



School of Mass Communication & Media Technologies  
Department of Mass Communication

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## Vision Statement

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The School is committed to deliver **excellence in media education, research and training** with special focus on **indigenous and regional needs**. The School endeavors to produce **media professionals with social commitment**.

## The Background

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- Department of Mass Communication is one among the four departments started with the inception of the university in 2009
- The only department that comes under the School of Mass Communication and Media Technologies



## Courses Offered

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- Doctorate in Mass Communication
- Two-year Masters Course in Mass Communication
- Five-year Integrated Course in Mass Communication (Discontinued)



## Staff

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Post	Sanctioned	Filled	Vacant
Professor	01	NIL	01
Associate Professor	02	01	01
Assistant Professor	04	03	01 (On Lien)
Assistant Professor (Temporary)		03	N/A
Technical Assistant	02	01	01



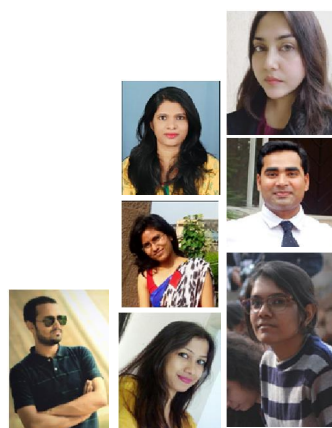
## Academic Achievement

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## Students Strength

Ph.D. Scholars -09  
UG/PG Students - 103

- Ph.D. Scholars: 05
- JRF: 04
- MANF: 02
- NET: 03



## Research thrust areas

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- New Media
- Development Communication
- Media Education
- Science Communication
- Film Studies
- Health Communication
- Electronic Media

## Research Project

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**ICSSR Major Research Project (MRP) 2017-18**

*'A Study about the Empowerment through Mobile phones  
among Oraon Community of Jharkhand'*

**Grant: 7 lakhs**

**An interdisciplinary project**

Director – **Dr. Dev Vrat Singh**

Co-Project Director – **Dr. Rabindranath Sarma**  
(Head, Centre for Tribal Folklore, Language and Literature)

## Completed Projects

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### **Dr. Vinay Bhushan, Assistant Professor (on Contract)**

**Title:** Resource Person Support for Adolescent Summit

**Funding Agency:** UNICEF Jharkhand

**Duration of Project:** 01 Year

**Grant:** Rs. 1 Lakh 41 Thousand

**Year:** 2017

## Completed Projects

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### **Prof. Santosh Kr. Tewari**

**Title:** State Resource Centre Project in Jharkhand

**Funding Agency:** MHRD, Government of India

**Duration of Project:** 01 Year

**Grant:** Actual Expenditure paid by Ministry

**Year:** 2011-2012

### **Prof. Santosh Kr. Tewari**

**Title:** Harmony for Human Existence

**Funding Agency:** IASE Deemed University, Sardarsahar, Churu (Rajasthan)

**Duration of Project:** 01 Year

**Grant:** 100000/-

**Year:** 2012-2013

## National Film Awards

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### 'UNESCO-CEMCA COMMUNITY RADIO VIDEO CHALLENGE-2014'

Short Film: *Aaji Kar Radio*

Award/Prize: First Prize

### DELHI SHORT INTERNATIONAL FILM FESTIVAL-2013

Documentary: The Life-Behind The Bricks

Award: Special Festival Mention Jury Award

### DON BOSCO INTERNATIONAL FILM FESTIVAL KERALA-2013

Documentary: The Life-Behind The Bricks

Award/Prize: Best Documentary Award

### CYNASURE FILM FESTIVAL RANCHI-2013

Documentary: The Life-Behind The Bricks

Award/Prize: Third Prize

### ALL BIHAR VIDEO FILM FESTIVAL (ABHIVYAKTI-2012)

Documentary :Taskari

Award : Best Student Video

### JHARKHAND CINEKALA AWARD -2011

Documentary : The Dark Side

Award : Best Documentary

### JAIPUR INTERNATIONAL FILM FESTIVAL -2013

Documentary :A place call home was nominated in competitive category.

### DARBHANGA INTERNATIONAL FILM FESTIVAL- 2013

Documentary : Aapan Maachh Makhn

Three Awards: Best Story, Best Director,

Best Mithila Documentary

## Placement

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Placements: 60 students got placed till now (60%)

Progression for Higher Education: 15%

Name	Designation	Organization
Anshul Majumdar	Chief Sub Editor	NDTV Online, New Delhi
Rishabh Raj	Senior Sub Editor	The Times of India, Delhi
Swati Verma	Copy Editor	The Economic Times, Delhi
Pawan Kumar Pandey	Copy Writer	Prabhat Khabar, Ranchi
Ankit Kumari	Sr. Production Assistant	Times Now, Mumbai
Ankur Kumar	Assistant Officer	Power Grid Corporation
Rashmi Kumari	Sr. Production Assistant	ETV, Hyderabad
Abhishek Kumar	Distt. Programme Officer	Care India
Manish Kumar	Photographer	Seva Mandir, Rajasthan
Monika Sinha	Content Editor	ETV Bharat, Hyderabad

**Media Houses**

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The image displays a collection of logos for various Indian media houses. At the top left is the logo for 'प्रभात खबर' (Prabhakar) featuring a sun icon. To its right is the 'TOI' logo in white text on a red rectangular background. Further right is the 'Bharat' logo, which consists of a stylized white 'B' on a red square background with the word 'BHARAT' in red below it. Below 'प्रभात खबर' is the 'INDIA न्यूज़' logo, which includes a globe icon and the text 'INDIA न्यूज़'. In the center is the 'TIMES NOW' logo, with 'TIMES' in red and 'NOW' in white on a blue background. To the right of 'TIMES NOW' is 'THE ECONOMIC TIMES' in blue serif font. Below 'TIMES NOW' is the 'UNI' logo, featuring a stylized 'U' and 'N' with a red star, and the text 'United News of India' below it. To the right of 'UNI' is the 'ET' logo in white on a red square background. At the bottom left is a stylized 'Bharat' logo in blue and yellow. In the center bottom is the 'NDTV' logo in white on a red background. At the bottom right is the 'NEWS 18' logo, with 'NEWS' in white on a dark blue background and '18' in white on a red background, with '.COM' below it.

**PSUs & NGO**

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The image displays a collection of logos for various PSUs and NGOs. At the top left is the logo for 'पावरग्रिड' (Paavargridh), which features a stylized blue and red circular design with horizontal lines. To its right is the 'impact.' logo in blue, with 'marketing & public relations' in smaller blue text below it. Below 'पावरग्रिड' is the 'Pratham' logo, which includes a yellow square with a smiling face and the text 'Pratham' and 'EVERY CHILD IN SCHOOL ... AND LEARNING WELL'. To the right of 'Pratham' is the 'Piramal' logo, featuring a stylized orange flame icon and the text 'Piramal' and 'knowledge action care'. At the bottom left is the 'MECON' logo, which includes a stylized 'M' and 'E' and the text 'मेकॉन' and 'MECON LIMITED'. At the bottom right is the 'care' logo, featuring a stylized orange and yellow sun icon and the text 'care'.

## Academic Collaborations

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- During last two years department has organized many academic, training, production and out-reach activities in association with UNICEF Jharkhand.
  - Residential Photography Workshop
  - Production of films
  - Street-Theatre Workshop
  - Photo Walks
  - Radio Programmes Recordings
  - Special Lectures





## Seminar & Workshop-I

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Events	Date
Three-days workshop on 'Graphics Techniques'	06 to 08 April 2017
Ten- day Adolescent Theatre Workshop (UNICEF Jharkhand & CUJ)	13-22 September 2017
One-week Workshop on Media Research (CUJ)	16-22 November, 2016
Three-day Workshop on Photography (UNICEF)	22-24 September, 2016

## Seminar & Workshop-II

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Event	Date
One-week workshop on Photography	January 2016
One-day workshop on Soft Skills	22 November 2016
One-week Workshop on Writing for Media	02-06 November 2015
One-week National Workshop on Media Writing	17- 23 November 2014
Two-day workshop on Animation and Graphics in collaboration with MAAC	September 2013

## International Collaboration

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- **Fulbright scholar: Prof. Richard Norris Jahna**, a senior researcher from Arizona Western College in the United States was attached to Centre for Mass Communication for five months.
- He was a 2014-15 Fulbright-Nehru scholar and he stayed here from 1<sup>st</sup> August- 29<sup>th</sup> December 2014.
- He pursued research work titled '*The Urgency of a Situation: Bringing Testimonial Writing to the Indian Classroom*'.



## Guidance

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- Prof. Vepa Rao, HPU, Shimla
- Prof. Devesh Kishore, IGNOU, Delhi
- Prof. K. V. Nagraj, MU, Mizoram
- Prof. B. K. Kuthiala, VC, MCNUJC, Bhopal
- Prof. Iftekar Ahmed, MCRC, JMIU, Delhi
- Prof. Tapti Basu, CU, Kolkata
- Prof. Sanjeev Bhanawat, CMC, RU, Jaipur
- Prof. Manoj Dayal, GJSTU, Hisar
- Prof. N.A.K. Durrani, AMU, Aligarh



## Internships

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- Internship with media houses/PSUs/NGOs/PR Agencies/Ad agency is essential part of the curriculum
- ETV Hyderabad
- Zee News, Delhi
- India TV, Delhi
- Dainik Bhaskar
- Prabhat Khabar
- Hindustan
- MECON, Ranchi
- SAIL, Ranchi



## Future Plan

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- **Establishment of Audio-Visual Studio and Print Lab:** An amount of Rs. 30 Lacs has already been sanctioned for the purpose. This studio would be used for television production, radio production as well as exercises for the students



## Future Plan

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- **Campus Radio Station:** Approved by Ministry of Information & Broadcasting, Govt. Of India. Letter of Intent has been issued. It is to be set up in permanent campus
- **Courses through online mode:** MOOCs for Swayam
- **Department of Electronic Media**
- **Short Term Skill-Based Media Programs**



## Thanks

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**DMC**

Creating Professionals with Social Commitment