



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

THE BYLINE– ILLUMINATING IDEAS IN INK NEWSLETTER BY

SCHOOL OF
JOURNALISM AND
MASS COMMUNICATION

NEWSLETTER

APRIL-JUNE 2024



www.krmangalam.edu.in



Table of Contents

1. From the Editor's Desk
 2. Word from the Leadership
 3. About School: Vision & Mission
 4. Message from Advisory Committee
 5. Our Achievers- Faculties, Students
 6. Collaborations
 7. Opinion Column
 8. Campus Bulletin
 9. Events Corner
 10. Feature Story
 11. Research & Innovation
 12. Placements, Internships & Scholarship
 13. Community Connect
 14. Alumni Guild
 15. Visual Archives
- 



From the Editor's Desk

Dear students, faculty, and staff of the School of Journalism and Mass Communication

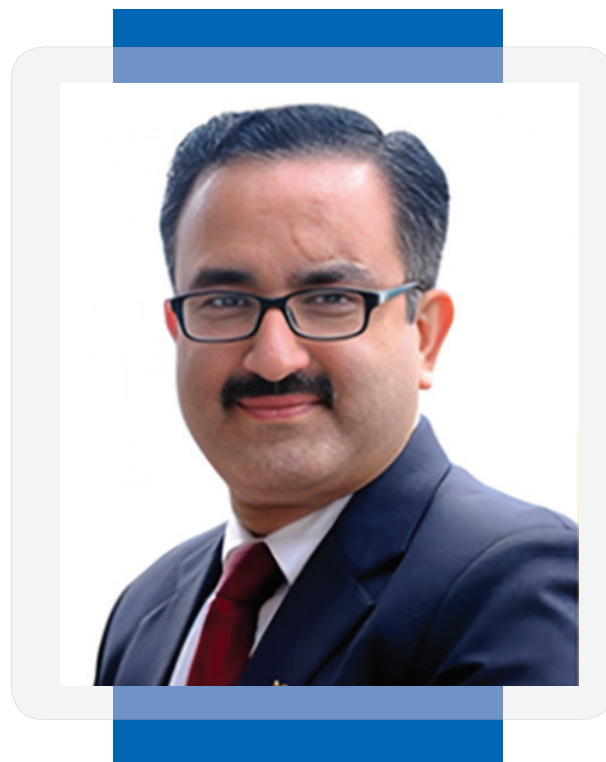
As we approach the end of another dynamic semester, I'm filled with pride at the accomplishments of our department. Your dedication to excellence in journalism and mass communication continues to inspire and drive our success. This semester has seen our students produce award-winning reporting; our faculty publishes groundbreaking research and our alumni make significant impacts in newsrooms and media organizations worldwide. As we navigate the ever-evolving landscape of media and communication, I'm confident that our school remains at the forefront of innovation and ethical practice. Looking ahead, I encourage each of you to continue pushing boundaries, asking tough questions, and upholding the vital role of journalism in our society. Thank you for your ongoing commitment to our field and our community.

Thank you!

Prof. Neeraj Khattri

Dean

School of Journalism and
Mass Communication





Word from the Leadership

Dear Students, Faculty, and Staff of the School of Journalism,

As we reflect on another vibrant academic year, I am filled with pride at the remarkable achievements and unwavering dedication demonstrated by our journalism community. Your commitment to truth, integrity, and excellence in reporting continues to set the standard in our field. This year has seen our students and faculty produce ground-breaking work, from investigative pieces that sparked important conversations to innovative digital storytelling projects that push the boundaries of our craft. As we look to the future, I encourage you all to continue embracing the rapidly evolving media landscape with curiosity and courage. Remember, your work as journalists is more crucial than ever in fostering an informed society and upholding democratic values. I look forward to seeing the impact you will make in the coming year and beyond.

Good Luck!

Prof. Raghuvir Singh,

Vice Chancellor

K.R. Mangalam University



About School: Vision & Mission

School Vision

School of Journalism and Mass Communication aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation building through research and innovation.



School Mission

1. To provide excellence in education by focusing on futuristic curriculum, progressive, outcome based hands-on education and Journalism.
2. Foster employability and entrepreneurship through industry interface and live projects.

3. Instil the notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.
4. Integrate global needs and expectations through collaborative programs with premier universities, research centres, industries and professional bodies.



Message from Advisory Committee



On behalf of the School of Journalism and Mass Communication Advisory Committee, I want to extend our warmest greetings and continued support. We are a group of industry professionals with a deep commitment to the success of this program and its students.

We're constantly impressed by the innovative spirit and dedication of the faculty and staff who are shaping the next generation of storytellers and communicators. Your commitment to providing a rigorous and relevant curriculum is essential in this ever-evolving media landscape. To the students, we see your passion for journalism and mass communication. We encourage you to continue honing your skills, embracing new technologies, and upholding the highest ethical standards. The future of media depends on your innovative thinking, critical analysis, and commitment to truth.

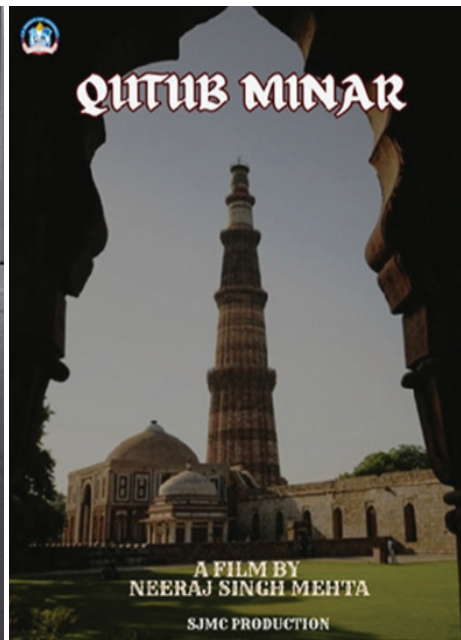
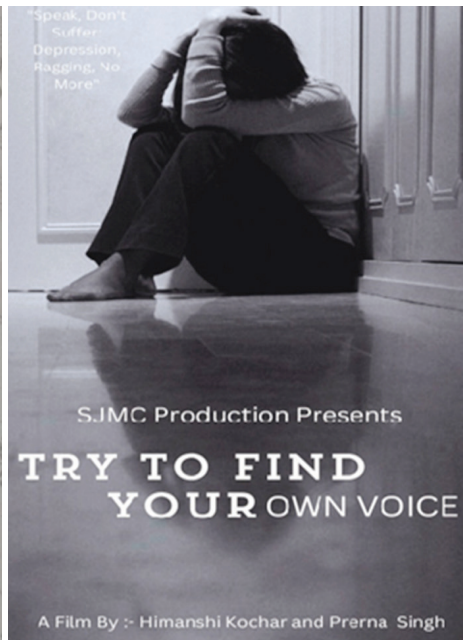
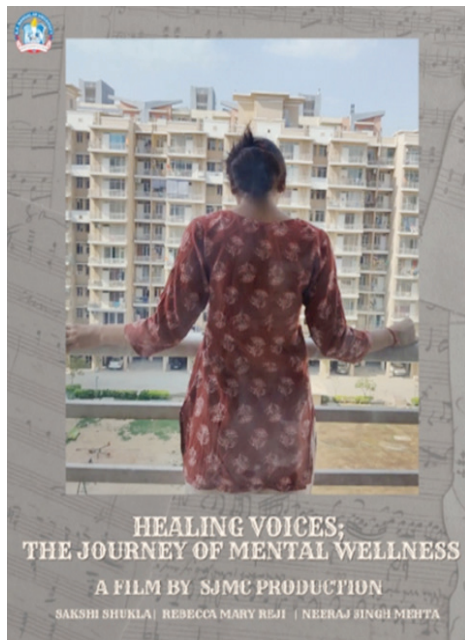
Sincerely,
Mr. Mayank Srivastav
Filmmaker
Advisory Committee Member, SJMC

Our Achievers- Students

BA (JMC) Students Showcased Filmmaking Skills with Documentaries and Short Films

Fourth-semester students of the Bachelor of Arts in Journalism and Mass Communication (BA (JMC)) program recently demonstrated their newly acquired filmmaking skills by producing a series of documentaries and short films. Among the talented students were Himanshi Kochar, Perna, Kashish Yadav, Sakshi Shukla, Rebecca Mary Reji, and Neeraj Singh Mehta, who contributed significantly to the project. The students created documentaries on various historical and cultural subjects, including "Qutub Minar," "Chhota Haridwar," and "Humayun's Tomb," while also tackling contemporary social issues through short films addressing topics such as bullying, mental health, and

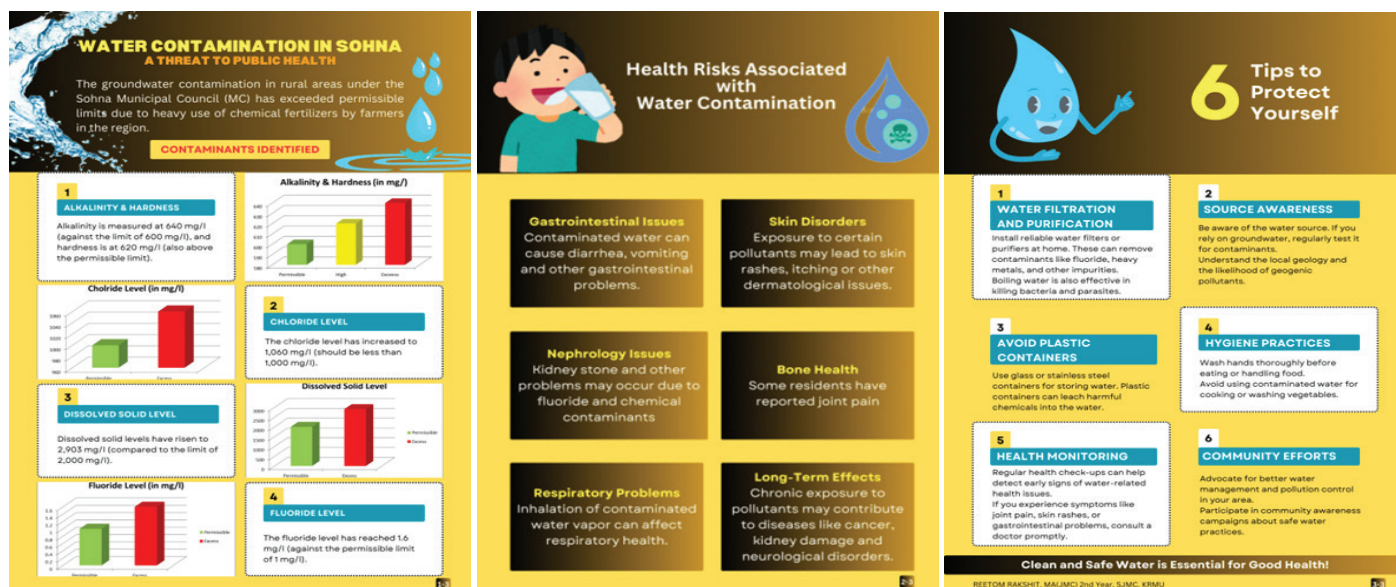
racism. Throughout the project, students gained hands-on experience in multiple aspects of film production, including scripting, storyboarding, budgeting, camera operation, and video editing. This comprehensive approach provided students with a well-rounded understanding of the filmmaking process, equipping them with valuable skills for future careers in the media and entertainment industry. The project not only allowed students to apply theoretical knowledge in practical settings but also fostered creativity and critical thinking, preparing them for future endeavours in the field.



SJMC Students Created Infographic on Sohna Water Contamination for Data Journalism Project

Students at the School of Journalism and Mass Communication (SJMC) have showcased their skills in data journalism through an innovative infographic project focusing on water contamination in Sohna. As part of their coursework in data journalism, the students tackled the pressing environmental issue affecting the local community. The infographic presents complex data on water quality, contamination sources, and potential health impacts in a visually compelling and easy-to-understand format. This project not only demonstrates the

students' proficiency in data analysis and visual communication but also highlights the importance of environmental reporting in modern journalism. By choosing to focus on water contamination in Sohna, the students have brought attention to a critical local issue, potentially informing residents and policymakers about the state of their water resources. This practical application of data journalism skills underscores SJMC's commitment to preparing students for the evolving landscape of media and communication.



SJMC Students Showcase Mastery in Digital Photography through Diverse Portfolio

Students at the School of Journalism and Mass Communication (SJMC) have demonstrated remarkable growth and skill in their Digital Photography & Imagery course this semester. The comprehensive curriculum pushed students to explore a wide array of photographic techniques and genres, resulting in an impressive portfolio of work. From mastering technical concepts like the three-point lighting system and exposure triangle to creatively capturing subjects in nature, fashion, and product photography, the students tackled a diverse range of assignments. They delved into various lighting techniques, experimented with different camera shots, angles, and



movements, and engaged in specialized projects such as wedding photography, light painting, and creating optical illusions. These assignments not only honed the students' technical proficiency but also nurtured their artistic vision and storytelling abilities. The final masterpieces produced by the students reflect their significant progress and dedication, showcasing a deep understanding of both the artistic and technical aspects of photography. This hands-on approach to learning has equipped SJMC students with a well-rounded skill set, preparing them for the dynamic and visually driven world of modern media and communication.

The School of Journalism & Mass Communication signed an MoU with ISOMES Film City Forge Strategic Partnership.

Collaborations

A significant milestone in media education was achieved on April 2, 2024, as the School of Journalism and Mass Communication at K.R. Mangalam University (KRMU) and ISOMES Film City, Noida, signed a Memorandum of Understanding (MOU). The ceremony was graced by distinguished attendees, including Prof. Raghuvir Singh, the Vice-Chancellor of KRMU, Mr. Deepak Mishra, the officiating registrar, Prof. (Dr.) Neeraj Khattri, Dean of SJMC, and Ms. Tanuja Shankar, Director of Creative and Media Studies at ISOMES Film City, Noida. This strategic partnership aims to



foster collaboration between the two institutions, paving the way for joint projects, publications, and academic events such as workshops, conferences, and seminars focused on media and communication studies. The MOU also emphasizes the importance of collaborative research, encouraging faculty members from both institutions to engage in joint research initiatives within their shared areas of interest. This alliance is expected to enhance the educational experience for students and contribute significantly to the field of media studies by combining the academic rigor of KRMU with the practical industry insights of ISOMES Film City.

School of Journalism collaboration with New Delhi Film Foundation to Advance Cinema Studies

On April 27th, 2024, the School of Journalism and Mass Communication at K.R. Mangalam University (KRMU) and the New Delhi Film Foundation formally signed a Memorandum of Understanding (MOU), establishing a landmark partnership in the realm of cinema and media education. The signing ceremony was attended by a distinguished gathering, including Prof. Raghuvir Singh, the Honourable Vice-Chancellor of KRMU, Mr. Deepak Mishra, the officiating registrar, Prof. (Dr.) Neeraj Khattri, Dean of the School of Journalism and Mass Communication (SJMC), and Mr. Ashish K Singh, General Secretary of the New Delhi Film Foundation, along with other esteemed faculty members. This strategic collaboration aims to foster academic and cultural enrichment through various joint initiatives. The partnership will focus on organizing collaborative film festivals, workshops, conferences, and seminars centered on cinema and film



studies. By combining their expertise and resources, both institutions seek to create an environment that promotes scholarly discourse and creative exchange in the field of cinematic arts. This MOU marks a significant step forward in building academic synergies between KRMU's School of Journalism and Mass Communication and the New Delhi Film Foundation, promising to enhance educational experiences and contribute meaningfully to the advancement of cinema and film studies.

SJMC at K.R. Mangalam University: Pioneering Innovation in Communication Education



Opinion Column

The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University has a vision to excel in communication, research, and journalism. SJMC's curriculum balances theory and practice, emphasizing production-based learning through real-world projects like creating newspapers, videos, and podcasts.

The department is engaged in significant research, including studies on social media's impact on violence and digital literacy for the elderly. Adapting to industry trends, SJMC has introduced innovative programs,

incorporating subjects like digital marketing, AI, UX, and UI into its UGC-recognized BA (JMC) program. New courses on the creative economy and influencer monetization have also been launched. With a team of committed faculties providing high-quality education through comprehensive content, practical training, workshops, guest lectures, and field trips. This approach has contributed to K.R. Mangalam University's rapid growth, now serving over 6,000 students. The institution's focus on quality teaching and practical experience has established it as one of the fastest-growing universities in Delhi and northern India, promising students an education they won't regret choosing.

K.R. Mangalam University's Mega Placement Drive 2024 Offers Diverse Opportunities to Students



Campus Bulletin

K.R. Mangalam University, Gurugram, held a successful mega placement drive on May 29th, 2024, attracting nine companies from the digital media and corporate sectors. The event catered to students from various streams, including journalism. Notable participants such as Vega Schools, Kanak Info System P. Ltd., HBM Enterprises P. Ltd., and Khabrimedia.com conducted interviews for diverse roles. These ranged from video editing and photography to digital marketing

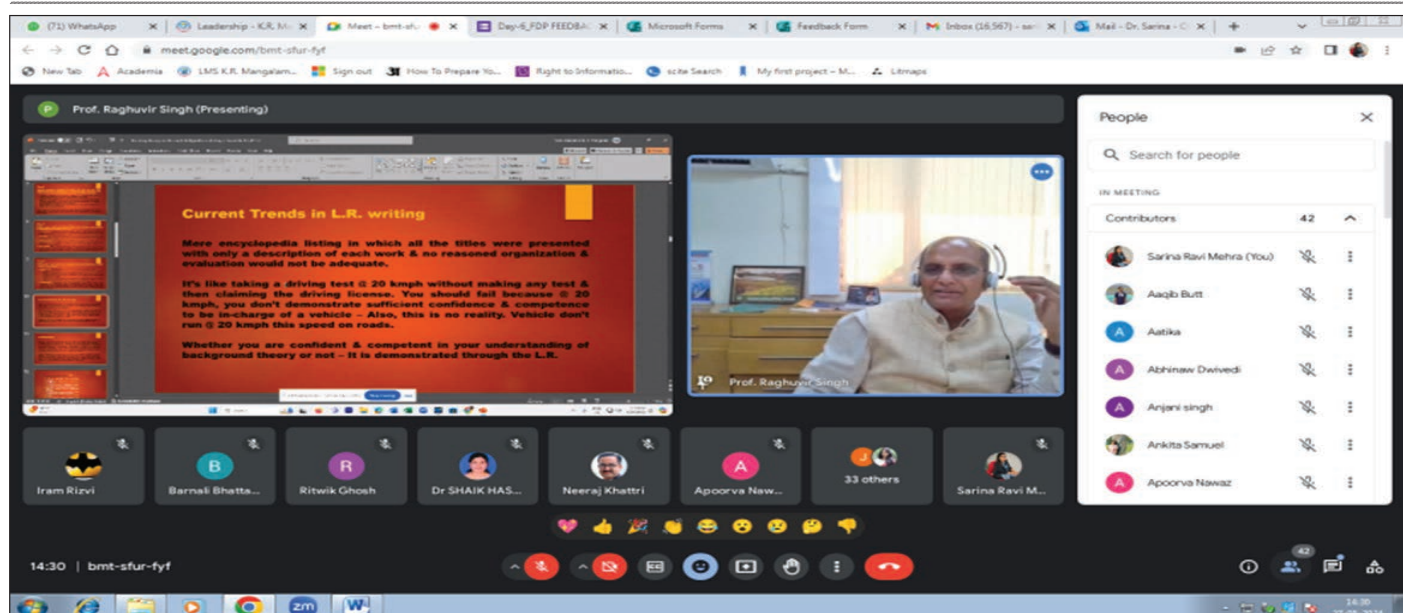


and event management. Mr. Shivkant Sharma, Director of Placement, highlighted that the drive offered both internships and jobs, including some international placements in Operations/Sales. Dr. Vikas Saini, Deputy Director of the Career Development Center, expressed satisfaction with the event's success, noting students' enthusiasm and numerous offers received. The university administration's support was crucial to the program's success. The placement drive was deemed an excellent experience with hopes for increased company participation

in future events. K.R. Mangalam University emphasized the vital role of teachers in shaping students' futures and expressed confidence in their graduates' potential to bring honour to themselves, their families,

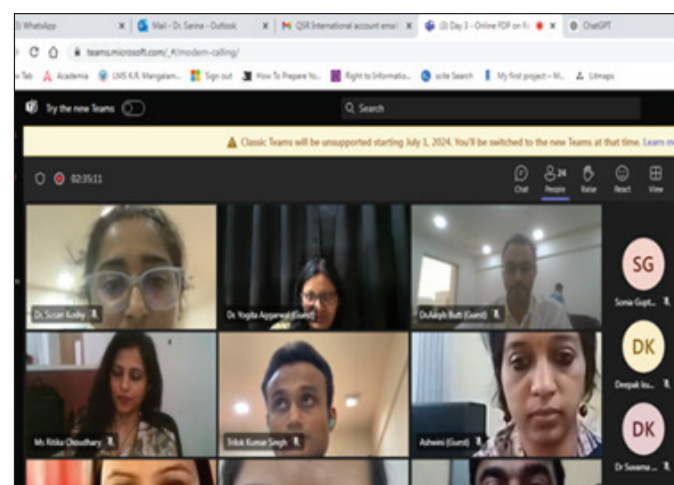
and the institution. This event underscores the university's commitment to providing valuable industry connections and career opportunities, setting a positive precedent for future placement initiatives.

K. R. Mangalam University, SJMC Hosts Innovative FDP on Research Methodology and AI



Event Corner

K.R. Mangalam University's School of Journalism and Mass Communication organized a ground-breaking week-long online Faculty Development Program (FDP) on "Research Methodology and Artificial Intelligence" from May 27th to June 2nd, 2024. The program aimed to equip faculty members with advanced research skills and AI knowledge for innovative scholarly pursuits. Daily sessions led by experts covered a range of topics, including theorizing research, AI's impact on research practices, qualitative and quantitative analysis software, mixed method research, and referencing tools. Notable speakers included Prof. Raghuvir Singh, Dr. Tasha Singh Parihar, Dr. Yogita Aggarwal, Dr. Kulveen Trehan, and Dr. Bharghav Shobhna. Each session featured interactive



elements, practical demonstrations, and Q&A segments, providing participants from various universities with valuable insights into emerging trends in AI-assisted research. The FDP concluded with an assessment to evaluate participants' comprehension, marking a significant step forward in integrating AI technologies into academic research methodologies.

SJMC at K.R. Mangalam University Hosts a Grand Farewell for Graduating Journalism Students

The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University bid a heartfelt farewell to its graduating BA (JMC) 2021-2024 and MA (JMC) 2022-2024 batches on 17th May 2024. The celebration, organized by junior students and faculty members, took place in the Sports Room of C-Block on the university campus. The event commenced with hosts Tanishka and Vanshika welcoming the final-year students, followed by an address from Prof. Dr. Neeraj Khattri, Dean of SJMC. The festivities included dance performances by first-year students Vanshika and Kartik, as well as a lively group dance by the male students of the BA (JMC) batch. A highlight of the ceremony was the seniors' ramp walk, where they shared memorable college experiences. The event also featured an interactive Q&A session, with anchors and teachers engaging the seniors about their inspirations and time at SJMC. The title



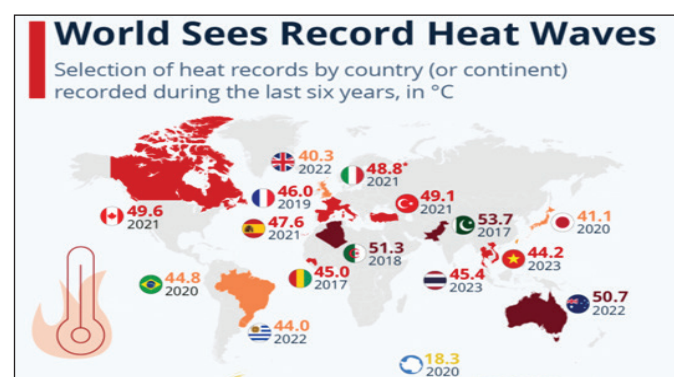
announcement ceremony crowned Kanishka and Aman from BA (JMC), and Mahima and Reetom from MA (JMC) as Ms. and Mr. Farewell of the department. The celebration concluded with a DJ session and a shared lunch, marking the end of an era for the graduating students and the beginning of their professional journeys in journalism and mass communication.

The Heat Wave Havoc: A Call to Action Amidst the Heat Wave

Feature Story

Vanshika Tayal, MA (JMC), Semester-II

Rising global temperatures, a clear sign of climate change, are breaking records alarmingly often. This isn't just about discomfort; it's a serious threat to public health, especially for vulnerable groups like the elderly, children, and the poor. Cities feel the heat even more due to the urban heat island effect, putting extra stress on health systems. The impacts are wide-ranging and severe. Extreme weather events intensify, ecosystems struggle, coastal areas face rising seas, and agriculture suffers, threatening food security. Infrastructure buckles under the heat, leading to power outages and water shortages. Ecosystems and biodiversity are at risk. Tackling this crisis requires urgent action on many fronts. We need to switch to renewable energy, cut greenhouse gas emissions, and use land more



sustainably. We also need to invest in climate-resistant infrastructure and improve public health readiness. This challenge calls for a big shift in society. Governments must prioritize climate action, businesses should adopt eco-friendly practices, and individuals can help through their choices and community involvement. We're at a crucial moment in history. Our actions now will shape our future. Let's work together to create a world where warmth is no longer a threat but a reminder of our commitment to climate action.

Research & Innovation

RESEARCH PAPER

Authors Name	Paper Title	Journal Name	Publication Date
Reetom Rakshit & Dr Ritwik Ghosh	Audience Reception: Exploring Collective Spectatorship in the Film 'Dunki	MediaSpace Journal e-ISSN: 2583-035X Peer reviewed	20th June 2024
Mahima Bhardwaj & Dr Ritwik Ghosh	Violence in Bollywood Films: A Critical Analysis of "Animal	MediaSpace Journal e-ISSN: 2583-035X Peer reviewed	20th June 2024
Ms. Aditi Agarwal and Ms. Gauri Joshi	Spotlighting Gender: Analyzing Gender Representation in Prominent Newspapers	Madhya Pradesh Institute of Social Science (Research, Ujjain. (ICSSR ISBN: 0973-855X UGC CARE-1	10th May 2024
Dr Aaqib Anwaar Butt	A study on efficacy of Mobile devices for film making and video editing	Anvesak ISBN: 0378-4568 UGC CARE-1	25th June 2024
Dr. Sarina , Ms. Samika Rathore	Navigating gender bias: Female journalists' struggles and triumphs in the News Media	Madhya Pradesh Institute of Social Science Research , Ujjain, UGC CARE-1	10th June 2024

PATENT

Authors Name	Title	Date
Prof (Dr) Neeraj Khattri & Dr Ritwik Ghosh	Low latency content management system	10th May 2024
Prof (Dr) Neeraj Khattri & Dr Ritwik Ghosh	Wearable device for optimal user experience in real-time journalism	17th May 2024



Placements & Internships

PLACEMENTS

Name	Designation	Industry Name
Ms. Dhara Chawla	Social Media Manager	Fitsauro
Ms. Samika Rathore	Producer/Anchor	India Ahead Hindi
Mr. Derric Michael	Social Media Manager And Creative Strategist	Social Dispatch
Mr. Dylan Mervyn Jobe	Content Manager	Tourhq
Ms. Pravina Srivastava	Assistant Producer	Asian News International ANI
Mr. Sumohit Nirala	Executive Graphic Designer	StudyIQ Education Pvt Ltd
Ms Hemal Sehgal	Content Writer	Revinfotech
Mr. Gaurav Sachdeva	Assistant Manager - Digital Marketing & Content Creator	Dainik Bhaskar Group
Mr. Divyanshu Gupta	Associate DOP and Drone Pilot	Amit Bhadana films



INTERNSHIPS

Name	Designation	Industry Name
Mr. Gopi Balkoti	Social Media	Vega School
Mr. Himanshu Kumar	News Editor	The Hindu
Ms. Poorti Sharma	Marketing	Cineport Cinemas
Ms. Navyosha	News Editor	StarsBerry Online Ventures LLP
Ms. Himanshi Kochar	UI/UX Designer	CodSoft
Ms. Palak Saini	Field Reporter	The Tehelka Khabar
Ms. Palak Verma	News Editor	The Time Press
Ms. Sakshi Gupta	Content Writer	The Time Press
Ms. Bhoomika Gupta	Content Writer	The Time Press
Khushi Pandey	Content Writer	The Time Press
Ms. Pooja Kumari	Event Coordinator	New Delhi Film Foundation
Ms. Manukriti sharma	Social Media Management	Chitra Shiksha
Ms. Vanshika Tayal	News Editor	Dainik Jagran



K. R. Mangalam University Journalism Students Conducted E-Governance Research in Berka Village



Community Connect

On 25th May 2024, The School of Journalism and Mass Communication Students participated in crucial fieldwork on 'barriers to using e-governance services' in Berka village. Faculty members Dr. Aaqib Butt, Dr. Sareena Mehra, and Dr. Susan Koshy supervised the activity. Students conducted in-depth interviews with village farmers and women, following up on a March 2024 survey that found only 25% of respondents had ever used online government services. The interviews revealed that lack of information and poor internet services were the main obstacles to accessing e-governance services.



Students provided information about available e-governance apps and websites tailored to respondents' specific needs.

The project emphasized the on-going need for capacity-building workshops by authorities to spread relevant information about these services. Respondents noted that information about relevant e-governance apps and websites would save them time and effort. This fieldwork provided students with practical experience in conducting surveys and interviews. It also offered an opportunity for students to understand real-life problems and explore solutions, bridging the gap between academic learning and practical application in rural communities.

ALUMNI GUILD

FROM INTERN TO COORDINATOR: A JOURNEY OF GROWTH AT AECC INDIA PVT. LTD

In a testament to personal and professional development, a former marketing intern at AECC India Pvt. Ltd. has successfully transitioned to the role of Coordinator of Special Projects, marking a significant milestone in their career. The journey began with an internship in marketing, where the individual honed persuasive communication skills to attract students to education fairs and generate leads for



AECC's services. They organized college seminars, contributed to social media marketing efforts, and conducted market research within the education consultancy sector. Following their strong performance, the intern was promoted to Coordinator of Special Projects. In this role, they managed project materials, maintained up-

to-date spread sheets, and prioritized student satisfaction through timely and professional communication. Throughout their tenure, the employee demonstrated a commitment to learning and growth, continuously expanding their skill set and contributing to AECC's success. They played a crucial role in enhancing the company's visibility among students and fostering positive relationships with clients. As they conclude this chapter of their career, the individual reflects on the valuable experiences

gained and the solid foundation built for future endeavours. Their journey at AECC India Pvt. Ltd. stands as a prime example of how dedication and hard work can lead to significant professional growth within an organization.

Ms. Yashoda Katari,

Special Projects Coordinator, AECC

BA (JMC), Batch 2020-23

SJMC, KRMU

Visual Archives





K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Sohna Road, Gurugram, Delhi-NCR | Landline No.: 0124-2867800

📞 08800697010-15 📞 011-48884888 📞 8800697012

www.krmangalam.edu.in | admissions@krmangalam.edu.in

📘 krmuniv 📺 krmuniv 📺 K.R. Mangalam University

📷 Krmangalamuniv 🌐 K.R. Mangalam University