



Department of Journalism and Mass Communication
MaharshiDayanand University Rohtak
(NAAC Accredited 'A' Grade)

Strategic Plan (2018-2023)

ABOUT THE DEPARTMENT

The Department of Journalism and Mass Communication, functioning under the Faculty of Humanities, is one of the oldest department of Maharshi Dayanand University.

It was first established in 1978. Sh. Tarachand Gupta was its' founder Head of the Department. It functioned till 1983. Thereafter, owing to administrative reasons, the department was closed.

The Department of Journalism and Mass Communication was re- established in 1988. It's functioning till date supporting the cause of quality media education.

Earlier, the Department offered One Year Bachelors' Degree Programme in Journalism and Mass Communication. From the session 2004-06, the Department is offering Two Years' Masters' Programme in Journalism and Mass Communication. M. Phil programme is being offered from the session 2007-08. Ph. D programme is being offered from 1999.

Presently, the department is headed by Prof. Harish Kumar. The Department has four fully qualified faculty members. It has necessary infrastructure, and facilities required for post-graduate course in Journalism and Mass Communication.

The Department focuses on holistic personality development of the students. It works towards preparing socially conscious, competent media professionals, with a defined VISION and MISSION. With a laid out future road map, the Department intends to be a Centre of Excellence in times to come.

VISION

The Department of Journalism and Mass Communication endeavours to be a leading Centre of Media Education, known for innovative teaching- learning practices, engaging with society and community for societal/ community causes, propagating the cause of socially relevant, positive communication, and preparing competent media professionals to achieve these goals. The Department intends to be a Centre of Creative Ideas and Issues.

MISSION

To fulfil the Departmental as well as University's Vision, the mission of Department is:

- To Prepare Competent Media Professionals with adequate skills and knowledge who will fulfil the departmental vision.
- To act as harbinger/ catalyst of socio- cultural change, and societal- community development.
- To inculcate Value- based learning and ethical- practices amongst the students.

- To ensure holistic personality development of the students.
- To inculcate values enshrined in Indian Constitution, Universal and Humane values, gender sensitivity and nation- consciousness in the students.

STRATEGIC GOALS

- ✚ The Dept. of Journalism and Mass Communication endeavours to fulfil the Vision of the University and the department, and work steadfastly to achieve the Mission of the University as well as the department.
- ✚ The strategic goals of the department are, as such, aimed at benefitting the students, taking the department towards constant progress/ betterment, contributing towards meaningful community and social causes, national development as well as nation building.
- ✚ Strategic planning regarding the period 2018-19 to 2022-23 has been done keeping in view the various parameters and quality indicators of NAAC as well as NIRF.

SWOC ANALYSIS

➤ **STRENGTHS**

- Well defined Vision, Mission and Value System of the Dept.
- Well qualified teaching staff with high motivation.
- Well planned, well defined syllabus of P. G. Course with a mix of theoretical, practical papers (courses) relevant to the needs of academics and media sector.
- Dept. offering Two Open Elective and One Foundation Courses to the students of other Depts. as per Choice Based Credit System programme.
- Holistic personality development of students with multiple activities and programmes on regular basis.
- Active interaction between the faculty members (Mentors) and students (Mentees) to cater to the academic, personal, career guidance needs.
- Establishment of Electronic Media Centre (Radio & TV Studio) for practical training in Electronic Media.
- Regular Academic Audit of the Dept.
- Strong Alumni Base with Department's alumni well placed in media sector, Govt. Public Relations Dept. as well as academics (schools/ colleges/ universities).

➤ **WEAKNESS**

- Vacant positions of Teachers in the Dept. (Two positions vacant)
- Lack of technical personnel positions for Electronic Media Centre as well as Media Lab for maintenance of equipments and facilities.
- Limited space of the Department/ Lack of separate building for the Dept. which acts as road- block for further expansion of the department.
- Lack of Advanced Media Lab with latest equipments/ facilities/ high- end computers with latest media software.
- Lack of diverse student profile i.e. less number of students from other states.
- Less number of female students.
- Lack of Departmental Tie- ups with Institutions of National Repute/ International Organizations.
- Lack of Smart (Virtual) Class Room in the Dept.
- Lack of Board- Room (Round Table facility) in the Dept. for Group Discussion activities.

➤ **OPPORTUNITIES**

- Leveraging the alumni network of the department to enhance placements of the students.
- Ensuring Tie- ups with Media Organizations for practical training and skill updation of the students.
- Ensuring tie- ups/ linkages with Institutions of National repute/ International Organizations.
- Planning effective social outreach and community engagement programmes involving the faculty members, research scholars, and students.
- To cater to the needs of providing Media Literacy to the society at large.
- Introduction of Journalism and Mass Communication Course(s)/ programme(s) at MDU Centre for Professional and Allied Studies (CPAS), Gurugram.
- To facilitate expansion of Directorate of Distance Education (DDE) in MDU with introduction of Journalism and Mass Communication Course(s) through the mode of distance education.
- To prepare E- contents for MOOC courses on UGC SWAYAM portal.

➤ CHALLENGES

- Keeping pace with changing global trends in media education and research.
- To attract students from a wider socio- cultural base, including students from other states and international students.
- To provide more opportunities for career placements for the students.
- To get more funding for infrastructure development and expansion of the department.
- To enhance the communication skills and I. T. Skills of the students, especially students from the rural background.
- To control the drop- out ratio of students.
- To attract students who are really serious to take up the subject as career profession.
- To popularize the subject of Journalism and Mass Communication in the state to make it a popular choice of the students.

ACTION PLAN

The Five Year Plan of the Department consists of multi- pronged activities for growth and development of the department.

2018-19

- ✓ The Department will work for Academic Media Industry interaction so as to facilitate practical skill development of the students and their career placement(s).
- ✓ The Alumni Forum of the Department will be made more active with greater Dept.- Alumni Interaction(s).
- ✓ Display of portraits of Prominent Media Personalities, Inspiring Icons in the Department.
- ✓ Organizing various academic, and awareness programmes in the department for the benefit of the students.
- ✓ Organizing social outreach engagement programmes with local community to create social awareness on contemporary social issues.
- ✓ Organizing a Workshop on “Social Media for Social Change”.
- ✓ Visit to media organizations for knowledge update and practical industry exposure of students.
- ✓ Organizing Career Guidance & Counselling programmes by inviting Media Professionals.
- ✓ Making the Electronic Media Centre (TV & Radio Studio) functional.

2019-20

- ✓ Commissioning/ Functioning of Community Radio Studio (CRS) subject to permission of Govt. of India's Information & Broadcasting Ministry.
- ✓ Department plans to establish SMART classroom (if funds are made available for the purpose by the University).
- ✓ Organizing MEDIA- FEST for the students of the department as well as students of Journalism and Mass Communication courses of the affiliated colleges.
- ✓ Organizing a Nation Seminar/ Workshop on Contemporary Media Topic.
- ✓ Organizing Research Colloquium for the research scholars of the department.
- ✓ Organizing various academic, co- curricular, social outreach activities in the department.
- ✓ Develop/ Introduce Value Added course(s) on the subject Journalism and Mass Communication under CBCS.
- ✓ Organize a Special Alumni Event on completion of Thirty years' of Batch (1988-1989).

2020-21

- ✓ Development of Advanced Media Laboratory, especially Audio/ Video Editing Lab.
- ✓ Ensuring academic tie- ups with leading media organizations/ institutions like IIMC (New Delhi), FTII (Pune), etc.
- ✓ Organizing MEDIA- FEST programme.
- ✓ Organizing Film- Festival with collaboration with Dean, Students' Welfare Office (MDU).
- ✓ Organizing Film- Appreciation Workshop.
- ✓ Introducing ANUUAL MEDIA LECTURE programme at University Level by inviting Eminent Media Personality.
- ✓ Organizing Research Colloquium for research scholars of the department.
- ✓ Introduction of Short- Term Media course(s)- Certificate Courses/ Diploma Courses for skill development in media field.
- ✓ Organizing academic, social outreach, career guidance & counselling programmes on regular basis.

2021-22

- ✓ Revision of Course Curriculum as per new trends and developments in media education.
- ✓ Procurement of necessary digital resources/ latest equipments required in media education.
- ✓ Establishing Photography Lab (subject to availability of space and necessary funding for the purpose).
- ✓ Establishing a Digital Media Lab for practical training of students in the area of New Media (subject to availability of funding and space).
- ✓ Organizing MEDIA- LITERARY FEST by inviting prominent media- literary personalities.
- ✓ Starting and Annual Magazine of the Department.

- ✓ Organizing various academic, co- curricular, social outreach, career counselling activities in the department on regular basis.

2022-23

- ✓ Organizing Annual Media Lecture Programme by an Eminent Media Personality.
- ✓ Organizing International Conference/ Seminar on contemporary media issues.
- ✓ Organizing Television Production Workshop for practical training of the students.
- ✓ Organizing National Seminar/ Conference/ Workshop on Public Relations.
- ✓ Introduction of UG programme in Journalism and Mass Communication (subject to availability of space and funding).
- ✓ Organizing Media Tour of the students in neighbouring country like Nepal, Bhutan, Bangladesh, etc.
- ✓ Establishment of Media Museum and modern Media Centre (subject to availability of funding and space).
- ✓ Organizing various academic, co- curricular, social outreach, and career counselling activities on regular basis.

ACTIVITY CALENDAR 2018-19

July 2018:

- Admission Process- Second & Third Week.
- Ice Breaking Programme for Newly Admitted students- Last Week of July.

August 2018:

- Orientation Programme for Newly Admitted students- First Week of August.
- Extension Lecture on CAREER IN MEDIA- First Fortnight of August.
- Field Visit to Media Organization- Second/ Third Week of August.
- Film Appreciation Programme & Guest Lecture- Last Fortnight of August.

September 2018:

- Extension Lecture & Training Programme- Career Counselling & Placement Activity- First Fortnight of September
- Observing Teacher's Day- Sept. 5
- Observing National Literacy Day- Sept. 8
- Special Lecture cum Programme- Creative Expression in Hindi- To observe Hindi Day on Sept. 14
- One Social Outreach Field Visit- Last Week of September.

October 2018:

- Field Visit to Media Organization- First Fortnight of October.
- Observing International Day of Girl Child on Oct. 11 (Creative Competition for students).
- One Special Lecture on MEDIA RESEARCH for Research Scholars & Students- First Fortnight of October.
- National Seminar on EMERGING MEDIA SCENARIO- Second Fortnight of October.

November 2018:

- Interaction with Prominent Alumni of the Dept.- First Fortnight of November.
- Extension Lecture- (Career Counselling & Placement Activity)- Third Week of November.
- Visit to Media Organization- Last Week of November
- Observing National Press Day- Nov. 16

December 2018:

- Semester Examinations
- Educational Field Visit- (During Winter Vacations)

January 2019:

- Observing National Youth Day/ Swami Vivekanand Jayanti- Jan. 12
- Observing Netaji Subhash Jayanti- Jan. 23
- Observing National Girl Child Day of India- Jan. 24
- Extension/ Special Lecture- Second Fortnight of January.

February 2019:

- Departmental Media Event (activity) for students- First Week of February
- Career Counselling & Placement Activity related Workshop- First Fortnight of February
- Departmental Alumni Interaction- Second Fortnight of February
- Observing World Radio Day- Feb. 13 (visit to AIR, Rohtak)
- Special Lecture on Science Communication to observe National Science Day- Feb. 20

March 2019:

- Student's Activity to observe International Women's Day- March 8
- Educational Field Visit- Second Fortnight of March
- Extension Lecture/ Special Lecture- Second Fortnight of March

April 2019:

- Extension Lecture- First Fortnight of April
- Observing National Public Relations Day- April 21
- Workshop on Public Relations- Second Fortnight of April

May 2019:

- Observing World Press Freedom Day- May 3
- Semester Examinations

June 2019:

- Field Project Work/ Media Internship of Students.