

Evaluative Report of the Department

1. Name of the Department : **Mass Communication and Journalism**
2. Year of establishment: 2004
3. Is the Department part of a School/Faculty of the university?
Yes-School of Mass Communication and Journalism
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.): PG (MCJ) and Ph.D (MCJ)
5. Interdisciplinary programmes and departments involved :
Students of MCJ masters study Fundamentals of Information Technology at the Department of CS &IT and Proficiency in English with the Department of English.
6. Courses in collaboration with other universities, industries, foreign institutions, etc. -None
7. Details of programmes discontinued, if any, with reasons:
A PG Diploma in Graphics and Animation was introduced in academic year 2012-13, but was discontinued due to poor response from the students.
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System :
Semester System
9. Participation of the department in the courses offered by other departments:
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual including CAS and MPS
Professor	01	-	-
Associate Professor	03	03	-
Assistant Professor	04	02	-

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 years



Dr. Ehtesham Ahmad Khan	1. Masters in Mass Communication & Journalism 2. Diploma in Journalism 3. MA (Political Science) 4. PhD (Mass Communication & Journalism)	Head, & Associate Professor	Broadcast Journalism, TV & Video Production, TV Programming & Electronic Media	08	
Mr. Mohd. Mustafa Ali Sarwari	MA MCJ, M. Phil,	Associate Professor	Reporting & Editing Print & Electronic Media, Urdu Media	05	
Dr. Mohammad Fariyad	1. PhD Mass Communication & Journalism 2. UGC NET, Mass Communication & Journalism 3. Master of Journalism 4. Bachelor of Journalism	Assistant Professor	Print Media & Public Relations	07	
Mr. Syed Hussain Abbas Rizvi	1. Masters in Mass Communication & Journalism 2. Ph.D. Pursuing	Assistant Professor		07	

21. Special research laboratories sponsored by / created by industry or corporate bodies :-

22. Publications:

* Number of papers published in peer reviewed journals (national / international):

- Dr Ehtesham Ahmad Khan - 04
- Dr. Mohammad Fariyad - 06
- Mr. Meraj Ahmad Mubarki - 04

* Chapters in Books:

- Dr. Ehtesham Ahmad Khan - 02
- Dr. Mohammad Fariyad - 02

* Books with ISBN with details of publishers: 04

Mr. Mohd Mustafa Ali

Year	Title of the Book	Publisher	ISBN No.
2010	Muslim Samaj Main Shadian Ek Lamhay – Fikr	Nisaab	978-81-908891-4-8
2011	Urdu Sahafat ka Tehqiqi Wa Tangeedi Jayeza	EPH, New Delhi	978-81-8223-913-5
2013	Barqi Sahafat	EPH, New Delhi	978-93-5073-085-0

Dr Ehtesham Ahmad Khan

Year	Title of the Book	Publisher	ISBN No
2014	Jadeed Sahafat	EPH, New Delhi	978-93-5073-416-2

23. Details of patents and income generated : -

24. Areas of consultancy and income generated : -

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

26. Faculty serving in

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

- Dr. Mohammad Fariyad is member of Editorial Board of Journal of Communication Development, New Delhi and member Referee of International journal Jan Sanchar Vimarsh, Allahabad.

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

Orientation Courses: (02)-

- Dr. Mohammad Fariyad in 2012 &
- Mr. Meraj Ahmad Mubarki in 2013

UGC Workshop: (02)-Year 2013 Dr. Ehtesham Ahmad Khan & Dr. Mohammad Fariyad

28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects.
- percentage of students doing projects in collaboration with other universities / industry / institute

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

- Faculty
- Doctoral / post doctoral fellows
- Students

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

- i. On the occasion of National Press Day, a Seminar on “Media and Corporate World” was organised on 8th February 2011.
- ii. A two day workshop on Research Methodology was organised by the Department in collaboration with ICSSR on 28th and 29th March 2012.

An amount of Rs30, 000/ was received from ICSSR.

- iii. A two - day workshop based on Video Lectures was organised on Research Methodology 22nd & 23rd March 2013.
- iv. One Day National Seminar was organized on ‘K.A.Abbas: Cinema, Journalism, and Literature’ on 28th March, 2014 in collaboration with Khawaja Ahmad Abbas Centenary Celebration Committee, New Delhi. Mr. Anjum Rajabali, renowned Hindi film script writer of films like Rajneeti, Ghulam, Drohkaal, Kachche Dhaage, The legend of Bhagat Singh, Mr Sagar Sarhadi, renowned dialogue and screenplay writer of films like Kabhie Kabhie, Silsila, Chandni and Faasle, Prof. Shafey Kidwai, HoD, Mass Communication, AMU, Aligarh, Mr Shamim Tarique, Senior Journalist, Mumbai and Prof Baig Ehsas, Ex HoD, Urdu, HCU, Hyderabad presented papers in the seminar.

An amount of Rs two lakhs was sponsored by Khawaja Ahmad Abbas Centenary Celebration Committee, New Delhi for organising the seminar.

31. Code of ethics for research followed by the departments

All the supervisors as well as the research scholar are explicitly informed that the part of thesis must not contain any copyrighted materials submitted, awarded or published by any author/researcher/publisher. Workshops are also being conducted from time to time to widely publicise the norms, standards and ethics to be followed in the pursuit

of academic investigation. Researchers are also advised not to plagiarise any material from any source without acknowledgement as the soft copies are required to be submitted for online plagiarism detection.

32. Student profile programme-wise: MA(MCJ) :

Name of the Programme (refer to question no. 4)	Applications Received	Selected		Pass percentage	
		Male	Female	Male	Female
MA(MCJ) 2009-10	31	28	03	71%	100%
MA(MCJ) 2010-11	31	24	04	70.83%	75%
MA(MCJ) 2011-12	28	20	08	95%	100%
MA(MCJ) 2012-13	20	18	02	39%	50%
MA(MCJ) 2013-14	16	15	01	-	-

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
MA(MCJ) 2009-10		13	18	
MA(MCJ) 2010-11		20	11	
MA(MCJ) 2011-12		15	13	
MA(MCJ) 2012-13		10	10	
MA(MCJ) 2013-14		04	12	

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

2012-JRF- One Student of Batch (2008-10)
 2012-NET- One Student of Batch (2009-11)
 2013- NET-One Student of Batch (2010-12)
 2014- SLET-One Student of Batch (2008-10)

Two of the student (Batch 2008-10 & 2009-11) Mr Iftekhar Alam and Mr Mohd Amir Badr students of MA (M.CJ) have joined PIB and RNI respectively on 15th July 2013. Both students have been selected through Staff Selection Commission for Indian Information Services under Ministry of Information and Broadcasting.

Mr Fida e Rasool, a student of 2010-12 successfully qualified for training program of duration of one year in Turkey, sponsored by Indialogue Foundation, Hyderabad.

One student (Batch 2011-13) has been selected for the post of PRO, J& K State Government.



35. Student progression :

Student progression	Percentage against enrolled
UG to PG	MA(MCJ) 2009-10- 74% MA(MCJ) 2010-11- 64% MA(MCJ) 2011-12- 96% MA(MCJ) 2012-13- 40% MA(MCJ) 2013-14-
PG to M.Phil.	16
PG to Ph.D.	13
Ph.D. to Post-Doctoral	-
Employed <input type="checkbox"/> Campus selection <input type="checkbox"/> Other than campus recruitment	Campus selection MA(MCJ) 2009-10- 08 MA(MCJ) 2010-11- 06 MA(MCJ) 2011-12- 05 MA(MCJ) 2012-13- 04 MA(MCJ) 2013-14- 00 Other than campus recruitment MA(MCJ) 2009-10- 06 MA(MCJ) 2010-11- 05 MA(MCJ) 2011-12- 03 MA(MCJ) 2012-13- 06 MA(MCJ) 2013-14-
Entrepreneurs	

36. Diversity of staff:

Percentage of faculty who are graduates	
of the same university	-
from other universities within the State	20%
from universities from other States	80%
From University outside the Country	-

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

02 Ph.D Awarded and one Thesis submitted.

38. Present details of departmental infrastructural facilities with regard to

a) Library :

The departmental library subscribes all leading English, Urdu and Hindi Newspapers and Magazines and has few books, donated by Faculty members. The dissertations of all PG students are kept in the library maintained by the Department.

b) Internet facilities for staff and students:

All the students and Staff have internet facility.

c) Total number of class rooms: 03

d) Class rooms with ICT facility:01

e) Students' laboratories: 05



- i- Computer Lab facility for In-house Lab Journal
- ii- Graphic and Animation Lab
- iii- Video Editing Lab
- iv- Audio Production Lab
- v- Video Production Studio

f) Research laboratories :-

39. List of doctoral, post-doctoral students and Research Associates:

- a) from the host institution/university
- b) from other institutions/universities

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

All the students who have been enrolled for the MA(MCJ) course from the academic year 2009 to 2014 are getting University Scholarship of Rs 1000/ per month.

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

Yes, Feedback and Input were taken from Media Professionals, senior academics from other institutions familiar with the demands of the Industry, who suggested a roadmap and opined that certain programmes be introduced to meet the requirements of the Industry. Simultaneously the alumni also provided opinion in view of their experience.

Keeping in view the inputs hence provided the Department launched paper - English Journalistic Skills for the First Semester to enable students to acquire Communication Skills in the English language. Simultaneously another Paper - Introduction to Film Studies was introduced in the fourth semester. Besides an additional paper 'Communication Skills' was introduced to fine-tune varied communication skills such as writing CVs, Resumes, preparing for interviews etc. Secondly keeping in view the changing economic scenario of the country a paper titled Socio-Economic Polity and Media Issues was introduced to help students understand the wider socioeconomic implications within which the press functions in India. Similarly to meet the demand of the animation industry a diploma in Graphics & animation diploma course was launched to create opportunities for Urdu speaking students to acquire technical skills of graphics and animation, which will make them more employable.

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?

The faculty members provide comments on the curriculum in the mutual exchanges of the department. Suggestions are incorporated into the syllabus, and in some cases into the bye laws of the department.



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

Yes, students have also provided suggestions at various gatherings with regard to the curriculum and the evaluation process. To the extent possible, suggestions, proposals, ideas are placed at intra-department consultations and incorporated as per their feasibility.

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

The department continues to engage with the alumni in a holistic manner and has incorporated the suggestions of the alumni on different issues of the departmental arrangements. It has also offered membership to Media Professionals on the Board of Studies so as to enable a more dynamic interface between the Academics and the Industry.

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

Given below is a list of some Alumni along with their present placement

- Mr Jalkote Mohd Pasha, Sr. Copy Editor, Etv- Urdu, RFC, Hyderabad
- ii- Mr Jahaangir Alam, Sub –Editor, First Post.com, New Delhi
- iii- Mr Irfan Ahmad, News Anchor, Channel 100, New Delhi
- iv- Mr Ghulam Ahmad, Copy Editor, Etv- Uttar Pradesh, RFC, Hyderabad
- Mr Tabrez Hussain, Sr. Copy Editor, Etv- Urdu, RFC, Hyderabad
- Mr Ghulam Jeelani, Sr Copy Editor, Urdu Daily, Rashtriya Sahara, Hyderabad
- Mr Zahoor Hussain Bhat, Sub-Editor, UNI-Urdu Service, Srinagar
- Mr GM Dar, Copy Editor, Etv- Urdu, RFC, Hyderabad
- Ms Ulfat Ara, Copy Editor, Etv- Urdu, RFC, Hyderabad
- Mr Mohd Nasir, Doordarshan, Hyderabad

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

- Acclaimed actor Tom Alter delivered a Lecture on 11th November 2009 and interacted with the students.
- An extension Lecture was delivered by Mr. M.J. Akbar, an eminent Journalist on 16th February, 2010 on “Challenges & Opportunities of Urdu Media in 21st Century”
- An Extension Lecture was delivered by Mr. Aziz Burney, a senior journalist on 18 February 2011 on “Investigative Journalism and Urdu Media”.
- Ms. Amrita Rai, a Senior TV Journalist, Rajya Sabha TV delivered a Guest Lecture on 8th March 2013 on the topic “The Art of TV Interview Techniques”.
- Mr. Farrukh Viqar, a Senior Radio Jockey/ Presenter of Radio 4 FM 89.1, UAE, delivered a Guest Lecture on 29th August 2013 on “the Art of Radio Jockey/ Presenter and Radio Script Writing”.
- Mr. Syed Faisal Ali, Group Editor, Sahara Publications and Aalami Sahara TV and Mr Mohammed Adeeb, Member of Parliament (Rajya



Sabha) have delivered lectures on the topic of ‘Minority, Media and Politics’ on 3rd September 2013.

- Mr Masoom Muradabai, Editor Khabardar, New Delhi delivered a lecture on 24th October 2013.
- Mr. Vijay Manohar Tiwari, Senior Correspondent of Dainik Bhaskar, Bhopal delivered a Extension Lecture on 4th March 2014.
- Mr. Anjum Rajabali, senior Script writer of Bombay Cinema held a workshop on ‘Hindi Cinema and Script writing’. He elaborated on the finer nuances of Hindi film script writing and also interacted extensively with the students and faculty members of the Department on 27th March 2014.

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

Apart from the traditional chalk-and-board method, the department emphasises practical hands on training for the students, and makes extensive use of PowerPoint presentations. The course has been designed in such a way that more hands-on training is emphasized. The students are more engaged in practical exercises for different papers. In the first semester, the Department brings out IZHAAR, an in-house Laboratory journal that is designed and edited by the students themselves, which is part of their Practicals and carries weightage. In second semester students are producing Radio documentaries. In third semester they are trained in producing different genre of TV programmes. And in Fourth semester they are producing TV documentaries, and New Media Technologies which has marks weightage.

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

To ensure that the programmes objectives are met, routine Sessional tests are undertaken. And the results are shared with the students. But this interaction is not limited to evaluations. Students are updated about their academic deficiencies and academically weak students are offered remedial classes in each semester so as to enable them to catch up with the others. Irregular students are counselled and in some cases their parents are informed in case their attendance percentage falls below the required percentage.

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

As part of the syllabus, the Students of M.A (MCJ) final year were taken for an educational Tour to New Delhi for a duration 10 days. In 2013 during the said visit students have visited many media houses like ABP News, Lok Sabha TV, IBN 7, Aalami Sahara TV and Urdu Daily Inquilaab, Dainik Jagran, Urdu Roznama Sahara, DAVP, IIMC, MCRC, JMI, Community Radio, Delhi University, UNI etc., and interacted with the famous personalities of the said TV channels/ Media houses like Mr. Saji Zaman, Editor - in - Chief, ABP News, Mr. Rajiv Mishra, CEO, Lok Sabha TV, Mr. Syed Faisal Ali, Group Editor, Sahara Publications and Aalami Sahara TV and Mr Naresh Praveen, Chief Editor, News and Features, IBN 7 and Senior Anchor Ms Amrita Roy, Mr. Neeraj Vajpayee, Joint Editor Cum General Manager, UNI, Mr. G.Mohanti,



Director General, DAVP, Dr. P. Upendra, HR Head, Dainik Jagran Publications, Mr. Abid Anwar, renowned Urdu Columnist, Mr. Mohammad Imran, UNI.

Students had also opportunities to meet and interacted with Union Ministers K. Rahman Khan, Mr. Tarique Anwar, MOS as well as Former Lok Sabha speaker, Mr. P.A. Sangma, Chairman -Press Council of India, Justice Markandey Katju, Mr. Ali Anwar Ansari and Mohammed Adeb, Members of Parliament along with others. Students were also visited India Islamic Cultural Centre, New Delhi and had an opportunity to interact with Mr. Siraj Qureshi, Chairman of IICC. Students also paid homage to Maulana Abul Kalam Azad at his graveyard at Jama Masjid, Delhi. Similar visit was also organized in 2010.

As part of the syllabus, local field visits were organised every year where students were taken to visit reputed media houses of electronic media and print media at Hyderabad to see the functioning of the Studio/ Media offices and interact with famous personalities of the Media houses and their staff.

And students are encouraged to participate in extracurricular activities of the University.

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

With the intention to give students opportunities beyond the mere academics, the department organizes regular film shows as part of extra-curricular activities. This opportunity allows them exposure beyond the popular Bombay cinema and familiarizes the students with the rich tradition of Parallel Cinema, Indian regional cinema, and acclaimed documentaries. Visits are organized to enable the students to familiarise the students with the working of various mediums such as TV and Radio. The faculty also encourages the students to regularly write letters to the Editors, Columns, and Special reports. Etc.

Besides, the Department also facilitates the students to participate in Quiz shows, nuked naataks, online websites that require uploading of video content and work as volunteers in special cultural programmes like Kader Ali Baig Theatre Festival at Hyderabad. Students have their articles published regularly in local dailies. Some of the Documentaries made by the students as part of their practical were broadcast on DD Urdu. Special issues are also published and students regularly contribute to these publications.

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

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

The Department ceaselessly aims to provide a mix of theory and practical to allow the students to incorporate academic insights into professional efficiency. With this in view, the department provides opportunities to the students to acquire skills in making documentaries, edit their own news journal, record their



radio programmes etc

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

Strength: 1. Infrastructure. 2. Resource Persons 3. Academic-Industry Interface
4. Placement 5. Industry Exposure

Weaknesses: 1. Shrinking Hostel capacity. 2. Availability of books in Urdu 3. Limited Entrance exam centres. 4. Availability of rooms for future courses. 5. Maintenance of Electronic infrastructure

Opportunities: 1. Expanding Urdu speaking population. 2 Demand for software catering to this Urdu speaking population 3. Status as the only institution in the field that provides Urdu as medium of instruction. 4. Growing demand for bilingual/trilingual/Multilingual media professionals. 5. Expanding Urdu networks of TV channels and newspapers.

Challenges: 1. Meeting the demands of the expanding Urdu speaking population spread across a wide geographical area. 2. Availability of Resource material in Urdu. 3. Poor economic background of students. 4. Catering to a large catchment area. 5. Absence of Technical support

52. Future plans of the department:

The Department intends to introduce the 5 years integrated course in Electronic Media for which syllabus has been prepared and approved by the Board of Studies and School Board. The Department also proposes to launch Diploma course in Non-Linear Editing, Script Writing and Cinematography. The Department also looks forward to relaunch the Diploma course in Graphics & Animation from the new Academic year that was discontinued.