

KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW



Department of Journalism & Mass Communication

Presentation for NAAC Peer Team





DEPARTMENT PROFILE

- ❖ Established in 2013.
- ❖ The department started life in a small 12x15 feet room. Today, it has an entire floor with *smart classrooms, a meeting Hall, Computer Room, State of Art Media Centre of its own.*
- ❖ A premier educational institution offering top-notch instruction in a variety of subjects and fields, both theoretically and practically.
- ❖ National experts have praised the department, and it has earned a regional reputation for excellence.
- ❖ The department has planned numerous series and programmes in cooperation with governmental and non-governmental organisations like *Oxfam, UNICEF, AIM Trust, NIKON, Worlds of Journalism, Germany and ULAB etc.*
- ❖ A brief about us : [Brief Profile](#)



OVERVIEW OF THE DEPARTMENT

The Department offers full time BA-JMC (Regular), MA-JMC (Regular), Ph.D.

Year of Establishment	2013		
Numbers of Employees	Teaching Staff	Non-Teaching Staff	
	Total : 05	Technical Staff: 01, Attendant: 01 Computer Operator:01	
Programmes Offered - Regular (UG/PG/Research Programs)	Undergraduate Programs	Post Graduate Programs	Research Programme
Students Enrolled	81	51	08
Male/Female Ratio	45:36	28:23	05:03

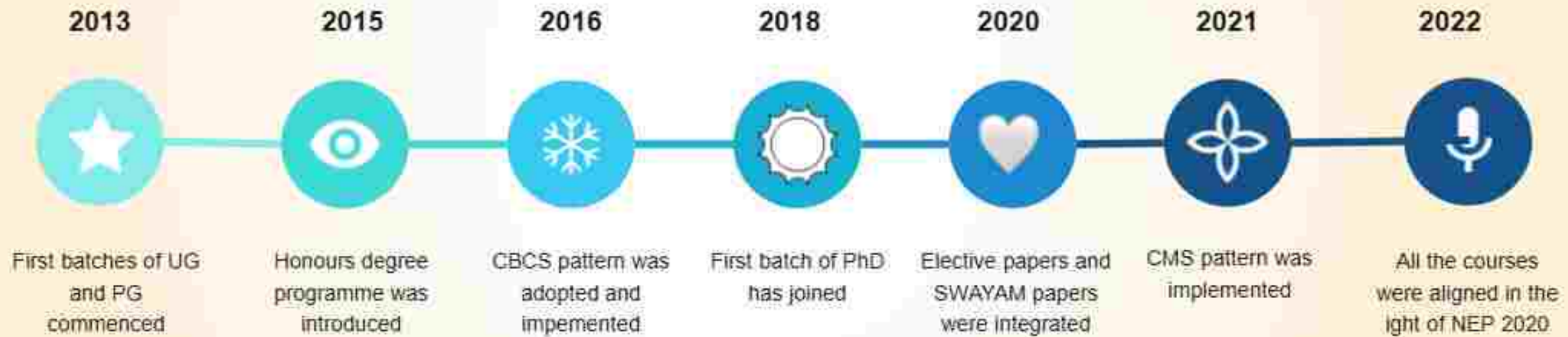


Department From the Lens of the Camera





Department 's Timeline of Development





VISION AND MISSION OF THE DEPARTMENT

VISION STATEMENT

To be a premier centre for excellence in journalism and mass communication education, research, and innovation, committed to nurturing **ethically grounded, critically engaged, and socially responsible** media professionals who contribute to an **inclusive and informed global society**.

MISSION STATEMENT

To provide industry-relevant and ethically grounded media education that blends theoretical knowledge with practical skills, fosters critical thinking and inclusivity, promotes interdisciplinary research rooted in Indian knowledge systems, and prepares students to lead in journalism, digital media, and communication for social change.



OBJECTIVES OF THE DEPARTMENT



- To develop competent media professionals
- To enhance students' critical, analytical, and creative thinking skills



- To promote ethical journalism and responsible communication
- To encourage interdisciplinary research and innovation



- To preserve and promote India's linguistic and cultural heritage
- To provide hands-on exposure to emerging media technologies



- To foster community engagement and media literacy
- To prepare students for diverse career paths



CURRICULAR ASPECTS



CURRICULAR ASPECTS



- Outcome-oriented curriculum aligned with NEP 2020.
- All the courses are designed to cater to local, regional, national, and global contexts.
- Regular syllabus revision with industry and academic inputs.
- Integration of MOOCs, SWAYAM, and other e-learning platforms.
- Courses on emerging areas: media literacy, digital journalism, development communication, AI in media, etc.
- Value-added and skill development courses (e.g., fact-checking, video editing, podcasting).
- Soft skills and communication modules embedded in curriculum.



PROGRAM OBJECTIVES

- To provide knowledge and facilitate learning in the areas of Journalism and Mass Communication
- To prepare graduates with professional excellence in the field and make them globally competent.
- To prepare graduates with creative and innovative abilities to find solutions to the existing challenges of the media industry.
- To sensitize graduates about media ethics, sustainability and prepare socially responsible scholars.
- To train graduates in professional ethics, leadership with team spirit and provide a general perspective on lifelong learning opportunities for a career in the media industry and communication world.

COURSE OUTCOMES

- To help the students acquire journalistic and research skills through practical work, assignments, project reports, seminars, workshops and to acquaint them with advanced journalism and media practices.
- To equip the students with sound theoretical knowledge, professional skills and competencies required in media and communication studies.
- To offer thorough understanding of the issues, ideas and challenges of 21st century thereby broadening the world view of the future media practitioners.
- To develop multi-tasking skills required in the dynamic multi-media and convergent environment.
- To train the students with equipment and infrastructure so that they understand the converging world of communications and adapt to the latest developments in the field.



HIGHLIGHTS OF OUR CURRICULUM

- **Advanced Curriculum:** Research-driven, Interdisciplinary, Industry-Integrated
- **Specializations:** Development Communication, Film Studies, Media Management
- **Research Orientation:** Dissertation and seminar presentations mandatory
- **Skill-Based Modules:** Content Creation, Data Journalism, Fact-Checking, Multimedia Storytelling
- **SWAYAM/NPTEL Integration:** Elective credits through national e-learning platforms
- **Professional Exposure:** Master classes by industry experts, production-based assessments
- **Career Support:** Training & placement support with top media and digital firms
- **Gender Sensitization:** sensitization about gender minorities i.e. LGBTQ+
- **Integration of IKS:** Topics covered are Folk media, oral traditions, puppetry, katha-vachan, Study storytelling forms in *Panchatantra*, *Jataka Tales*, and *Ramcharitmanas* as communication tools



**TEACHING LEARNING
AND EVALUATION**



**QUALIFIED
FACULTY
MEMBERS OF
THE
DEPARTMENT
(05)**



Prof. Chandana Dey
Dean
Faculty of Social Sciences



Dr. Ruchita Sujal Chaudhary
In-Charge / Assistant Professor
M.A.M.C., NET, Ph.D.



Dr. Tanu Dang
Assistant Professor
M.A.JMC, NET, Ph.D.
(On Lien)



Dr. Shachindra Shekhar
Assistant Professor
M.A.JMC, NET, M.Phil., Ph.D.



Dr. Syed Kazim Asghar Rizvi
Assistant Professor
M.A.JMC, NET, Ph.D.



Dr. Mohd. Nasib
Assistant Professor
M.A.M.C., JRF-NET, Ph.D.



Teaching-Learning and Evaluation

- Qualified faculty with NET/PhDs and *media industry experience*.
- Faculties are *Google certified Fact Checkers (02)*
- Use of ICT tools: LMS, smart classrooms, online quizzes, video lectures and Online Platforms.
- Experiential learning through *fieldwork, internships, and media lab activities*.
- Regular student feedback system.
- Transparent, continuous evaluation practices (formative and summative assessments).
- Remedial and Mentor-Mentee Program for slow learners.



LMS



Mentor-Mentee Session



Internship



Remedial Classes



E-RESOURCES DEVELOPED BY THE TEACHERS



Syllabus

<https://kmclu.ac.in/syllabus/>

**E-Content
(SWAYAM)**

<https://www.youtube.com/watch?v=f0-dOjFFYsU>

**MOOCs/e-PG
Pathshala**

<https://egyankosh.ac.in/simple-search?query=ruchita+Sujai+Chowdhary>

Online Contents

<https://youtu.be/f0-dOjFFYsU?si=00c59KypG9KzZ88Z>
<https://youtu.be/Oz22hfbhBkk?feature=shared>
https://youtu.be/IIOP_Qc_RQQ?feature=shared

**U.P. Higher
Education
Digital Library**

<https://heecontent.upsdc.gov.in/DataContent.aspx?Flag=1miWwd%2f9IUZh6%2b2Li6zdTzLE4k%2fkDo8ceVoK2Na8LU%3d&Keyword=WGEbjHMrtiieC9GdDT0jS3Vxx3bTuZIR6o3dL2vP%2f7ONAR1TLHZgcG9Db1x19org>



**EXTENSION
ACTIVITIES**



EXTENSION ACTIVITIES



Media Literacy Campaigns

Conduct workshops in schools/colleges on fake news detection, fact-checking.



Podcast Series

Student-produced content on local issues, folk tales, health, and education.



Street Plays and Nukkad

Perform plays on social issues like gender equality, child rights, sanitation.



Rural Media Outreach

- Organize field visits to rural areas to document local stories, oral traditions, and folk media.



Film Screening & Panel

Host documentary screenings on pressing issues followed by expert discussions and audience interaction.



International Expert, Prof. Arvind Singhal, University of Texas



Sensitization Workshop on Online Courses



Visit of Prof. Mukul Srivastava, LU



Interaction with Industry Experts

**CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS ORGANIZED BY THE DEPARTMENT**

S. No.	Title of the Conferences / Seminars / Webinars / Workshops	Date	Name of Sponsoring Agency (if any)
1	Gender Sensitization Through Beti Bachao Beti Padhao- A Roadmap For Social Change	27/02/2024	ICSSR
2	National Seminar on "NEP: Outcome based Education"	21-22 Mar, 2023	Dept. of Journalism and Mass Communication, KMCLU
3	Webinar on "Cyber Crimes and Compliance of Cyber Law"	01/02/2022	Dept. of Journalism and Mass Communication, KMCLU
4	Workshop in Collaboration with NIKON India	31/05/2022	Dept. of Journalism and Mass Communication, KMCLU
5	Workshop on "Skills of Fashion Photography"	13-15 Nov, 2021	Dept. of Journalism and Mass Communication, KMCLU
6	Webinar on "Research, Innovation and Ranking"	09/08/2021	Dept. of Journalism and Mass Communication, KMCLU
7	Webinar on "Indian Knowledge System, Languages, Arts and Culture"	05/08/2021	Dept. of Journalism and Mass Communication, KMCLU
8	Gender Sensitization	2019	Oxfam



GLIMPSES OF CONFERENCES / SEMINARS / WEBINARS / WORKSHOPS
ORGANIZED BY THE DEPARTMENT





OUTREACH ACTIVITIES CONDUCTED BY THE DEPARTMENT





GLIMPSES OF EDUCATIONAL VISIT OF THE DEPARTMENT





**RESEARCH &
INNOVATION**

**RESEARCH GRANT RECIEVED**

S. No.	Name of Project	Year of Award	Amount (in Rs.)	Funding Agency	Status Ongoing/Completed
1.	Received ICSSR Grant for Minor Project titled “Analysis of Deen Dayal Upadhyay Gramin Kaushalya Yojna (DDU – GKY) in the rural periphery of Lucknow District from ICSSR as Project Director.	2018-19	3,00,000	ICSSR	Completed
2.	A Study of the Swayam MOOC's Platform's Contribution in Facilitating E-Learning Opportunities for Higher Education Students	2021-22	137500	Dept. Of Higher Education, Uttar Pradesh	Completed
3.	Centre of Media and Information Literacy	2022-23	262000	Dept. Of Higher Education, Uttar Pradesh	Completed
4.	Analysis of Access Exposure and Communication Gaps in Implementation of the Beti Bachao Beti Padhao Scheme in Central Region of Uttar Pradesh	2023-24	500000	ICSSR	Completed
5.	Centre for Audio Visual Excellence	2024-25	400000	Dept. Of Higher Education, Uttar Pradesh	Ongoing



RESEARCH PAPER PUBLISHED

S. No.	Publications	Number of Publications
1	In Scopus Listed Journals with Impact Factor	02
2	In UGC CARE Listed Journals/Approved	07
3	In Peer-Reviewed Journals	14
Total Research Papers Published		23

BOOKS PUBLISHED

S. No.	Publications	Number of Publications
1	Text Books / Reference Books	04
2	Edited Book	04
3	Chapters in Edited Books	20
Total Books Published		Books: 08 Chapters in Edited Books: 20



PATENTS

S. No.	Patent Application No.	Inventor(s) Name	Title of the Patent	Patent Published Date	Patent Publication Number	International/ National	Status
1	6338962	Dr. Ruchita Sujai Chowdhary	A Smart timepiece with built in air purifier	12/01/2024	6338962	International	Published
2	202311048760	Dr. Ruchita Sujai Chowdhary Dr. Shachindra Shekhar Shakunt Dr. Syed Kazim Asghar Rizvi Dr. Md. Naseeb	A Mobile Journalism (MOJO) System	20/07/2023	1005-P-03-IN	National	Published



OTHER RESEARCH INITIATIVES & COLLABORATIVE ACTIVITIES

- “Young Change Makers for Child Rights and Sustainable Development Goals” in collaboration with UNICEF, it is a six month project where we were given the theme *Theme Routine Immunization* and our students received second prize at state level.
- The Department provided consultancy to *Worlds of Journalism Study* an International Research project.
- The Department collaborated as a partner Institution from Bharat in the conduction of 3 days Media Summit by ULB in 2021, 2022 and 2023.







AWARDS / RECOGNITIONS / FELLOWSHIPS RECEIVED BY FACULTY MEMBERS AND STUDENTS

S. No.6	Name of the Faculty Members / Students	Title of the Award	International / National / State
1	Dr. Ruchita Sujai Chowdhary	Enumerator, Worlds of Journalism Study (Germany)	International
2	Dr. Ruchita Sujai Chowdhary	26 th International Junoo Award	International
3	Dr. Ruchita Sujai Chowdhary	100 Inspiring Women Award	National
4	Dr. Ruchita Sujai Chowdhary	Sikshak Samman Patra	State
5	Dr. Ruchita Sujai Chowdhary	Bazm-e-Khwateen	State
6	Dr. Syed Kazim Asghar Rizvi	Chabi-Yan Campaign	National
7	Dr. Syed Kazim Asghar Rizvi	Gender Sensitization, Beti Bachao Beti Padhao Campaign A Roadmap For Social Change	National
8	Dr. Syed Kazim Asghar Rizvi	INDO- IRANIAN Relations	National
9.	Dr. Syed Kazim Asghar Rizvi	Chirag-E-Awadh	National



GLIMPSES OF PRIDE AND PRESTIGE





ACHIEVEMENTS OF STUDENTS





**INFRASTRUCTURE AND
LEARNING RESOURCES**



INFRASTRUCTURE AND AMENITIES

Number of Class Rooms	05
Number of Conference Hall	01
Number of Computer Lab	01
Number of Research Centre	01
Number of Departmental Library	01
Number of Labs (Media Studio)	04
Number of Smart Classrooms	03



Conference Room



Departmental Library



Smart Classroom



Regular Practical Classes



Audio Lab



Chroma Lab/Recording Studio



Dubbing Lab



Editing Lab



STATE-OF-THE-ART MEDIA LAB

01

Broadcast Training

Anchoring, scripting, and producing news bulletins and talk shows.

02

Audio-Visual Content Creation

•Filming documentaries, interviews, and educational content.

03

Video & Audio Editing

Hands-on practice using professional software for editing, dubbing, and post-production



Podcast Production

End-to-end training in scripting, recording, editing, and publishing podcasts.

04

News Bulletin Production

Weekly student-run news bulletins with real-time deadlines and reporting.

05

Chroma Key (Green Screen) Training

Using chroma techniques to produce creative and professional video content.

06



STUDIO AS A SKILL INCUBATOR

1000+ E-Content has been produced

<https://www.youtube.com/watch?v=7VS5DnSAaQU>

The department's media studio serves as the production hub for all official university videos

<https://www.youtube.com/watch?v=K8uFaxfcFKI>

All official social media posts are developed and produced within the department by student teams

<https://www.youtube.com/watch?v=JrlyN4e-NOY>

The media studio serves as a podcast lab where students create original content

<https://youtu.be/3LNuGBuy2nM>



**STUDENT SUPPORT
AND
PROGRESSION**



TRAINING AND PLACEMENT ACTIVITIES CONDUCTED BY THE DEPARTMENT

S. No.	Details of the Activity	Date
1	Campus Placement Drive By Amar Ujala	07/09/2021
2	Campus Placement Drive By Film Production Company, Ayodhya	09/07/2022
3	Campus Placement Drive by Amar Ujala	21/03/2023
4	Campus Drive by Radio Jai Ghosh (Online)	19/12/2024

Major Recruiters

AVP News, IndusInd Marketing and Financial services Pvt. Ltd., Big FM, Bharat Samachar, Amar Ujala, India Watch, 4PM News Network Pvt. Ltd., SNI Media Broadcast Pvt. Ltd., Lohiya Darpan, Lucknow Live, Shyam Murti Films, India Watch, Dainik Bhaskar



GLIMPSES OF TRAINING AND PLACEMENT ACTIVITIES CONDUCTED BY THE DEPARTMENT





DEPARTMENT OF JOURNALISM & MASS COMMUNICATION, KMCLU NOTABLE ALUMNI



RJ DIVYA SHARDA
FM RADIO



PRASHANT TIWARI
NATIONAL STATISTICS
OFFICE OF



USMAN KIDWAI
ANI



SHRISHTI GUPTA
PR PUNDIT



SHUBHAM PANDEY
NEWS NATION



ZAMEER ALI
ASSISTANT DIRECTOR CONTENT
NOTES



VIVEK KUMAR
JAGRAN NEWS MEDIA



Dr. SUMBUL MUJTABA
ASSIST. PROF



AAYUSH TIWARI
AMAR UJALA



AKSHAY SHEKHAR MISHRA
REVENUE INSPECTOR



Dr. VINAY KUMAR
ASSIST. PROF



SHAHNAWAZ IBRAHIM
PRT. TEACHER



AKANSHA YADAV
INDIA PUBLIC KHABAR



NAVED MAJID
ZORINS-TV



SANJINDER KUMAR
CYBER ANDRE MARKETING
AGENCY



VINAYAK AWASTHI
35BN PAC, UP



SYED NAWAZ
INDIA NEWS



NEHA SINGH
APN NEWS

**STUDENTS QUALIFYING COMPETITIVE EXAMINATIONS (UGC NET, ETC.)**

S. No.	Details of the Students	Name of the examination	Year of Qualifying
1	Nitika Ambastha	UGC NET	2019
2	Sunaina Asthana	UGC NET	2022
3	Chitwan Mishra	UGC NET	2023
4	Anjali Verma	UGC NET	2024
5	Sachin Mishra	UGC NET	2024
6	Komal Kesarwani	UGC NET	2024
7.	Vishal Sankhwar	UGC JRF	2024
8.	Mohd. Nadeem	UGC JRF	2024



KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY

Department of Journalism & Mass Communication

UGC Net-JRF Qualified



MOHD NADEEM
UGC-Net JRF
December 2022



VISHAL SANKHWAR
UGC-Net JRF
June 2022



KOMAL KESARWANI
UGC-Net
December 2024



ANJALI VERMA
UGC-Net
June 2024



SACHIN MISHRA
UGC-Net
December 2023



CHITWAN MISHRA
UGC-Net
June 2023



Dr. SUNAINA ASTHANA
UGC-Net
December 2019



Dr. NITIKA AMBASTHA
UGC-Net
December 2019



STUDENTS CLUBS

DEPARTMENTAL CLUBS

Photography Club

Radio Club

Press Club

Performance Club



ALUMNI CONTRIBUTIONS

- Guest Lectures & Webinars
- Mentorship Programs
- Media Skill Workshops
- Internship & Placement Support
- Donations & Sponsorships
- Panel Discussions & Alumni Meets





BEST PRACTICES OF THE DEPARTMENT

◆ STUDENT-PRODUCED WEEKLY NEWS BULLETIN

A student editorial and production team is responsible for researching, scripting, presenting, and broadcasting a weekly news bulletin. They also prepare press releases for circulation, promoting professional news writing and newsroom discipline.

<https://www.youtube.com/watch?v=ICCbSKMC0H8>

◆ COMPREHENSIVE EVENT COVERAGE BY STUDENTS

All university events—academic, cultural, or administrative—are covered by students, who handle photography, videography, editing, and content archiving. This ensures hands-on learning and real-time skill development.

<https://www.youtube.com/watch?v=GhNcNJ55fsE>

◆ STUDENT-MANAGED UNIVERSITY SOCIAL MEDIA

A dedicated student team manages the university's official social media handles. They create and schedule posts, develop visual content, and monitor engagement—offering them practical training in digital communication and branding.

<https://www.instagram.com/reel/DJelzTdPr5p/?igsh=b2tneXp6YTZmYm5r>



OUR TEAM OF SOCIAL MEDIA HANDLERS



Meet Our Team Social Media Handlers



Ashish Singh
MA-JMC Sem 2nd



Adarsh Vemra
MA-JMC Sem 2nd



Riva Yadav
MA-JMC Sem 2nd



Laiba Nadeem
MA-JMC Sem 2nd



Arjun Singh
MA JMC Sem 2nd



OUR TEAM OF PHOTOGRAPHERS & VIDEOGRAPHERS



Meet Our Team

Photography & Videography



Sweta Chaurasiya
BA-JMC Sem 6th



Arnav Kumar Singh
BA-JMC Sem 6th



Shashi Yadav
BA-JMC Sem 6th



Arsh Rizvi
BA-JMC Sem 4th



Priyanshi Rai
BA-JMC Sem 2nd



OUR TEAM OF BROADCASTERS/PODCASTERS



Meet Our Team

Broadcasting & News Bulletin



Maher Jamal
MA-DMC Sem 4th



Abhishek Singh
MA-DMC Sem 4th



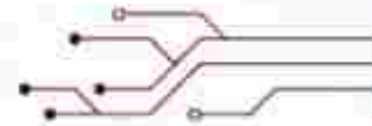
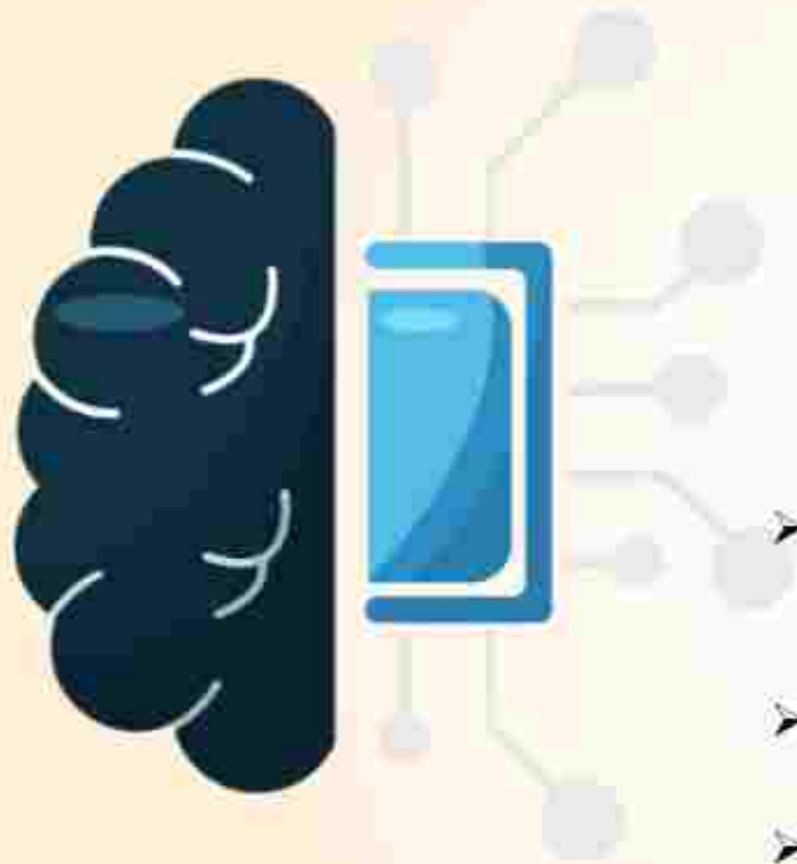
Mohd. Shabaz Hussain
MA-DMC Sem 4th



Sadaf Tasneem
MA-DMC Sem 4th



Mohd. Shoaib
MA-DMC Sem 4th



Our Future Plans

- **Introduce New-Age Courses like Digital Content Creation, Influencer Marketing, Media Entrepreneurship, AI in Journalism, Podcast Production, Fact-Checking and Verification.**
- **Focus on multilingual Media Modules (including regional language study materials).**
- **Elaborate Partnership with media houses, startups, and influencers for hybrid internships and online mentoring sessions.**
- **More Global and National Collaborations.**
- **Establish Community Radio.**



THANK YOU

For your attention

