## 3. Evaluative Report of the Department

Name of the Department
 Centre for Mass Communication

2. Year of establishment 1990

3. Is the Department part of a School/Faculty of the university?
Yes, Centre for Mass Communication Faculty of Social Sciences

4. Names of programmes offered (UG, PG, M. Phil., Ph. D, Integrated Masters; Integrated PhD., D. Sc., D.Litt., etc.)

Centre for Mass Communication offers PG – MJMC, Ph.D. and D. Litt., programmes

- 5. Interdisciplinary programmes and departments 'involved In PG-MJMC programme, faculty members from Dept. of Sociology Communication Research, Dept. of Hindi Language, Dept. of Business Administration Advertising and Dept. of Psychology Communication Theories are involved.
- 6. Courses in collaboration with other universities, industries, foreign institutions, etc. Informal collaboration was established with various professional and government organizations/departments for organizing seminars & workshops such as Dept. of Science & Technology, Govt. of India, UNFPA, UNICEF, PRSI, PRCI, The Hunger Project, Press Institute of India.
- 7. Details of programmes discontinued, if any, with reasons No programme has been discontinued during 2009-14.
- 8. Examination System: Annual/Semester/Trimester/Choice Based Credit System
  University has adopted semester system with choice based credit system for PG exams in
  MJMC. Center also runs one semester Pre Ph.D. course work programme in mass
  communication.
- 9. Participation of the department in the courses offered by other departments
  Prof. Sanjeev Bhanawat, Head, Centre for Mass Communication participated in the
  programme of "Mass Media for development" in the subject M.Sc. (Extension
  Education)during 1996 to 2013.
- 10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

Following are the details of faculty in this center:

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor		01	01 (CAS)

Associate		 
Asst. Professors	01	 
Others		 

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

Following is the profile of faculty of this center:

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M. Phil. students guided for the last 4 years
Prof. Sanjeev Bhanawat	M.A., Ph.D., MJMC	Head and Professor	History, Press Laws, Editing and Public Relations	33 years	09

- 12. List of senior Visiting Fellows, adjunct faculty, emeritus professors
  No senior Visiting Fellows, Adjunct Faculty, Emeritus Professors visited this department during 2009 14.
- 13. Percentage of classes taken by temporary faculty programme-wise information

  No class was given to temporary guest faculties were engaged to run the programmes of this center.
- 14. Programme-wise Student Teacher Ratio

Following are the approximate Programme-wise Student Teacher Ratios in different courses run by center:

PG (MJMC) 70: 01

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

	Sanctioned	Filled	Actual
Technical	NIL	NIL	NIL
Administrative	NIL	NIL	NIL
Others	NIL	NIL	01 Retired AR,
			01 Librarian,
			01 Accountant,
			01 Computer Operator and
			01 Class IV

16. Research thrust areas as recognized by major funding agencies

Following the thrust areas recognized by major funding agencies:

- Print Media:- Literary Journalism, Educational Journalism, Works of eminent journalists, Human Rights, Journalism for Children, Science Journalism, Social Concerns & Women Issues, Economic & Social Status of Journalists, Cultural Reporting Sting Operations etc
- Television:- Women's image in Serials, TV. News Channels etc.
- Advertising:- Internet Advertising, Social Advertising, Ethics in Advertising, Advertising Agencies.
- 17. Number of faculty with ongoing projects from
  - a) national funding agencies

**NIL** 

b) international funding agencies

**NIL** 

c) Total grants received.

NIL

Give the names of the funding agencies, project title and grants received project-wise.

UNFPA Sponsored a project for addressing adverse sex selection and incorporation of the sex selection and other gender issues in the curriculum of the Journalism Department.

- 18. Inter-institutional collaborative projects and associated grants received
  - a) National collaboration

**NIL** 

d) International collaboration

**NIL** 

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received.

Center did not receive any such project during 2009-15.

- 20. Research facility / center 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) 03 in last two years

04

\* Monographs

**NIL** 

\* Chapters in Books

07

\* Edited Books

10

- Samkalin Bharat (Contemporary India) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur ISBN 978-81-7137-716-9
- Bharat me Sanchar Madhyam (Communication Media in India) (Ed.) 2010,
   Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-766-4
- Samachar Evam Feature Lekhan (News & Feature Writing) (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-763-3
- Sampadan Evam Mudran Taknik (Editing and Printing Technique) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-719-0
- Samachar Patra Vayavsaya Avam Press Kanoon (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-720-6
- Sanchar Shodh Pravidhiyan (Communication Research Methodology) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-748-0
- Vikas Evam Vigyan Sanchar (Development and Science Communication )
   (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-771-8
- Jan Sampark Evam Vigyapan, (Public Relations and Advertising) (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur ISBN 978-81-7137-769-55
- Electronic Media, (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-71137-721-3
- Sanchar Ke Siddhant, 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-747-3

## \* Books with ISBN with details of publishers

Following 11 books were published with ISBN number by the faculties of this center during 2009-14:

- Samkalin Bharat (Contemporary India) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur ISBN 978-81-7137-716-9
- Bharat me Sanchar Madhyam (Communication Media in India) (Ed.) 2010,
   Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-766-4
- Samachar Evam Feature Lekhan (News & Feature Writing) (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-763-3
- Sampadan Evam Mudran Taknik (Editing and Printing Technique) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-719-0

- Samachar Patra Vayavsaya Avam Press Kanoon (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-720-6
- Sanchar Shodh Pravidhiyan (Communication Research Methodology) (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-748-0
- Vikas Evam Vigyan Sanchar (Development and Science Communication )
   (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-771-8
- Jan Sampark Evam Vigyapan, (Public Relations and Advertising) (Ed.) 2010, Rajasthan Hindi Granth Academy, Jaipur ISBN 978-81-7137-769-55
- Jan Sampark : Siddhant Evam Taknik (Co Authored) 2003, 2008, 2013, Rajasthan Hindi Granth Academy, Jaipur ISBN 978-81-7137-990-3
- Electronic Media, (Ed.) 2009, Rajasthan Hindi Granth Academy, Jaipur,ISBN 978-81-71137-721-3
- Sanchar Ke Siddhant, 2009, Rajasthan Hindi Granth Academy, Jaipur, ISBN 978-81-7137-747-3
- \* Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database International Social Sciences Directory, EBSCO host, etc.)

Data is not available with center

Citation Index - range / averageNIL

\* 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
- Faculty selected nationally/ internationally to visit other laboratories/ institutions / industries in India and abroad
   NIL
- 26. Faculty serving in
  - a) National committees

**NIL** 

#### b) International committees

NIL

#### c) Editorial Boards

- Prof. Bhanawat is editor of a Media quarterly journal 'Communication Today' since 1997 which is considered as a premier journal in the field of mass communication research. He is also editing annual journal of center for Mass Communication "Media Today".
- Prof. Bhanawat is on the editorial board of various prestigious academic journals including Amity Journal of Media and Communication Studies, Jaipur, Trinity Journal of Management, IT & Media, Mulyanugat (value oriented) Media, Glimpses (Rajasthan University News Letter), Jan Sanchar Vimarsh, Allahabad etc.

#### e) any other (please specify)

- Prof. Sanjeev Bhanawat has been associated with a number of academic institutions and universities in various prestigious positions. Some of the Universities are Mahatma Gandhi International Hindi University, Wardha, GJ University of Science and Technology, Hissar, M.D. University, Rohtak, MLS University, Udaipur, Swami Ramtirth University, Nandear (Maharashtra), Gujrat Vidhyapeeth, Ahamdabad, Manipal University, Jaipur, IIS University, Jaipur etc...
- 27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

Centre for Mass Communication organized following three Refresher Courses since 2009:

Refresher Course in Journalism on the theme "Media &	10 <sup>th</sup> Aug to 29 <sup>th</sup> Aug.
Technology: Emerging Facets	2009
Refresher Course in Mass Communication and Journalism	26 Sept to 15 October
on the theme "Contemporary Issues and Trends in Mass	2011
Media"	
Refresher Course in Journalism and Mass Communication	28 Jan- 16 Feb, 13
on the theme" Media & Technology : Recent Trends"	

#### 28. Student projects

percentage of students who have done in-house projects including interdepartmental projects

100% students of this center are either bring out news letter from time to time or make some short films and documentaries during different workshops.

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

No national or international level award was received by faculty members of this department. However following recognitions were received by Prof. Sanjeev Bhanawat of this center:

- ➤ Hall of Fame Award by Public Relations Council of India in national conventions held at Delhi in 2010
- Doctoral / post doctoral fellows
   NIL
- Students

Following awards were received by the students of this center during 2009-15:

- Ms. Bhagyashree Godara received excellence in journalism student award 2009 in article writing competition organized by Press Institute of India and UNICEF.
- Ms. Surbhi Bhardwaj received a national scholarship in the field of theatre from Ministry of Culture, Govt. of India from 2010-12.
- Ms. Aruna Singh (2012) got 5<sup>th</sup> rank in International Photography competition organized by Mangalayatan University, Aligarh.
- Ms. Aruna Singh received 2<sup>nd</sup> prize in photography competition organized by IIS University, Jaipur.
- 30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Center has organized following 27 seminars and conferences during 2009-15:

No.	Subject	Date	Funding Agency
1.	Exhibition of photos taken by students	18 to 20	Swami Photo Player,
	during photography workshop	February 2009	Jaipur
	conducted by Himanshu Vyas of		
	Hindustan Times		
2.	Regional Seminar on Community Radio	17-18	MICCI, New Delhi
		September, 2009	
3.	Regional Workshop for Rural Journalist	1-5 October,	MICCI, New Delhi
	(15 <sup>th</sup> )	2009	
4.	Regional Seminar on Right to	15-16	MICCI, New Delhi
	Information	November, 2009	
5.	Wecare Film Fest on Disability	21 November,	Centre for Mass
		2009	Comm., Jaipur
6.	Regional Workshop for Rural	04 <sup>th</sup> to 08 <sup>th</sup>	MICCI, New Delhi
	Journalism (16 <sup>th</sup> )	March, 2010	
7.	Regional Seminar on Women in Media:	21-22 May, 2010	MICCI, New Delhi
	Need for a Gender Code		
8.	Youth Meet on Youth Media and	29-30 November	MICCI, New Delhi
	Democracy	2010	
9.	Media Sensitization Workshop on	4 January, 2011	UNICEF
	Media's Commitment for Elimination of		

	Child Labor, Udaipur		
10	National Seminar on Social & Cultural	10-11 January,	Dept. of Adult and
10.	Impact of Satellite and Cable Television	2011	Conti. Ed. UOR,
	impact of Saterite and Cable Television	2011	Jaipur
11	Media Consitization Workshop on	15 January, 2011	UNICEF
11.	Media Sensitization Workshop on Media's Commitment for Elimination of	13 January, 2011	UNICEF
10	Child Labor, Banswara	02 F 1	INICEE
12.	Media Sensitization Workshop on	23 February,	UNICEF
	Media's Commitment for Elimination of	2011	
10	Child Labor, Dungarpur	2.434 1.2011	
13.	National Seminar on Gandhian Legacy:	3-4 March, 2011	Centre for Gandhian
	Continuity and Change		Studies, UOR,
			Jaipur
14.	First Media Workshop, Marking the	3 August, 2011	UNICEF
	World Breast Feeding Weak		
15.	1,	4 August, 2011	UNICEF
	World Breast Feeding Weak		
16.	Regional Seminar on Media and Human	3-4 September,	Media Information
	Development	2011	and Communication
			Centre of India,
			Delhi
17.	Regional Workshop on Rural	11-13	Media Information
	Journalism (17th)	November, 2011	and Communication
			Centre of India,
			Delhi
18.	Workshop on Camera Techniques,	13 March, 2012	Apeejay Institute of
	aesthetics and visualization		Mass
			Communication,
			Delhi
19.	Regional Seminar on RTI ACT- A	7-8 July, 2012	Open
	Potent Weapon to Fight Corruption		Communication
			foundation, New
			Delhi
20.	Biodiversity Film Festival & Forum	3-8 September,	CMS Vatavaran,
		2012	Delhi
21.	Seminar on Judicial Accountability for	17-18	Media Information
	Strengthening Democracy	November, 2012	and Communication
			Centre of India,
			Delhi
22.	A Dialogue on the Girl Child's Right to	6 December,	UNFPA
	Be: Violence or Personhood?	2012	
23.		28-29 January,	Media Information
	Responsibility: Need for Introspection	2013	and Communication
	r		Centre of India,
			Contro or mora,

			Delhi
24.	A dialogue with elected women Panch and Sarpanch of Different District of Rajasthan	26 <sup>th</sup> September 2013	The Hunger Project, Jaipur
25.	Media and Human Development	25-26 Oct., 2013	Media Information and Communication Centre of India, Delhi
26.	Eight Years of RTI Act : Role of Civil Society	2-3 Dec., 2013	FES, India Office
27.	DSLR Film Making Workshop	6-7 March, 2014	Apeejay Institute of Mass Communication, New Delhi
28.	Regional Seminar on Media And Development : Achievements And Challenges	4 <sup>th</sup> & 5 <sup>th</sup> September, 2014	FES, India Office
29.	Role of Social Media in Democratization & Pluralization of Media	11th & 12th October 2014	Media Information and Communication Centre of India and
			FES, India Office
30.	Media Judicial Accountability : Need for a Proactive Media	21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014	Media Information and Communication Centre of India
			and FES, India Office
31.	DSLR Film Making Workshop	19 <sup>th</sup> and 20 <sup>th</sup> March, 2015	Apeejay Institute of Mass Communication, New Delhi
32.	All India Media Educators Conference	2-4 April, 2015	Through Registration and etc.

# 31. Code of ethics for research followed by the departments Codes of ethics for research are followed as per UGC and University of Rajasthan norms.

# 32. Student profile programme-wise Following is the programme wise student profile:

Name of the Programme	Applications received	Selected		Pass perc	entage
		Male	Female	Male	Female

MJMC (2009-10)	Data not available	22	18	60.00%	47.50%
MJMC (2010-11)	Data not available	27	12	48.72%	25.64%
MJMC (2011-12)	Data not available	19	11	60.00%	33.33%
MJMC (2012-13)	Data not available	20	10	63.33%	30.00%
MJMC (2013-14)	73	21	16	56.75%	43.24%s
MJMC (2014-15)	116	22	8	Result awaited	

## 33. Diversity of students

Following is the diversity of students:

Name of the Programme	% 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 (2009-10)	82.50%	12.50%	5.00%	NIL
MJMC (2010-11)	87.18%	7.69%	5.13%	NIL
MJMC (2011-12)	66.67%	23.33%	10.00%	NIL
MJMC (2012-13)	63.33%	23.33%	13.33%	NIL
MJMC (2013-14)	64.86%	29.73%	5.40%	NIL
MJMC (2014-15)	76.66%	23.33%	NIL	NIL

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

As per available information in the center; during 2009-14 following two students have cleared NET exam.

- Ms Sangeeta Pravendra,
- Ms Vaishali Kapoor

## 35. Student progression

Following is the student's 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			
Campus selection	Appx. 40% Students get placement in		
Other than campus recruitment	campus Selection and other then campus recruitment		

## 36. Diversity of staff

Following is the student's progression:

Percentage of faculty who are graduates		
Of the same university	100%	
from other universities within the State		
from universities from other States		
from universities outside the country		

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

No faculty was awarded M. Phil., Ph.D., D.Sc. and D.Litt. during the assessment period

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

This center has its own Library which houses nearly more than 7000 books.

b) Internet facilities for staff and students

Wi-Fi and LAN facilities are provided to all faculty members, research scholars and PG students through University INFONET center.

c) Total number of class rooms

Center has two class rooms

d) Class rooms with ICT facility

Center does not have any class room with ICT facility

e) Students' laboratories

Center has two students' laboratories namely

- Computer Lab and
- TV Studio
- f) Research laboratories

Center does not have any research laboratory.

- 39. List of doctoral, post-doctoral students and Research Associates
  - a) from the host institution/university

Following students are obtained Ph.D./ submitted thesis/ currently registered for research work under supervision of Prof. Sanjeev Bhanawat:

• Ph. D. (Awarded)

11 (details are included in annexure-1)

• Ph.D. thesis submitted

01 (details are included in annexure-2)

• Registered Scholars:

04 (details are included in annexure-3)

b) from other institutions/universities

**NIL** 

40. Number of post graduate students getting financial assistance from the university.

No student from this center is getting financial support from the university.

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

No new programme was developed during this time period. Syllabus was revised in the COC meeting and discussion with other media educators through e-mail etc.

- 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?

Yes, Media professionals are actively engaged in teaching assignments on the basis of their feedback and observation curriculum is revised and updated from time to time in COC / faculty.

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

Yes, students' informal feedback is taken on the periodic intervals in the class rooms and through personal discussions. On the basis this feedback by the students, Centre plans its further course of action in different areas.

c. Alumni and employers on the programmes offered and how does the department utilize the feedback?

So far no such feedback was taken formally by this center. However old students of this center visits this center and interact with its Director. They give some useful suggestions for the improvement of the curriculum of this center.

43. List the distinguished alumni of the department

Following are few distinguished alumni of the center:

- Murari Gupta (Indian Information Services)
- Brijendra Singh Shekhawat (Resident Editor, Bhaskar Group)
- Anuradha Mittal (PRO, Central University of Rajasthan)
- Sh. Manish Sharma (Special Correspondent, ABP News)
- Sangeet Pranvendra (Special Correspondent, India TV)
- Monika Joshi (Former Editor, Lakshya &Aha! Zindagi Magazine and now with Dainik Bhaskar)
- Vijaya Rathore (Economic Times, Delhi)
- Tejraj Singh (PRO, Sports Council of India)
- Rajesh Parihar (IFS)
- Dharmesh Bharti (Indian Information Service)
- 44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts. Number of seminars and workshops were organized for the benefit of the students from time to time.

Center has organized following students enrichment programmes during 2009-14 for the students of this center and large number of students attended these programmes.

No.	Subject	Date	Funding Agency
-----	---------	------	----------------

1.	Exhibition of photos taken by students during photography workshop conducted by Himanshu Vyas of Hindustan Times	18 to 20-2-2009	Swami Photo Player, Jaipur
2.	Regional Seminar on Community Radio	17-18 September,2009	MICCI, New Delhi
3.	Regional Workshop for Rural Journalist (15 <sup>th</sup> )	1-5 October ,2009	MICCI, New Delhi
4.	Regional Seminar on Right to Information	15-16 November,2009	MICCI, New Delhi
5.	We care Film Fest on Disability	21 November,2009	Centre for Mass Comm., Jaipur
6.	Regional Workshop for Rural Journalism (16 <sup>th</sup> )	04 <sup>th</sup> to 08 <sup>th</sup> March,2010	MICCI, New Delhi
7.	Regional Seminar on Women in Media : Need for a Gender Code	21-22 May ,2010	MICCI, New Delhi
8.	Youth Meet on Youth Media and Democracy	29-30 November 2010	MICCI, New Delhi
9.	Media Sensitization Workshop on Media's Commitment for Elimination of Child Labor, Udaipur	4 January, 2011	UNICEF
10.	National Seminar on Social & Cultural Impact of Satellite and Cable Television	10-11 January, 2011	Dept. of Adult and Conti. Ed. UOR, Jaipur
11.	Media Sensitization Workshop on Media's Commitment for Elimination of Child Labor, Banswara	15 January, 2011	UNICEF
12.	Media Sensitization Workshop on Media's Commitment for Elimination of Child Labor, Dungarpur	23 February, 2011	UNICEF
13.	National Seminar on Gandhian Legacy: Continuity and Change	3-4 March, 2011	Centre for Gandhian Studies, UOR, Jaipur
14.	First Media Workshop, Marking the World Breast Feeding Weak	3 August, 2011	UNICEF
15.	Second Media Workshop, Marking the World Breast Feeding Weak	4 August, 2011	UNICEF
16.	Regional Seminar on Media and Human Development	3-4 September, 2011	Media Information and Communication Centre of India, Delhi
17.	Regional Workshop on Rural Journalism (17th)	11-13 November, 2011	Media Information and Communication Centre of India, Delhi
18.	Workshop on Camera Techniques, aesthetics and visualization	13 March, 2012	Apeejay Institute of Mass Communication, Delhi

19.	Regional Seminar on RTI ACT- A Potent	7-8 July, 2012	Open Communication
	Weapon to Fight Corruption		foundation, New Delhi
20.	Biodiversity Film Festival & Forum	3-8 September, 2012	CMS Vatavaran, Delhi
21.	Seminar on Judicial Accountability for	17-18	Media Information
	Strengthening Democracy	November, 12	and Communication
			Centre of India, Delhi
22.	A Dialogue on the Girl Child's Right to	6 December, 12	UNFPA
	Be: Violence or Personhood?		
23.	Seminar on Media Ethics and	28-29 January,	Media Information
	Responsibility: Need for Introspection	13	and Communication
			Centre of India, Delhi
24.	A dialogue with elected women Panch	26 <sup>th</sup> September	The Hunger Project,
	and Sarpanch of Different District of	2013	Jaipur
	Rajasthan		1
25.	Media and Human Development	25-26 Oct.,	Media Information
	-	2013	and Communication
			Centre of India, Delhi
26.	Eight Years of RTI Act : Role of Civil	2-3 Dec., 2013	FES, India Office
	Society		·
27.	DSLR Film Making Workshop	6-7 March,	Apeejay Institute of
		2014	Mass Communication,
			New Delhi
28.	Regional Seminar on Media And	4 <sup>th</sup> & 5 <sup>th</sup>	FES, India Office
	Development : Achievements And	September,	
	Challenges		
2.0		2014	26.11.7.0
29.	Role of Social Media in Democratization	11th & 12th	Media Information
29.			and Communication
29.	Role of Social Media in Democratization	11th & 12th	and Communication Centre of India
29.	Role of Social Media in Democratization	11th & 12th	and Communication Centre of India and
	Role of Social Media in Democratization & Pluralization of Media	11th & 12th October 2014	and Communication Centre of India and FES, India Office
	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for	11th & 12th October 2014 21st & 22nd	and Communication Centre of India and FES, India Office Media Information
	Role of Social Media in Democratization & Pluralization of Media	11th & 12th October 2014 21st & 22nd November,	and Communication Centre of India and FES, India Office Media Information and Communication
	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for	11th & 12th October 2014 21st & 22nd	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India
	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for	11th & 12th October 2014 21st & 22nd November,	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and
30.	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for a Proactive Media	11th & 12th October 2014 21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and FES, India Office
	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for	11th & 12th October 2014  21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014  19 <sup>th</sup> and 20 <sup>th</sup>	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and FES, India Office Apeejay Institute of
30.	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for a Proactive Media	11th & 12th October 2014 21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and FES, India Office Apeejay Institute of Mass Communication,
30.	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for a Proactive Media  DSLR Film Making Workshop	11th & 12th October 2014  21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014  19 <sup>th</sup> and 20 <sup>th</sup> March, 2015	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and FES, India Office Apeejay Institute of Mass Communication, New Delhi
30.	Role of Social Media in Democratization & Pluralization of Media  Media Judicial Accountability: Need for a Proactive Media	11th & 12th October 2014  21 <sup>st</sup> & 22 <sup>nd</sup> November, 2014  19 <sup>th</sup> and 20 <sup>th</sup>	and Communication Centre of India and FES, India Office Media Information and Communication Centre of India and FES, India Office Apeejay Institute of Mass Communication,

45. List the teaching methods adopted by the faculty for different programmes. Faculty members of this center deliver their lectures by using black board and uses audio

visual aids. Lecture, Discussion, Seminar & Workshop, Classroom exercise, Practical demonstration and conducting hands-on exercises and Continuous assessment are the other methods for the discussion and presentation.

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

Centre organizes frequent dialogue, discussion with industry people, media educators, students and experts from different walks of life. Training programme, continued internal tests, project works, mentoring programmes and field trips to find that programme objectives are constantly met.

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

Various extension activities are organized regularly by this center and students are actively participating in these activities. Centre has organized various workshops and seminars on Gender Issues, Social awareness campaigns through various media.

48. Give details of "beyond syllabus scholarly activities" of the department.

Students of this center are motivated to participate in different students' activities like debate competitions, poster competitions, awareness programmes etc. Center organizes seminars and workshops for students and students actively participate in such activities.

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

NIL

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

Center has its own limitations still it is involved generating new knowledge in the following ways;

- Center is publishing an annual journal 'Media Today' which is attracting quality contributions.
- Center has published a series of 11 text books based on syllabus of the MJMC
- Center has prepared some documentaries on socially relevant issues
- 51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Following are major Strengths, Weaknesses, Opportunities and Challenges of the department:

#### **Strengths**

- Publication programme
- Regularly organizing seminar and workshops
- Center has its own television studio
- Regular classes.

#### Weakness

- Lack of teaching faculty
- Lack of Technical staff,
- Lack of non-teaching staff,
- Lack of facilities for practical training.

#### **Opportunities**

• Vast Scope for the students in field of News Paper, Radio, Television, Public Relations, Advertising, Media Teaching etc.

#### **Challenges**

- To convert this course from SFS to a regular course.
- Recruitment of teaching and non-teaching staff.
- Up gradation of technological facilities.

#### 52. Future plans of the department.

Following are the future plans of this department:

- Establishment of Community Radio
- An excellent Research and Reference Library
- Establishment of well-equipped TV Studio with Modern Technology
- Establishment of well-equipped Computer Lab
- A research based publication programme
- Separate Building
- Recruitment of Faculty, non-teaching and technical staff

(Prof. Sanjeev Bhanawat) Head

# Ph. D. (Awarded)

#### annexure-1

1.	सुश्री मोनिका शर्मा	03-02-2009	हिन्दी समाचार पत्रों में प्रकाशित सामाजिक चेतना मूलक
			विज्ञापन एक अनुशीलन
2.	श्री लीला राम यादव	12-02-2009	मानवाधिकार और पुलिस की भूमिका (राजस्थान के प्रमुख दैनिक हिन्दी समाचार पत्रों की साहित्यिक सामग्री के विशेष संदर्भ में)
3.	Ms. Shipra Mathur	29-04-2010	Media Education in India : A Critical Study of Select States
4.	Ms. Meghna Jain	27-02-2010	Internet Advertising amongst Indian Marketers : Emerging Trends
5.	Sh. Ramesh Rawat	27-03-2010	धार्मिक संस्थानों का मीडिया मैनेजमेंट (देश के प्रमुख धार्मिक संस्थानों के मीडिया प्रबंधन का विवेचन)
6.	Ms.Anuradha Mishra	25 .08 2011	Dissemination of Scientific Knowledge in Print Media – With Special Reference to Select Hindi Dailies of Rajasthan.
7.	Ms. Jyoti Batheja	13.12.2011	राजस्थान के प्रमुख हिन्दी दैनिकों में अभिव्यक्त सामाजिक चेतना (बीसवीं शताब्दी के अन्तिम दशक की प्रमुख घटनाओं के विशेष संदर्भ में)
8.	मणीलता बिश्नोई	1-4-2013	हिन्दी सिनेमा में नारी की छवि (बीसवीं शताब्दी के अन्तिम दशक की प्रमुख फिल्मों के विशेष संदर्भ में)
9.	Ms.Sangeeta Pravendra	Submitted	Media and Coverage of Terrorist activities : A Case Study of 26/11
10.	Ms. Khooshbu Kapoor	Submitted	Ethics and Indian Advertising (With special reference to print media)
11.	Sh.Vinod Purohit	Submitted	समकालीन हिन्दी दैनिकों का बदलता स्वरूप —राजस्थान के प्रमुख हिन्दी दैनिकों के संदर्भ में विशेष अध्ययन (2000 से 2010 तक )

# Ph.D. thesis submitted

annexure-2

1	Ms. Annu	महिला पत्रकारों की आर्थिक व सामाजिक समस्याएं–दिल्ली के संचार माध्यमों के संदर्भ
1.	Chouhan	में।

# **Registered Scholars:**

annexure-3

1.	Ms.Jayati Mishra	Sting Operations by Electronic Media in India Vis a Vis Journalism Ethics
2.	Sh.Chanadan	समकालीन टेलीविजन पत्रकारिता ' आज तक' के विशेष संदर्भ में
	Kumar	राजिमलान दलाविकान वजवमारसा जाठा स्वर्भ वर्गवस्य स्वर्भ ग
3.	Ms.Rakhi Jain	सांस्कृतिक पत्रकारिता –राजस्थान के प्रमुख दैनिको के विशेष संदर्भ में ।
4.	Ms.Kavita Singh	दूरदर्शन पर प्रसारित ग्रामीण एवं कृषि कार्यक्रमों का आलोचात्मक मूल्यांकन