

Departmental report format for website (data to be compiled 2018 onwards)

1) Message from the HODs desk:

The Department of Mass Media at Jai Hind College offers an exceptional undergraduate Bachelor's program that empowers students with the knowledge and skills necessary to thrive in the dynamic world of media and communication. This program is designed to provide a comprehensive education in the field, preparing students for successful careers in journalism, broadcasting, advertising, public relations, digital media and more.

Our faculty comprises experienced professionals and scholars who bring real-world insights into the classroom. They guide students in mastering the latest technologies and trends, ensuring they are well-equipped to excel in a rapidly evolving media landscape.

What sets our program apart is its emphasis on hands-on experience. Students have access to state-of-the-art media labs and equipment, enabling them to produce high-quality content from day one. They are encouraged to intern with leading media organizations, gaining practical experience and networking opportunities that pave the way for future employment.

The curriculum covers a wide range of topics, from media ethics to digital storytelling, allowing students to tailor their education to their interests and career goals. Our graduates emerge as critical thinkers, effective communicators, and ethical media professionals, ready to make a meaningful impact in the world of mass media. Join us on a journey to explore the power and influence of media in our society and become a media professional who can shape the future of communication.

Content not more than 200 words HODs passport size photograph

2) Message about the department:

The undergraduate degree program offered by the Department of Mass Media is designed to provide students with a comprehensive and cutting-edge education in the field of media studies. The department prepares students to become skilled, ethical, and innovative media professionals, capable of navigating the rapidly growing media

industry. Our specialty is to train students in media literacy, production skills, ethics & responsibility, media research, analysis, media management and entrepreneurship. Our dedicated faculty members are accomplished media professionals and scholars, bringing a wealth of industry knowledge and academic expertise to the classroom. Throughout semesters, students work on projects & assignments that are especially curated to apply their theoretical knowledge and develop skills suitable for the real-world challenges in the world of media. Regular guest lectures by industry experts provide valuable insights into the media field and potential career paths. With a rich pool industry resources and alumni connections. students have access to internships and placements with reputable media organizations, providing real-world experience and networking opportunities.

The department thrives on critical thinking, creativity, and technical skills that empower students to thrive in the dynamic and ever-evolving field of mass media.

Content not more than 500 words (about the dept)

- a. Year of establishment: 2002**
- b. Faculty strength: 03**
- c. Key activities:** Practical assignments & projects all throughout the year, Detour – Annual Media Festival, Constellation – Annual Media Conclave.
- d. Student profile:** Students from Arts, Science, Commerce or any equivalent Diploma as their higher secondary education can apply for this degree. The ideal mass media student is a curious and creative communicator with strong critical thinking skills. They thrive in a dynamic, tech-savvy environment, value ethics and accuracy, and are committed to staying current in a challenging & competitive business of mass media.
- e. Activities like society/cell:** Monthly Cinema Club Activities, Monthly Literary Club Activities, Monthly Performing Arts Club Activities, Monthly Outreach Club activities.
- f. Best practice of the department or the USP:**
 - Varied & Up-to-Date Curriculum
 - Continuous Assessment & Evaluation
 - Supportive Learning Environment & Hands-on Learning Experience

- Experienced In-house & Guest Members of the Faculty
- Guest Speakers and Workshops
- State-of-the-Art Media Lab & Training Gear
- Portfolio Development
- Capstone Projects
- Career Development Support
- Community Engagement
- Networking Opportunities

3) Faculty details:

Passport size photo: (Dimensions 200 x 230 pixels (preferred), Size of file should be between 20kb-50 kb) jpeg format

Name: Naziya Rashid Khan

Designation: Joint Coordinator

Qualification: BMM, MACJ, NLP

Specialization: Media Management, Media Literacy, and Marketing Communication

Experience in years: 13

E-mail Id: naziya.khan@jaihindcollege.edu.in

4) Faculty details:

Passport size photo: (Dimensions 200 x 230 pixels (preferred), Size of file should be between 20kb-50 kb) jpeg format

Name: Saiprasad Shetty

Designation: Joint Coordinator

Qualification: MA, PGDIS

Specialization: Content Marketing, Internship Ideation, and Curriculum Drafting

Experience in years: 14

E-mail Id: saiprasad.shetty@jaihindcollege.edu.in

5) Faculty details:

Passport size photo: (Dimensions 200 x 230 pixels (preferred),Size of file should be between 20kb-50 kb) jpeg format

Name: Mohit Patel

Designation: Assistant Professor

Qualification: BMM, MBA, DGD & W

Specialization: Digital Marketing, Graphic & Web Designing

Experience in years: 06

E-mail Id: mohit.patel@jaihindcollege.edu.in

6) Courses offered

Sr.No	Course name	diploma/certificate	Aided/Self financed
1.	Advanced Communication	Certificate	Self-Financed
2.	Ad Film Production	Certificate	Self-Financed
3.	Copywriting	Certificate	Self-Financed
4.	Creative Writing	Certificate	Self-Financed
5.	Creative Production	Certificate	Self-Financed
6.	Digital Marketing	Certificate	Self-Financed
7.	Film Appreciation	Certificate	Self-Financed
8.	Motion Design	Certificate	Self-Financed
9.	Photography	Certificate	Self-Financed
10.	Personal Image Management	Certificate	Self-Financed
11.	Short Film Study	Certificate	Self-Financed
12.	Theatre	Certificate	Self-Financed
13.	Editing	Certificate	Self-Financed

7) Supporting Staff:

Name and designation

8) Society/cell under department –

brief write up with photograph – 1 only – year wise data

Cinema Club: Established in June 2021, the cinema club provides students with a vibrant platform to explore the art of filmmaking. Through screenings, discussions, and collaborative projects, it fosters a deeper understanding of cinema's cultural and creative significance. Club members gain practical experience in film analysis, production, and storytelling, enhancing their overall media education.

Literary Club: Established in June 2021, the literary club offers a rich space for students to engage with written expression and storytelling. Through book discussions, creative writing workshops, and literary events, it cultivates a deeper appreciation for the power of words in media and communication. Club participants gain valuable skills in narrative development, critical analysis, and effective written communication, enhancing their overall media education.

Performing Arts Club: Established in June 2021, the performing arts club provides a dynamic platform for students to explore the intersection of media and live performance. Through theatrical productions, improvisational activities, and multimedia showcases, it nurtures creativity and communication skills essential for careers in media and entertainment. Club members gain valuable experience in stagecraft, storytelling, and audience engagement, enriching their holistic media education.

Outreach Club: Established in June 2021, the outreach club empowers students to leverage media for positive societal impact. Through community projects, awareness campaigns, and media production initiatives, the club enables students to apply their media skills to address social issues and promote meaningful change. Club members not only gain hands-on experience in media advocacy but also develop a deep sense of social responsibility, complementing their media education.

a. Upcoming events:

Annual Inter-Collegiate Media Festival ‘Detour’ – 15th & 16th January 2024

Annual Inter-departmental Media Conclave ‘Constellation’ – 22nd & 23rd December 2023

Tentative dates of the departmental event with the name of the resource person. (if possible image of the event)

9) Student Achievement **year-wise**

10) Video – A brief video of the department(optional)

11) ELIGIBILITY REQUIREMENTS (if applicable)

12) Addendum – List of teachers with names/ designation/qualification who have resigned/superannuated – (with relevant dates)/ years of experience/ research activities/any other activity eg coordinator of cell/society) 2018 onwards

13) FAQ(optional)

Q. What can I do with a degree in media?

A. A media degree opens up a range of career opportunities in fields like journalism, filmmaking, marketing, public relations, social media management, content creation, and more. It equips you with versatile skills applicable in today's media-rich world.

Q. What are the admission requirements for this program?

A. Students from Arts, Science, Commerce or any equivalent Diploma as their higher secondary education can apply for this degree. Admission requirements typically include a higher secondary education degree, combined with the score of the entrance exam score.

Q. Can I apply for internships or gain practical experience during the program?

A. Yes, provided the student can fulfill the academic criteria. we encourage students to take up internships, co-op experiences, or practical projects to provide real-world exposure and build your portfolio.

Q. What career support services are available to media students?

A. We offer career counseling, resume workshops, and alumni networks to help media students transition into their careers.

