2015. We hope to use this platform to inform people about local issues as well as issues of interest at the national and international level.
- The department also encourages its student's to take part in socially relevant activities.
- Faculty members are encouraged to do research and publish papers in national and international journals. They are also encouraged to get involved in consultancy projects.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.-

Strengths

1. Faculty
2. Industry Linkages
3. Practical Experiential Learning
4. Industry Based research & case studies
5. Perspective Building

Oppurtunities

1. New employment oppourtunities like PR, Corporate Communication etc.
2. Entrepreneurship
3. Media Education in Schools
4. Development Communication
5. PR & Politics/ PR & Social Sector

Challenges

1. Cross Cultural Communication
2. To develop effective communication strategies Neo Literates
3. Gender Sensitive Curriculum
4. International Media perspective
5. Skill Building Programs

52. Future plans of the department:

- To develop a strong Ph.D program in Mass Communication.
- To get sponsored researched projects in mass communication from organization like the UGC, Corporate Houses etc.
- To encourage entrepreneurship, the department is planning to add entrepreneurship part of its syllabus, encourage some students, and help them to develop their consultancy firms.