# Internal Quality Assurance Cell (IQAC)

# SGT University

## Annual Report (Aug 2016- July 2017)

## Faculty of Mass Communication and Media Technology

The Mass Communication and Journalism course is designed to prepare our students for a highly demanding and fast changing media industry. We at Faculty of Mass Communication and Media Technology, sharpen their creative and technical skills to perfection. The course structures offer our students a complete industrial training with workshops, field trips, production projects and the best of equipment – still cameras, video cameras, studios, PCR, lights, microphones – an ideal learning environment. Here, media is as much an academic discipline as it is industrial – it encompasses print, television, film studies, radio, media research, content analysis, photography and public relations.

### Department at a Glance (2016-17)

Name of the Department: - **Faculty of Mass Communication and Media Technology**

Year of establishment: - 2014

1. List of Faculty with designations

| S.No | Faculty Member | Designation |
|------|----------------|-------------|
| 1 | Dr. Mukesh Kumar | Dean, Professor |
| 2 | Nazrey Hossain | Assistant Professor |
| 3. | S. K. Pandey | Associate Professor |
| 4. | Anubhav Bharadwaj | Associate Professor |
| 5. | Dr. Subhash Chandra Goel | Assistant Professor |
| 6. | Biswambhar Bose | Assistant Professor |
| 7. | Asif Husain | Assistant Professor |
| 8. | Priyanka Tyagi | Assistant Professor |
| 9. | Mahesh Mishra | Assistant Professor |

2. Names of programmes offered (UG, PG, M.Phil., Ph.D., M.Sc., etc.)

| S.No. | Course |
|-------|--------|
| 1. | BAJMC |
| 2. | MAJMC |

3. Education:

a). Hours of teaching in each subject

Under graduation……..

| S.No. | Course | No. of Teaching Hours(weekly) |
|-------|--------|-------------------------------|
| 1. | BJMC I | 29 |
| 2. | BJMC II | 30 |
| 3. | BJMC III | 26 |
| 4. | BJMC IV | 25 |
| 5. | BJMC V | 26 |
| 6. | BJMC VI | 30 |

Post graduation…….

| S.No. | Course | No. of Teaching Hours (weekly) |
|-------|--------|--------------------------------|
| 1. | MJMC I | 30 |
| 2. | MJMC II | 30 |

Other trainings - Nil

b). Continued Education (workshop, seminar, symposium, conferences)

i) Summary of the above, department wise (Total No.)

| | Event | Attended | Organized | Paper / | Guest | Keynotes |
|--|-------|----------|-----------|---------|-------|----------|

| | | | | poster presented | lecturers delivered | delivered |
|---|---|---|---|---|---|---|
| Faculty of Mass Communication and Media Technology | Conference national | 04 | 0 | 03 | 20 | 0 |
| | Conference international | 01 | 0 | 01 | 0 | 0 |
| | Conventions | 00 | 0 | 0 | 0 | 0 |
| | Symposium | 03 | 0 | 0 | 0 | 0 |
| | Workshops | 04 | 0 | 0 | 0 | 0 |
| | Others | 03 | 0 | 0 | 0 | 0 |
| | **Total** | **15** | **0** | **04** | **20** | **0** |

b) **Details of the above (to be furnished faculty member wise)**

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lectures delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Dr. Mukesh Kumar | Conference national | 0 | 0 | 0 | 0 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 0 | 0 | 0 | 0 | 0 |
| | Workshops | 0 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 0 | 0 | 0 | 0 | 0 |

| Name of | Event | Attended | Organized | Paper / poster | Guest | Keynotes |
|---|---|---|---|---|---|---|

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| S. K. Pandey | Conference national | 0 | 0 | 0 | 0 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 01 | 0 | 0 | 0 | 0 |
| | Workshops | 0 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 01 | 0 | | 0 | 0 |

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Dr. Subhash Chand Goel | Conference national | 0 | 0 | 0 | 0 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 0 | 0 | 0 | 0 | 0 |
| | Workshops | 0 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 0 | 0 | 0 | 0 | 0 |
| | | | | | | |
| Name of | Event | Attended | Organized | Paper / poster | Guest | Keynotes |

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Asif Husain | Conference national | 01 | 0 | 0 | 20 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 01 | 0 | 0 | 0 | 0 |
| | Workshops | 01 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 03 | 0 | 0 | 20 | 0 |

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Nazrey Hossain | Conference national | | | | | |
| | Conference international | | | **Details are Not available** | | |
| | Conventions | | | | | |
| | Symposium | | | | | |
| | Workshops | | | | | |
| | Others | | | | | |
| | Total | | | | | |

| Name of | Event | Attended | Organized | Paper / poster | Guest | Keynotes |
|---|---|---|---|---|---|---|

| the Faculty | | | | presented | lecturers delivered | delivered |
|---|---|---|---|---|---|---|
| Anubhav Bharadwaj | Conference national | | | | | |
| | Conference international | | | Details are Not available | | |
| | Conventions | | | | | |
| | Symposium | | | | | |
| | Workshops | | | | | |
| | Others | | | | | |
| | Total | | | | | |

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Biswambhar Bose | Conference national | 01 | 0 | 01 | 0 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 0 | 0 | 0 | 0 | 0 |
| | Workshops | 01 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 02 | 0 | 01 | 0 | 0 |

| Name of | Event | Attended | Organized | Paper / poster | Guest | Keynotes |
|---|---|---|---|---|---|---|

| the Faculty | | | | presented | lecturers delivered | delivered |
|---|---|---|---|---|---|---|
| Mahesh Mishra | Conference national | 01 | 0 | 01 | 0 | 0 |
| | Conference international | 0 | 0 | 0 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 0 | 0 | 0 | 0 | 0 |
| | Workshops | 0 | 0 | 0 | 0 | 0 |
| | Others | 0 | 0 | 0 | 0 | 0 |
| | Total | 01 | 0 | 01 | 0 | 0 |

| Name of the Faculty | Event | Attended | Organized | Paper / poster presented | Guest lecturers delivered | Keynotes delivered |
|---|---|---|---|---|---|---|
| Priyanka Tyagi | Conference national | 01 | 0 | 01 | 0 | 0 |
| | Conference international | 01 | 0 | 01 | 0 | 0 |
| | Conventions | 0 | 0 | 0 | 0 | 0 |
| | Symposium | 01 | 0 | 0 | 0 | 0 |
| | Workshops | 02 | 0 | 0 | 0 | 0 |
| | Others | 01 | 0 | 0 | 0 | 0 |
| | Total | 06 | 0 | 02 | 0 | 0 |

4. Publications:

i) Journal articles

a). Summary of publication department wise (Total No.):

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Faculty of Mass Communication and Media Technology | Indexed | 01 | 03 | 01 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

b) Details of the above (to be furnished faculty member wise)

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Dr. Mukesh Kumar | Indexed | 0 | 0 | 0 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| S. K. Pandey | Indexed | 0 | 0 | 0 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Biswambhar Bose | Indexed | 0 | 0 | 0 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Dr. Subhash Chandra Goel | Indexed | 01 | 02 | 0 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Asif Husain | Indexed | 0 | 0 | 0 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Priyanka Tyagi | Indexed | 0 | 01 | 01 | 0 |
| | Non indexed | 0 | 0 | 0 | 0 |
| | Peer reviewed | 0 | 0 | 0 | 0 |
| | Non peer reviewed | 0 | 0 | 0 | 0 |

| S. no. | Type | Total no. Of Articles | National | International | others |
|---|---|---|---|---|---|
| Mahesh Mishra | Indexed | | | | |
| | Non indexed | | | | |
| | Peer reviewed | | **Details are Not Available** | | |
| | Non peer reviewed | | | | |

| S. no. | Type | Total no. Of Articles | National | International | others |
|--------|------|------------------------|----------|---------------|--------|
| Nazrey Hossain | Indexed | | | | |
| | Non indexed | | | | |
| | Peer reviewed | **Details are Not Available** | | | |
| | Non peer reviewed | | | | |

| S. no. | Type | Total no. Of Articles | National | International | others |
|--------|------|------------------------|----------|---------------|--------|
| Anubhav Bharadwaj | Indexed | | | | |
| | Non indexed | | | | |
| | Peer reviewed | **Details are Not Available** | | | |
| | Non peer reviewed | | | | |

Papers published in peer reviewed journals (national / international, listed in National/International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database, International Social Sciences Directory, EBSCO or any other indexing agency,Citation Index (source)google scholar, Research Gate, Scopus,SNIP, SJR Impact Factor … range / average, h-index)

| S. no. | Article in Vancouver style | National/ international | Database | Citation index Range/ average | SJR / SNIP | h-index | Impact factor |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Non -indexed publications

Popular press writings / others

ii) Abstracts published in conference proceedings. (Faculty member wise):- **Nil**

iii) Books with ISBN with details (faculty member wise)

| S. No. | Name of Faculty | Chapters in Books | Edited Books | Books publishers | Monographs |
|---|---|---|---|---|---|
| 1. | Dr. Mukesh Kumar | Nil | Nil | 1. Dasta Ke Barah Baras- Bhartiya Gyanpeeth- 2016, ISBN:978-93-263-5447-9 <br> 2. Fake Encounter- Shivna Prakashan - 2017, ISBN: | Nil |

| | | | | 978-93-<br>81520-59-8 | |
|---|---|---|---|---|---|
| 2. | S. K. Pandey | Nil | Nil | Nil | Nil |
| 3. | Biswambhar Bose | Nil | Nil | Nil | Nil |
| 4. | Anubhav Bharadwaj | Details are not available | | | |
| 5. | Nazare Hossain | Details are not available | | | |
| 6. | Asif Husain | Nil | Nil | Nil | Nil |
| 7. | Mahesh Mishra | Details are not available | | | |
| 8. | Dr. Subhash Goel | Nil | Nil | Nil | Nil |
| 9. | Priyanka Tyagi | 04 | Nil | Nil | Nil |

5. Details of patents and income generated: Nil

6. Awards and Honours: Nil

Awards / recognitions received at the national and international level by (in Table. format...)

- Faculty
- Others
- Doctoral / post doctoral fellows
- Students

7. Consultancy and Participation as expert, income generated, (brief note on each):- Nil

8. Research

i). Details of the funded projects department wise: Nil

| S no. | Name of the faculty/ department | Name of PI | Funding agency | Indian agency / WHO / International / SGT University | Project title | Grants received | Completed/ ongoing/ new project submitted |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |

ii) Details of other non funded / self funded projects: department wise (list only):- Nil

iii) Student projects: Nil

| Sno. | Name of the student | Name of Guide | Course PhD, MD, MDS, MSc, JRF, SRF | Funded / self funded | Indian agency / WHO / International / SGT University | Project title | Grants received | Completed / ongoing |
|---|---|---|---|---|---|---|---|---|
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- o percentage of students who have done in-house projects including inter-departmental projects

- o percentage of students doing projects in collaboration with other universities /industry / institute

9. Patient Care, please provide detail in enumerative figures during the year of consideration. (Write NA if not applicable):- NA

| Facilities available | |
|---|---|
| Operations / procedures | |
| ICU details | |
| Emergency Duties | |
| OPD clinics | |

10. **Other Significant Events:**

- *Orientation Program of Mass Communication and Media Technology| 30/08/2016*
- Guest Lecture on Functioning of News Agency and News editing- 30/11/2016
- Visit to Lit fest organized by Aaj Tak| 11/11/2016
- Workshop at Sultanpur Bird Sanctuary| 12/12/2016
- Industry visit to All India Radio| 20/12/2016
- Media Centre Inauguration-9/01/2017
- Seminar on Role of Social Media in semi-literate Society- 9.01.17
- SGT Times launched -13th January-2017
- Seminar on Media, Empowerment of People and Democracy-13th January
- Industrial visit to India's no. 1 newspaper *Dainik Bhasker*- 1st February, 2017
- Industrial Visit to National news channel *News Nation*- 09.02.2017
- Industrial Visit to UNI-13.02.17
- Guest lecture by Mr. Rajesh Priydarshi, Digital Editor, BBC-17.02.2017
- Guest Lecture by Mr. PV Rajagopal, on dated 29/03/2017

- Media Museum Inaugurated and Guest Lecturer in Faculty of Mass Communication & Media Technology – 9th August 2017
- Guest Lecture by Television News Anchor, Sayeed Ansari from AajTak.

11. Courses in collaboration with other universities, industries, foreign institutions, etc.:-Nil

12. Details of programmes discontinued, if any, with reasons: - NA

13. Examination System: Annual/Semester/Trimester/weekly :- Semester

14. Choice Based Credit System:-
Faculty of Mass Communication and Media Technology adopted CBCS for the batches from August 2017 onwards.

15. Participation of the department in the courses offered by other departments, courses in collaboration with other universities, industries, foreign institutions, etc. :- Nil

16. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad ( e.g. Commonwealth fellowships, WHO fellowships, UNESCO fellowships etc) :- Nil

17. Faculty serving in
 a) National committees b) International committees c) Editorial Boards d) any other (please specify) :- Nil

18. Faculty recharging strategies (Capacity Building programmes) (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs). (give details) :- Nil

19.      Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance ( updated till date)

| S. No. | Name | Qualification | Designation | Specialization | No. of Years of Experience | No. Of thesis/ dissertations guided till now ( Ph.D. / M.Phil./ PG/ UG/Students) |
|---|---|---|---|---|---|---|
| 1. | Prof. (Dr.) Mukesh Kumar | Ph. D. | Professor, Dean | Print, TV and Digital Media | 31 | 03 (PG). 15(UG) |
| 2. | Mr. Shashi Kumar Pandey | Pursuing Ph. D. | Associate Professor | Print Media | 28 | 20(PG),100(UG) |
| 3. | Nazrey Hossain( left in Jan. 2017 | UGC NET | Assistant Professor | Radio Journalism and Research | 25 | 15(PG) 35(UG) |
| 4. | Anubhav Bharadwaj(left in March 2017) | M.Sc. Mass Communication Advertisement and Journalism | Assistant Professor | Cinematography and Film Production | 8 | NIL |
| 5. | Dr. Subhash Chandra Goel(joined in June 2017) | Ph.D. | Assistant Professor | Television Production & Research | 14 | NIL |
| 6. | Mr. Asif Husain (Joined in April 2017) | Pursuing Ph.D. | Assistant Professor | Photography & Television Production | 11 | 04(PG),35(UG) |
| 7. | Ms. Priyanka Tyagi( Joined in june 2017) | Pursuing Ph.D. | Assistant Professor | Radio Journalism & Research | 08 | 10(PG), 120(UG) |
| 8. | Mr. Biswambhar | Pursuing Ph.D. | Assistant | Journalism & | 04 | 10(UG) |

| | Bose | | Professor | Public Relations | | |
|---|---|---|---|---|---|---|
| 9 | Mr. Mahesh Mishra( Left in June 2017) | MA Mass Communicatio n | Assistant Professor | Film and TV production | 8 | NIL |

20.  List of senior Visiting Fellows, adjunct faculty, emeritus professors :- Mr. Ranjan Basu

21.  Programme-wise Student Teacher Ratio

| S.No. | Programme | Total Students | Total Faculty Members | Student Teacher Ratio |
|---|---|---|---|---|
| 1. | BAJMC | 77 | 06 | 13:1 |
| 2. | MAJMC | 03 | 03 | 1:1 |

22.  Number of academic support staff (technical) and administrative staff: (in Table form)

| S.No. | Name of Administrative/Academic Staff | Designation |
|---|---|---|
| 1. | Mr.Dinesh Kumar | Clerk cum Office Assistant |
| 2. | Nadeem Ahmed | Online Editor |
| 3. | Ms. Akanksha | Panel Producer |
| 4. | Ms. Nibedita | Sound Engineer |
| 5. | Mr. Ankur | VFX Editor |
| 6. | Mr. Sushil Kashyap | IT |
| 7. | Mr. Anil | Videographer |
| 8. | Mr. Shatrughan | Videographer |

| 9  | Mr. Saurabh Saini  | Photographer     |
|----|--------------------|------------------|
| 10 | Mr. Surender Rawat | Videographer     |
| 11 | Mr. Ankit          | Photographer     |
| 12 | Mr. Shiv Saini     | Video Editor     |
| 13 | Mr. Gaurav Saini   | Video Editor     |
| 14 | Mr Suraj           | Stock In charge  |
| 15 | Mr. Afsar          | Attendant        |

23.  Establishment of Research facility / centre (during the year of consideration): -

Establishment of a fully functional **Media Centre**.

24.  Student profile programme-wise ( No. only):

| Name of the Programme | Applications Received wherever known | Selected | | Pass percentage | |
|-----------------------|--------------------------------------|----------|--------|-----------------|--------|
|                       |                                      | **Male** | **Female** | **Male** | **Female** |
| **BAJMC**             | 150                                  | 32       | 11     | 100             | 100    |
| **MAJMC**             | 30                                   | 01       | 02     | 100             | 100    |

26. **Diversity of Students ( No. only):**

| 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 |
|-----------------------|----------------------------------------|--------------------------------------------------------|---------------------------------------------------|------------------------------------|
| BAJMC                 | NA                                     | NA                                                     | NA                                                | NA                                 |
| MAJMC                 | 0                                      | 0                                                      | 100                                               | 0                                  |

27. Student progression (No. Only)

| Student progression | | Percentage against enrolled |
|---|---|---|
| UG to PG | | 0 |
| PG to M.Phil. | | NA |
| PG to Ph.D. | | NA |
| Ph.D. to Post-Doctoral | | NA |
| Employed | | |
| ☐ | Campus selection | 54 |
| ☐ | Other than campus recruitment | 18 |
| Entrepreneurs | | 0 |

28. Diversity of staff (No. Only):

| | |
|---|---|
| Percentage of faculty who are graduates of the same university | 0% |
| From other university within the state | 11% |
| From universities from other state | 88% |
| From universities outside the country | 0% |

29. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. - 01

30. Present details of departmental infrastructural facilities regarding

      a) Library ( no. of Books and Journals) :- 300

      b) Internet facilities for staff and students :- Available

      c) Total number of class rooms :- 08

      d) Class rooms with ICT facility :- 08

      e) Students' laboratories: - 05

      f) Research laboratories: - 01

31. List of doctoral, post-doctoral students and Research Associates

      a) from the host institution/university :-Nil

      b) from other institutions/universities :- 02 (Doctoral)

32. Number of post graduate students getting financial assistance from the university.—01

33. FEEDBACK System:  Faculty of mass Communication and media technology is having well defined and student centric feedback system where at the end of each semester students provides feedback regarding classes, activities and other facilities.

34. Student enrichment programmes [give details of (special lectures / workshops / seminar) involving external experts.]

- Guest Lecture on Functioning of News Agency and News editing- 30/11/2016
- Workshop at Sultanpur Bird Sanctuary| 12/12/2016
- Industry visit to All India Radio| 20/12/2016
- Seminar on Role of Social Media in semi-literate Society- 9.01.17
- Seminar on Media, Empowerment of People and Democracy-13th January
- Industrial visit to India's no. 1 newspaper *Dainik Bhasker*- 1st February, 2017
- Industrial Visit to National news channel *News Nation*- 09.02.2017
- Industrial Visit to UNI-13.02.17
- Guest lecture by Mr. Rajesh Priydarshi, Digital Editor, BBC-17.02.2017

- Guest Lecture by Mr. PV Rajagopal, on dated 29/03/2017
- Guest Lecture by Television News Anchor, Sayeed Ansari from AajTak.

35. **Changes in Teaching Guidelines**. These are the following teaching methodologies adopted by Faculty of mass communication and media technology for the overall development of students.

1. SIS
2. Spot Discussion
3. Student Seminar
4. Intra Faculty Programme
5. Fish Bowl Technique
6. Project Based Learning
7. Case study

36. Changes adopted in monitoring learning outcomes: Department of Mass Communication continuously following formative and Summative evaluation procedure for students for their overall growth and enhancement.

37. Extension activities: - Collaboration with FTII for one week Film Appreciation Course and student centric activities at FTII premises.

38. "Beyond syllabus scholarly activities" of the department: -
Faculty of mass communication and media technology organises extracurricular activities, Fests etc.

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

| S. No. | Details | |
|---|---|---|
| 1. | Strengths | <ul><li>1.Practical and Project Based Learning</li><li>2.Students Interaction among Media Personalities</li><li>3.Industrial Visits</li><li>4.Well qualified and Experienced Staff</li><li>5.Upgraded and well equipped media studio, Best in Delhi NCR</li></ul> |
| 2. | Weakness | <ul><li>Nil</li></ul> |
| 3. | Opportunities | <ul><li>1.Great Placement Opportunity</li><li>2.Overall Personality Development</li><li>3.to interact with eminent media personalities</li><li>4.to get exposure to industries</li></ul> |
| 4. | Challenges | <ul><li>Quality of Students.</li></ul> |

40. Best Practices of the department:- Faculty of mass communication and media technology believes in practical and project based learning of students.

41. Future plans for the department:-

- Planning a two days media fest which is primarily student centric.
- Planning a one day national conference.
- Planning for film festivals and project based learning for students.
- Industrial exposure to students.
- Interaction of students with eminent media personalities regularly.