

# ANNUAL REPORT

Department: Mass Communication

## 1. Name of Dean & HoD: Prof. Abdul Rahman Khan



## 2. Overview of the Department:

Inaugurated during the challenging times of the COVID-19 pandemic in 2020, the Department of Journalism and Mass Communication at Integral University embarked on a journey of educational excellence. Initially, we commenced with a modest intake of just 8 students for the Bachelors of Journalism and Mass Communication (BJMC) program. Over the years, through unwavering dedication and collaborative efforts from our esteemed authorities and faculty members, the department has made significant progress and grown in both size and stature.

Programs Offered:

Bachelors of Journalism and Mass Communication (BJMC):

Our flagship undergraduate program, BJMC, has witnessed remarkable growth with the introduction of multiple batches. As of now, we have three thriving batches of BJMC students. One batch has already successfully graduated.

Postgraduate Diploma in Journalism and Mass Communication (1 year):

In line with our commitment to providing comprehensive education, we recently introduced a one-year Postgraduate Diploma in Journalism and Mass Communication, enabling students to delve deeper into the intricacies of the field.

### Certificate in Photography (6 months):

Recognizing the significance of visual storytelling, we recently launched a Certificate Course in Photography with a duration of six months. This program equips students with essential photography skills, adding another dimension to their media expertise.

### Noteworthy Achievements:

Our department takes immense pride in the accomplishments of our students. A significant number of our BJMC graduates have secured placements in prestigious institutions such as the Indian Institute of Mass Communication (IIMC), Delhi, and Lucknow University, among others. This exemplifies the high academic standards we uphold.

Several of our graduates have embarked on successful professional journeys, securing positions with renowned media houses in Lucknow. Their achievements serve as a testament to the practical knowledge and skills they gained during their time with us.

### Vision and Future Endeavors:

As we move forward, our vision remains unwavering – to nurture future leaders and professionals in the field of journalism and mass communication. We aim to continue expanding our academic offerings, fostering industry connections, and emphasizing hands-on learning experiences for our students. Through these efforts, we aspire to contribute to the ever-evolving landscape of media and communication.

The Department of Journalism and Mass Communication at Integral University is committed to excellence, innovation, and the holistic development of our students. We look forward to the continued growth and success of our department in the years ahead. Thank you for being a part of our journey.

### **3. Highlights of the major activities and achievements during the academic year 2022-23**

- 1. Students of BJMC 3<sup>rd</sup> year participated as a volunteer in a national seminar on the occasion of 92<sup>nd</sup> birth anniversary of Bharat Ratan Dr. A.P.J Abdul Kalam on the topic: Education after the Pandemic on 15 October 2022.**



1. A special lecture by Mr. Lance Mannays, veteran journalist and editor Hindustan times Lucknow edition was organized on “Responsible Journalism” at the media center on 28 October 2022. The lecture focused on the ethics and morality while writing and covering the news. Students were enthusiastic to learn about the realms of journalism by Mr. Mannays.



2. The students of BJMC went on an industrial visit to ‘GOONJ’ community radio station, King George Medical University KGMU, Lucknow on 1 November 2022. Students were thrilled to see the professional set-up for the first time and provided insights into the radio production.



3. Students of BJMC 3<sup>rd</sup> year visited the 'AKASHVANI' studio on 25 November 2022 where they saw the professional radio set-up and were briefed about how a radio station functions.
4. Students of BJMC were taken to old Lucknow for photography assignment of the historical monuments on 22 February 2023. The students learned about framing, long-shot and many other techniques for capturing the ancient buildings.
5. In march 2023, the excursion to Katarnia Ghat Wildlife Sanctuary provided students with hands-on experience in environmental reporting and photography, aligning with the department's commitment to practical learning and field exposure.



6. The introduction of new courses in May 2023, namely the PG Diploma in Journalism and Mass Communication and the Certificate Course in Photography, expanded the department's academic offerings, catering to diverse interests and career paths of students.
7. The internship opportunities for 2nd-year BJMC students at Doordarshan Lucknow and Hindustan Times in July 2023 exposed them to real newsroom environments, enhancing their practical skills and industry readiness.

8. Workshop on Fake News with Google Expert was organized on August 18, 2023. Nimish Kapoor from Google equipped students with the knowledge and tools to critically analyze and combat misinformation, a crucial skill in today's media landscape.
9. A workshop on HAM Radio was organized at the department to provide the students an insight into the crucial role of amateur radio in disaster communication and emergency response scenarios. The coordinator of the department Md Zubair is a licensed personnel of the HAM radio and he informed the students about the fundamentals of HAM radio operation, its versatility, and how it can serve as a vital tool for information dissemination when traditional systems fail during disasters.

### **A brief on the student's progression & growth**

We take immense pride in celebrating the remarkable achievements of our first batch of students from the Department of Journalism and Mass Communication at Integral University. These budding media professionals have demonstrated exceptional dedication and talent, securing prestigious positions and academic opportunities. Here's a summary of their noteworthy progress:

**Shadab Ahmad:** Graduated successfully and cracked the entrance exam for the prestigious Indian Institute of Mass Communication (IIMC), New Delhi, a testament to his academic excellence and commitment to journalism.

**Saniya Parveen and Mahak Rizvi:** These two talented individuals secured commendable positions in the Lucknow University MJMC entrance exam, reflecting their strong foundation in journalism and mass communication studies.

**Laiba Ashfaq:** Laiba's journey led her to a significant career milestone as she secured a position with the esteemed media house 'Aaj Ki Baat' in Lucknow. Her selection reflects her practical skills and understanding of the industry.

**Mohd. Hamza:** Hamza's talents in graphics and design were recognized by a graphics studio in Lucknow, where he now works. His transition from student to a professional in the field demonstrates the practical skills honed during his time with us.

These achievements exemplify the department's commitment to nurturing talent and providing a platform for students to excel in journalism and mass communication. We are proud of our graduates and look forward to witnessing their continued success in the dynamic world of media and communication. Their journeys are an inspiration to current and future students, and we remain dedicated to their growth and development.