

School of Journalism & Mass Communication

The School of Journalism and Mass Communication (SJMC), came into existence vide Bihar government notification 15/पी 5-09/2016-629 dated April 12, 2017, later revised 15/पी 5-09/2016 अंश-193 dated February 9, 2018 as an autonomous institute affiliated to Aryabhatta Knowledge University. However, vide Bihar government notification 15/एम 1-69/2021 – 1997 dated September 20th, 2021, SJMC is now a constituent unit of the Aryabhatta Knowledge University.

SJMC was established as a centre of excellence by the Bihar government with the basic objectives of teaching, training and undertaking research in the areas of mass communication.

The first batch of M.A in Journalism and Mass Communication was launched in 2021. This was also the first course of SJMC. Ph.D. programme, PG Diplomas and certificate courses will be begun in the near future once the sanctioned teaching positions are filled.

SJMC aims to become a premier and prestigious institute of Journalism and Mass Communication in the Bihar region. The growing need for quality media education and research led the Government of Bihar to establish SJMC as an institution of higher learning.

The rationale of SJMC is best captured in its mission:

“To nurture minds for critical thinking and innovation through media education, research, extension and training with a purpose to build an information and knowledge-based society that contributes to human progress, empowerment and participatory democracy, anchored in pluralism, universal values & ethics and to attain and remain a Centre of Excellence.”

Courses on offer

The 18th Academic Council held on 17.02.2022 approved the following courses for the School of Journalism and Mass Communication:

- Ph.D. in Journalism & Mass Communication
- M.A in Journalism and Mass Communication
- Certificate Course of Writing for Media

P.G. Diploma in: -

- Development Communication
- Online and Digital Journalism
- Photography
- Science Communication
- Film Making

At present, the School of Journalism and Mass Communication runs only M.A in Journalism and Mass Communication (MJMC) course. The MJMC course was launched for the session 2021-23. At present, two batches are underway while admissions are in process for the third batch for 2023-25 session.

Sanction of posts for SJMC

The Bihar Cabinet decision held on 24.02.23 sanctioned 33 posts for the School of Journalism and Mass Communication. The Department of Education, Government of Bihar, Patna vide Letter No. 15/P 2-01/2011-740 dated 28.02.2023 sent a letter to the Aryabhata Knowledge University in this regard.

शिक्षा विभाग

16. आर्यभट्ट ज्ञान विश्वविद्यालय, पटना के मुख्यालय तथा विश्वविद्यालय में स्थापित 07 (सात) विभिन्न स्कूलों के लिए शिक्षकों, पदाधिकारियों एवं कर्मचारियों के कुल 201 (दो सौ एक) पदों के सृजन एवं उक्त स्कूलों में पूर्व में सृजित समन्वयकों के पदों को सहायक प्राध्यापक के पदों में परिवर्तित करते हुए इन पदों को स्कूलों के लिए सृजित किए जा रहे सहायक प्राध्यापक के पदों के अन्तर्गत परिगणित करते हुए वर्तमान में कार्यरत 03 (तीन) समन्वयकों को संबंधित स्कूलों के लिए सृजित किए जा रहे सहायक प्राध्यापक के पद पर अर्हता के आधार पर सेवा अन्तर्लीनीकरण की स्वीकृति प्रदान करने के संबंध में।

16. स्वीकृत।


Cabinet decision dated 24.02.23

बिहार सरकार
शिक्षा विभाग

संघिका संख्या - 15/पी 2-01/2011

प्रेस नोट

आर्यभट्ट ज्ञान विश्वविद्यालय, पटना के मुख्यालय तथा विश्वविद्यालय में स्थापित 07 (सात) विभिन्न स्कूलों के लिए शिक्षकों, पदाधिकारियों एवं कर्मचारियों के कुल 201 (दो सौ एक) पदों के सृजन एवं उक्त स्कूलों में पूर्व में सृजित समन्वयकों के पदों को सहायक प्राध्यापक के पदों में परिवर्तित करते हुए इन पदों को स्कूलों के लिए सृजित किए जा रहे सहायक प्राध्यापक के पदों के अन्तर्गत परिगणित करते हुए वर्तमान में कार्यरत 03 (तीन) समन्वयकों को संबंधित स्कूलों के लिए सृजित किए जा रहे सहायक प्राध्यापक के पद पर अर्हता के आधार पर सेवा अन्तर्लीनीकरण की स्वीकृति प्रदान की गई है।


(दीपक कुमार सिंह)
अपर मुख्य सचिव

Press Release issued by Dept. of Education dated 24.02.23

(ii) School of Journalism and Mass Communication

क्र०	पद का नाम	पद की संख्या	वेतन स्तर
1	2	3	4
1	प्राध्यापक	1	Level 14
2	सह प्राध्यापक	2	Level 13A
3	सहायक प्राध्यापक	9	Level 10
4	तकनीकी पदाधिकारी	1	Level 10



AKJ Post Sanctioning order 2022-23

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5	सहायक तकनीकी पदाधिकारी	1	Level 9
6	तकनीकी सहायक	4	Level 6
7	कैमरा सहायक	1	Level 6
8	विडियो एडिटिंग सहायक	1	Level 6
9	प्रोडक्शन सहायक (टी0भी0)	1	Level 6
10	साउंड रिकॉर्डिंग सहायक	1	Level 6
11	प्रोडक्शन सहायक (रेडियो)	1	Level 6
12	पुस्तकालय सहायक	2	Level 5
13	प्रशाखा पदाधिकारी	1	Level 6
14	सहायक	2	Level 6
15	उच्च वर्गीय लिपिक	1	Level 4
16	निम्न वर्गीय लिपिक	4	Level 2
कुल पद		33	

List of teaching and non-teaching posts sanctioned for SJMC

The activities conducted by SJMC can be described under the following categories:

Refresher Training Programme for IPRD officials

7th to 11th November, 2023

The first five-day Refresher Training programme for Information and Public Relations Department officials was organised at the School of Journalism and Mass Communication, Aryabhatta Knowledge University from 7th to 11th November, 2023. Altogether eighteen sessions were held in which resource persons were drawn from various fields of Mass Communication.

The Information and Public Relations Department officials play an important role in successful functioning of the government. For this purpose, the Public Relations Officers of IPRD are required to have a sound and thorough understanding of different aspects of communication and media to effectively communicate the government guidelines, policies etc. to the masses and take their feedback.

Purpose of the workshop:

The purpose of the workshop was to equip participants with proper knowledge and skills of different aspects of media in order to manage media and related works efficiently and professionally in day-to-day governance. The participants should also be able to use various media and its tools effectively to communicate and get feedback besides countering fake and malafide information.

Objectives of the Workshop:

- To understand the concepts, practices, and trends in the media profession.
- To update on essential media practices & skills namely media ethics, writing, tools operations etc. required in day-to-day work.
- To be able to handle various media platforms for effective communication as a part of official responsibilities.
- To improve their personality that helps to manage and discharge official responsibilities efficiently.





Hon'ble Minister, IPRD, Sri Sanjay Kumar Jha lights the lamp in the inaugural function.



Director, IPRD Sri Amit Kumar addressing the officials in a session



Sri Sanjay Agarwal, Secretary, Disaster Management, Govt. of Bihar holding a session

Refresher Training Programme for Public Relations Officers(Govt.of Bihar) <small>at the School of Journalism & Mass Communication, AKU, Mithapur, Patna-1(7th-11th Nov.,2022)</small>								
Date	Day	Timing						
		10:00AM - 11:30AM	11:30AM - 11:45AM	11:45AM - 01:15PM	01:15PM - 01:45PM	01:45PM - 03:15PM	03:15PM - 03:30PM	03:30PM - 05:00PM
07.11.2022	Tuesday	Inaugural Function		Media: Print, Electronic, Social Media in digital era		Media in Bihar		Practical: Writing for Print Media, Press Release, Report
Resource Person		Hon'ble Minister, IPRD/ Secretary, IPRD/V.C., AKU		Iftikhar Ahmed, SJMC		Srikant, Sr. Journalist		Shashi Bhushan, Editor, Dinik Jagran
08.11.2022	Wednesday	Electronic Media News & Reports		Public Relations in Govt offices & outside		Organising & handling Interview, Debate, & Press Conference		Practical: Mock debate, Interviews, & Mock Press Conference
Resource Person		Manish Kumar, NDTV		S.K.Mahviya, PIB		Dr.Suresh Kumar, Access Press Network (APN)		Dr.Suresh Kumar, Access Press Network (APN)
09.11.2022	Thursday	Co-ordination between Government and Media in day to day activities.		Media management during Disaster/ Countering negative perception		Social Media: Concepts, writing, handling of youtube, twitter, facebook, instagram, whatsapp, Deep fake, Fact checking etc.		Practical: Social Media Handling of diff. social media platforms.
Resource Person		Manikant Thakur, ex.BBC		Sanjay Kumar Agarwal, Secy., Disaster Mgt.		Dr.Suresh Kumar, Access Press Network (APN)		Swati Ponnala, IPRD
10.11.2022	Friday	Personality Development Soft Skills, Presentation Skill, Johari Window Technique		Practical: Advertisement & PR- Content writing, Planning, Delivery & Feedback, Publicity Campaign, Event Mgt.		Mobile Journalism (MOJO)		Practical: MOJO
Resource Person		Prof.AB Firdausi		Khussheed Ahmad, Advantage Media Services		Vishnu Narayan		Vishnu Narayan
11.11.2022	Saturday	Media Laws & Ethics (PCI, Broadcast Content Complaints Council, Cable Television Networks Regulation Act 1995, Prasar Bharati Codes, Official Secret Act, RTI etc.)		Communication for Development: Concepts, Participatory Communication, Behaviour Change Comm., SDG, Role of Govt., NGO & Public		How to become a successful DPRO.		Valedictory Certificate Distribution, Feedback
Resource Person		Dr.Sadat Fahim, CNLU		Prof.D.M.Diwakar (Ex. Director, A N Sinha Institute of Social Studies		Amrit Kumar, Dir., IPRD		Dir., IPRD/Dir., SJMC

Sanjay Kumar Jha @Sanj... · 07/11/22

बिहार सरकार के सूचना एवं जनसंपर्क विभाग के सहयोग से जिला जनसंपर्क पदाधिकारीगण (DPRO) के लिए 5 दिनों के रिफ्रेशर कोर्स का आयोजन आर्यभट्ट नॉलेज यूनिवर्सिटी, पटना के स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशंस में किया गया है। आज इसका शुभारंभ किया और समारोह को संबोधित किया।

@IPRD_Bihar



पटना 08-11-2022

सूचना-जनसंपर्क के लिए सोशल मीडिया उपयुक्त प्लेटफॉर्म एकेयू के स्कूल ऑफ जर्नलिज्म में पांच दिवसीय रिफ्रेशर प्रशिक्षण कार्यक्रम शुरू

पटना। सूचना एवं जनसंपर्क विभाग सह- जल संसाधन मंत्री संजय कुमार झा ने कहा कि सूचना एवं जनसंपर्क के लिए वर्तमान परिप्रेक्ष्य में सोशल मीडिया प्लेटफॉर्म महत्वपूर्ण है। नयी तकनीक के माध्यम से इसे सुसंगत एवं सुचारु बनाने का प्रयास किया जाना चाहिए। मोबाइल टेक्नोलॉजी के माध्यम से सूदुर ग्रामीण क्षेत्रों में भी पत्रकारिता की आसान पहुंच

बन रही है। सोशल मीडिया की शक्ति का उपयोग सही दिशा में करने की आवश्यक है। जिला सूचना पदाधिकारियों से उम्मीद है कि वो इस कार्यक्रम से प्रशिक्षण प्राप्त कर नये तकनीक आधारित माध्यमों को जिला स्तर पर राज्य सरकार के द्वारा किए जा रहे कार्यों के प्रचार-प्रसार में उपयोग कर सकेंगे। वे आर्यभट्ट ज्ञान विश्वविद्यालय के स्कूल ऑफ जर्नलिज्म

एवं मास कम्यूनिकेशन में जिला सूचना पदाधिकारियों के लिए आयोजित पांच दिवसीय रिफ्रेशर प्रशिक्षण कार्यक्रम के उद्घाटन के दौरान बोल रहे थे।

इस मौके पर स्कूल ऑफ जर्नलिज्म एवं मास कम्यूनिकेशन के निदेशक डॉ इफ्तेखार अहमद ने कहा कि जिला सूचना पदाधिकारियों के लिए संभवतः पहली बार इस तरह का प्रशिक्षण कार्यक्रम हो रहा है।

17th National Meeting of the Network of Women in Media, India

The 17th national meeting of the Network of Women in Media, India (NWMI) was held at the School of Journalism and Mass Communication, Aryabhatta Knowledge University from 27th to 29th January, 2023. The NWMI and its Bihar and Bengal chapters organised the meet. The overall theme of the meeting was 'Media, Gender and Social Justice: Towards an Equitable Society' and discussions revolved around topics such as the growing trend of hyper-local journalism; diversity and inclusivity in newsrooms; media women's job loss during the pandemic and life after Covid; new trends in Indian media; combating disinformation and reporting at a time when the country's political atmosphere is highly polarised and volatile, with press freedom plummeting and threat to journalists and journalism increasing by the day.

Apart from discussions on a range of subjects, such as gender, caste and queer inclusion in newsrooms and telling stories of social justice through a gendered lens, the national meet laid emphasis on enabling women to do better journalism. Workshops and masterclasses were organized for participants to acquire an understanding of news skills such as mobile journalism and podcasting and learn about the latest tools they can make use of in order to meet the challenges of the times characterised by heightened job insecurity.

Participants

About 150 women in the media from all corners of the country participated in this national

consultation. Reporters, editors, sub-editors, photojournalists and other media professionals representing all forms of media – print, online, television and radio. Journalism educators and media analysts and researchers also participated. A special effort was undertaken to ensure the participation of women journalists from remote geographical locations of the country; freelancers with precarious incomes; disadvantaged groups (such as Dalits, indigenous groups, religious minorities), and women with disability.



NWMI session underway at SJMC



Women journalists in front of Aryabhata statue at the University

Three-day script writing workshop organized on the occasion of Bihar Day
(March 22 to March 24, 2023)

The School of Journalism and Mass Communication (SJMC), Aryabhata Knowledge University, Patna organized a three-day screenwriting workshop on the occasion of Bihar Day under the joint auspices of Department of Art, Culture and Youth, Government of Bihar and Bihar State Film Development and Finance Corporation Limited. About 150 students and teachers from various universities and colleges like Patna Women's College, Patna University, Maulana Mazharul Haq Arabic and Persian University and Aryabhata Knowledge University participated in the workshop. Two resource persons were invited for the workshop - Mr. Robin Bhatt, President, Screen Writers Association (SWA), Mumbai and Mrs. Ketki Pandit, HOD and Mentor, Screenwriting Department, Film and Television Institute of India, Pune.

बिहार सरकार
शिक्षा विभाग
बिहार दिवस - 2023
के अवसर पर
कला, संस्कृति एवं युवा विभाग
द्वारा आयोजित किये जाने वाले
कार्यक्रमों का विवरण:-

दिनांक :- 22.03.2023 से 24.03.2023 तक

क्र.सं.	कार्यक्रम	दिनांक	समय	स्थान
01	संगीत नाटक अकादमी (नैपेठ नाटक)	22.03.2023	12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा
02	संगीत नाटक अकादमी (लुकाकू नाटक)	23.03.2023	12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा
03	बिहार स्तरीत कला अकादमी, पटना	24.03.2023	12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा

बिहार राज्य फिल्म विकास एवं वित्त निगम लिमिटेड, पटना
फिल्म फेस्टिवल में दिखाई जाने वाली फिल्मों की सूची:-

क्र.सं.	फिल्म	फिल्मों के नाम	समय	स्थान
01	22.03.2023	लोटस ब्रुस	मध्यह्न 12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा
02	23.03.2023	सामान्य	मध्यह्न 12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा
03	24.03.2023	सिनेमेटिक सॉय	मध्यह्न 12:00 बजे से अपराह्न 03:00 बजे तक	मोना सिनेमा

बिहार दिवस की अंतिम पुष्पमाला

बिहार सरकार
कला, संस्कृति एवं युवा विभाग
पटकथा लेखन कार्यशाला
द्वारा : राबिन भट्ट एवं केतकी पंडित
22-24 मार्च, 2023
स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन,
आर्यभट्ट ज्ञान विश्वविद्यालय, पटना
तथा
कला, संस्कृति एवं युवा विभाग, बिहार सरकार
एवं
बिहार राज्य फिल्म विकास एवं वित्त निगम लिमिटेड
के संयुक्त तत्वावधान में आयोजित
स्थान:
कॉन्फ्रेंस हॉल, चतुर्थ तल
स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन,
आर्यभट्ट ज्ञान विश्वविद्यालय, पटना-1

Introduction:

Content is the King! The phrase flashes in articles and interviews and much of the conversation that happens around films and entertainment industry today. Who, then, is the creator of this content? Who takes the germ of an idea and turns it into a blueprint for a feature film? It's the Screenwriter. In today's world, where content production has multiplied hundredfold since the invention of cinema, the need for good screenwriters has also increased tremendously. Regional, national as well as global film and entertainment industries are constantly in search of screenwriters. Not just writers- screenwriters. Because screenwriting is a specialized form of writing, requiring the knowledge of cinematic form along with a strong foundation of dramatic writing. For anyone who likes to write, and has toyed with the idea of someday writing a film, even a short one, we bring this introductory workshop on screenplay writing.

Objective:

The workshop aimed at clarifying the role of a screenwriter in the process of filmmaking, and acquainting the participants with the tools and techniques of screenwriting, with a brief discussion on industrial aspects of being a screenwriter.

Mentors:

Robin Bhatt is the current President of Screenwriters Association India (SWA) and writer of several Hindi blockbusters, including Ashiqui, Dil Hai Ke Mananta Nahi, Baazigar, Chalte Chalte, Omkara, and Chennai Express. He has written more than 70 Feature films and over 1500+ TV series episodes.

Ketki Pandit is the Honorary HoD and Course Mentor at the Screenwriting Department of Film and TV Institute of India, Pune. She has been teaching Screenwriting for more than 10 years and has worked as a mentor at NFDC's screenwriting labs.

Inaugural Session

Smt. Bandana Preyashi in the inaugural session

Smt. Bandana Preyashi, Secretary, Art, Culture and Youth Department, Government of Bihar was present as the chief guest at the inauguration of the script writing workshop. Dr. Iftekhar Ahmed, Director, School of Journalism and Mass Communication, Dr. Rajeev Ranjan, Registrar, Aryabhatta Knowledge University, Er. Ramji Singh, Finance Officer, Aryabhatta Knowledge University, Dr.

Manisha Prakash, Coordinator, School of Journalism and Mass Communication, around 150 students, faculty and staff were present on the occasion.



In his address, Robin Bhatt, the resource person of the workshop, said that there are immense employment opportunities in the field of script writing. He told that more than 4 lakh jobs can be created only in the field of script writing, as well as huge economic benefits can also be obtained on the basis of writing quality. He lamented that we do not have many institutions where screenwriters can be prepared and added that writers are everywhere, they just need to be encouraged.



Mr. Robin Bhatt and Ketki Pandit

Speaking on the occasion, Smt. Bandana Preyashi said that at present the Bihar government plans to give utmost encouragement to various arts like Madhubani painting, screenplay writing, etc. as well as to give it a professional form through various certificate, short and long courses. She said that the Aryabhatta Knowledge University will have an important

contribution in this work in future.

Schedule of the workshop

Day and Date	Time	Session	Contents
22 nd March, Wednesday	10 am – 11:15 am	1	Inauguration of the workshop with introductory speeches from both mentors.
	11:15am – 11:30 am	Tea Break	
	11:30 am – 12:45pm	2	Discussion and Analysis of Baazigar by Robin Bhatt and Ketki Pandit
	12:45 pm – 2 pm	Lunch	
	2 pm – 3:15 pm	3	The Role of a Screenwriter and Elements of Screenwriting by Ketki Pandit
	3:15 pm – 3:30 pm	Tea Break	
	3:30 pm – 4:45 pm	4	Concept to Screenplay by Ketki Pandit
23 rd March, Thursday	10 am – 11:15 am	5	Discussion and Analysis of Omkara by Robin Bhatt and Ketki Pandit
	11:15am – 11:30 am	Tea Break	
	11:30 am – 12:45 pm	6	Character and Conflict by Ketki Pandit
	12:45 pm – 2 pm	Lunch	
	2 pm – 3:15 pm	7	Structure of a Screenplay by Ketki Pandit
	3:15 pm – 3:30 pm	Tea Break	
	3:30 pm – 4:45 pm	8	Scene Design and Dialogue by Ketki Pandit
24 th March, Friday	10 am – 11:15 am	9	Screenplay Format and software by Ketki Pandit
	11:15am – 11:30 am	Tea Break	
	11:30 am – 12:45pm	10	Pitching, narration and the industrial aspects of screenwriting by Robin Bhatt
	12:25 pm – 2pm	Lunch	
	2pm - 3:15pm	11	Valedictory Function

Valedictory Session

Mr. Deepak Anand, Additional Secretary, Art, Culture and Youth Department, Government of Bihar was present as the chief guest in the closing session. In the session, Mr. Robin Bhatt said that it was a very pleasant experience for him to come to Patna and participate in this workshop. Sharing many interesting experiences and facts related to SJMC and Bihar, he told that there is a lot of talent in this state and that is why he suggested that it is very important to start a PG programme in script writing under SJMC, in which the cooperation of S.W.A. will always be available.



Sri Deepak Anand in the valedictory session

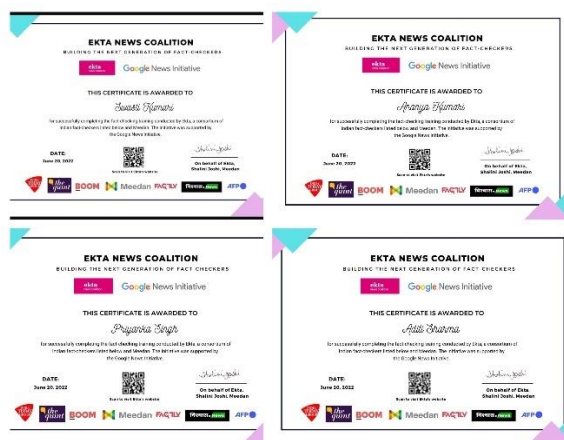
Shri Deepak Anand congratulated SJMC for successfully conducting the three-day workshop. He said that work will be done to take forward Robin Bhatt's suggestion as soon as possible for starting PG programme in script writing under SJMC. The participants also expressed their happiness for the successful organization of the program in their response. The vote of thanks was given by Dr. Manisha Prakash, Coordinator, SJMC.



Student Events

Online Factchecking Workshop

Students of M.A. in Journalism and Mass Communication (2021-23 batch) attended an online workshop on factchecking organised by Ekta News Coalition and Google News Initiative on June 20th, 2022.



Talent search by Akashvani

The School of Journalism and Mass Communication in collaboration with Akashvani organised sessions on 16th & 17th August, 2022. A talk was given by Sri Anshuman Jha,

Programme Executive, Akashvani, Patna on “Functions, Responsibilities & Relevance of Akashvani today” and “why youth should get connected to Akashvani.”

The aim was to familiarise the students with Akashvani- the largest public broadcasting network of the world and also inspect and validate their broadcasting voice and communication & creative skills. A talent hunt was also organised as part of Azadi ka Amrit Mahotsava celebration in which Priyanka Singh, Nikhil Kumar, Ujjawala and Isha Birlay of 2021-23 batch were selected. Priyanka Singh was declared the overall winner and she got the opportunity to host AIRNEXT show.



Sri Anshuman Jha, Programme Executive, Akashvani, Patna addressing the students at SJMC



आजादी के अमृत महोत्सव पर एसजेएमसी में हुआ प्रतियोगिता का आयोजन



प्रतियोगिता में भाग लेने वाले छात्रों और शिक्षकों का समूह तस्वीर।

आकाशवाणी की ओर से एसजेएमसी में आयोजित प्रतियोगिता में प्रियंका बनी विजेता

आजादी के अमृत महोत्सव के मौके पर आकाशवाणी पटना की ओर से आर्यभट्ट ज्ञान विश्वविद्यालय परिसर स्थित स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन (एसजेएमसी) में युवा प्रतिभा खोज प्रतियोगिता हुई। प्रतियोगिता में सफल विद्यार्थी को आकाशवाणी के कार्यक्रम एआईआर नेक्स्ट होस्ट करने का मौका मिलेगा। प्रतिभागियों को बदलता बिहार, हिस्सा लिया। प्रियंका कुमारी को बिजेता घोषित किया गया। निखिल द्वितीय स्थान तो ईशा व उज्ज्वला तीसरे स्थान पर रहे। एसजेएमसी के निदेशक डॉ. इफ्तेकार अहमद ने कहा कि यह विद्यार्थियों के लिए एक अच्छी शुरुआत है। मौके पर आकाशवाणी पटना के अंशुमान झा, अजय, नंदनी, संकाय सदस्य डॉ. अजय कुमार सिंह व डॉ. अफाक हैदर मौजूद रहे।



Student Training

Radio Production

(17th October to 23rd October, 2022)

Radio gives listeners freedom despite their religion, level of education, financial status, tribe, race, or gender. The M.A in Journalism and Mass Communication syllabi has the paper radio Production as part of second semester. To give students better exposure and practice in the field, they were sent for a seven-day training to Supramental Foundation. The aim of the training programme was to train students in using the potential of the sound media to communicate ideas and stories. The course sought to familiarize them with various aspects of radio programming ranging from news to documentaries to dramatized programmes.





Video Production

(11th April-17th April, 2023)

As part of their syllabi of third semester, M.A, in Journalism and Mass Communication students (2021-23) were sent to Doordarshan Kendra, Patna for hands-on training in basic technique of television production.

The training provided them the opportunity to learn the skills needed to create and produce films and videos. This includes learning how to use cameras, lighting and sound equipment, as well as editing software and special effects tools. Students also learnt the basics of storytelling, including scriptwriting and directing allowing them to develop their own ideas and bring them to life on screen.



Science Film Screening

A Science Film Screening was held at the School of Journalism and Mass Communication on August 2nd, 2023 in association with START (Search for Truth and Return to Science) a pro-science, non-profit outreach operations based at New Delhi.



The films screened were *Ghar Le Chal* (A film on Golden Langur which has been declared as threatened species by the International Union for Conservation of Nature) and two short films on amphibious cycle and washing machine without electricity based on technological innovations by Indians.

The film screening also incorporated activities in which students were divided into groups and given 5-10 random images. Students had to juxtapose or arrange them to convey a narrative within a time frame. A discussion session was also conducted after the screening of the films, followed by a quiz competition.

Moderators conducted a discussion about how storytelling can be used to create complex scientific information into a simple and engaging narrative. Pre-recorded short lectures of the filmmakers were also shown discussing their experience of forming story of the films. Students were also given information regarding the scientific topics around Patna on which students can make films and participate in national and international science film festivals.

The programme ended with a Feedback Session and certificates distribution. The session was moderated by Ms. Hema Kumari and Mr. Prince Kumar, who were representing START. Earlier, the participants were welcomed by Ms. Priyanka Singh, student of the fourth semester at SJMC. Dr. Manisha Prakash, Assistant Professor, SJMC coordinated the film screening and session.



SJMC IVth and IIInd Semester participating in Science Film Screening

Student Achievements

UGC NET

It was a proud moment for the School of Journalism and Mass Communication, Aryabhatta Knowledge University, Patna as the M.A final semester student (2021-23batch) Priyanka Singh qualified for UGC NET exam, June 2023. A dedicated and hard-working student, Priyanka Singh had represented the SJMC and presented papers in national and international

seminars. She joined the All India Radio youth programme – *Pyari Diary* (August 2022-June-2023).




(उच्चतर शिक्षा विभाग, शिक्षा मंत्रालय, भारत सरकार के तहत एक स्वायत्त संगठन)
 (An Autonomous Organization under the Department of Higher Education, Ministry of Education, Government of India)
 UGC NET Result June – 2023

Application No.:	238510051779	Roll Number:	280/290/85	 																		
Candidate's Name:	PRIYANKA SINGH																					
Mother's Name:	BEKHA KUMARI																					
Father's Name:	SHIV NARAYAN SINGH																					
Category:	OBC - NCL (Central List)	Person with Disability	No																			
Gender:	Female	Date Of Birth:	29/08/2000																			
Subject:	MASS COMMUNICATION AND JOURNALISM																					
No Of Candidates in the Subject	Registered	6020	Appeared	4712																		
Applied For:	JRF & ASSISTANT PROFESSOR																					
<table border="1"> <thead> <tr> <th>PAPER</th> <th>MAXIMUM MARKS</th> <th>MARKS OBTAINED</th> </tr> </thead> <tbody> <tr> <td>Paper 1:</td> <td>100</td> <td>62</td> </tr> <tr> <td>Paper 2:</td> <td>200</td> <td>136</td> </tr> <tr> <td>Total:</td> <td>300</td> <td>178</td> </tr> <tr> <td colspan="3">Total Marks Obtained in Words: One Hundred Seventy Eight Only</td> </tr> <tr> <td colspan="3">Result: QUALIFIED FOR ASSISTANT PROFESSOR ONLY</td> </tr> </tbody> </table>					PAPER	MAXIMUM MARKS	MARKS OBTAINED	Paper 1:	100	62	Paper 2:	200	136	Total:	300	178	Total Marks Obtained in Words: One Hundred Seventy Eight Only			Result: QUALIFIED FOR ASSISTANT PROFESSOR ONLY		
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Result: QUALIFIED FOR ASSISTANT PROFESSOR ONLY																						

*** V: Visually Impaired, HD: Hearing Impaired, LM: Locomotor Disability, OD: Other Disability

Date: 24-07-2023

Director (Examo-NTA)

Subject wise/Category wise cut-off for Assistant Professorship and Junior Research Fellowship (JRF) & Assistant Professor Both are available on website.

1. The electronically generated Score Card is the official result declared by NTA and does not require any signature.
 2. Candidates per NTA's category/Category and Person with Disability (PwD) have been indicated as mentioned by the candidate in the online Application form.
 3. Subject Wise Cut-off is based on the Percentage of Marks Obtained.
 4. Those qualified for Assistant Professorship will be considered for award of JRF. Candidates who qualify the Test for eligibility for Assistant Professor will be governed by the relevant regulations for recruitment of Assistant Professor of the concerned university/college/state government, as the case may be.
 5. The candidates who qualify for Research Junior Research Fellowship will be eligible to receive research grant in the subject of their specialization or in a related subject and are also eligible for Assistant Professorship. The universities, colleges, and other educational institutions may select the JRF awardees for full time research work in accordance with the regulations prescribed by them.
 6. Economically Weaker Section (EWS) Scheduled Caste (SC) Scheduled Tribe (ST) Person with Disability (PwD) Third Gender (Other Backward Classes) and other categories (OBC-NCL) as per the notification of the National Commission for Backward Classes (NCBC), Government of India, will be eligible to apply for JRF. Candidates will be given special treatment as per the rules decided by the UGC.
 7. Candidates qualifying for the award of Junior Research Fellowship will be eligible to receive Rs. 12,000 per month of JRF under one condition, subject to their holding documents as mentioned in the notification. The award is subject to the other three papers in 1. The date of issue of all award letter/awards, to cross the candidates who have already received JRF. JRF D, the date of commencement of fellowship shall be from the date of declaration of NTA result for date of their joining, whichever is later.
 8. The National Testing Agency shall not be responsible for any printing error in the publication. While preparing the score card, the data has been taken. However, any mistake/omission/error in the score card is subject to the right to rectify any error at later stage.
 9. No separate instruction letter shall be issued.

Student Papers published/presented

- Priyanka Singh:** "Issues and Challenges ahead of women journalists in Urdu press, Bihar" selected for publication by Adamas University, Kolkata for the book titled: New Media Landscape and Dimensions: an Indian perspective.
- Isha Birlay and Nikhil Kumar:** Paper titled "Bihar se prakashit akhbaron me mahila patrakaron ki maujudagi" presented in three-day International conference on "urdu media: Past, Present & Future" as part of the bicentenary celebration of urdu Journalism (1822-2022) organized by the Dept. of Mass Communication and Journalism, Maulana Azad National Urdu University, Hyderabad from 13th to 15th November, 2022.

Placement

Network18 Media and Investments Ltd, one of the largest media conglomerates with diversified but synergistic interests in Television with its bouquet of fifty channels in India and thirteen international channels, besides filmed entertainment, digital content, magazines, digital commerce and allied businesses held an Online Campus Program for SJMC final semester students in the 1st week of May.

Ujjawala qualified the campus selection and has been given an offer letter. She would join as news trainee after the completion of the End Semester Exam.



29.06.2023

Ujwala

Noida

Dear Ujwala,

With reference to your application and subsequent interview you had with us, we are pleased to offer you the position of "News Trainee" for **News18 Connect**. You will be posted at our **Noida** Office. You will be under **Probation** for a period of Six Months from the date of your joining. Your CTC will be **Rs.4,00,000/-** (Rupees Four Lacs Only) per annum. You will also be eligible for Mobile CUG connection, as per the company policy.

If the above offer is acceptable, you are advised to report to duty on **03.07.2023** at 9:30 A.M. at HR Department. The formal letter of Employment - Probationary will be issued to you with all terms and conditions on joining.

You are requested to bring the following documents when you report for duty:

- Photostat copies of all your certificates;
- Relieving letter issued by the previous employer;
- Six pass port size colour photographs;
- Any two identity proofs i.e. (i) PAN Card, (ii) Pass Port, (iii) Driving License, (iv) Aadhar Card, (v) Voter Id Card;

Please acknowledge the receipt and confirm your date of joining.

We welcome you to join as a member of our organization.

We would like to emphasize that an individual's compensation package is a confidential matter between the company and the employee and should be treated accordingly.

Your detailed salary breakup is given hereunder for your reference :

With best wishes,

for **TV18 BROADCAST LIMITED**

Madhusudan Mondal

Head - HR & Operations

TV18 Broadcast Limited

T: +91 22 40930000, 66607777 **REGISTERED OFFICE**
E: hr@tv18broad.com One Floor, Lingayat Complex,
W: www.tv18.com via, Sanyal Bagar Marg,
Mumbai - 400 055

Academic and related works done by Dr. Manisha Prakash

Paper Published

Usage of Community Radio Stations for Disaster Management, Disaster & Development, Vol. 11, Issue 02, July to **December 2022**, ISSN: 0973-6700;
https://nidm.gov.in/PDF/Journal/NIDMJOURNAL_JulDec2022.pdf#page=175

Keynote speaker in National Seminar

Invited as keynote speaker in the valedictory session of the National Seminar titled "Changing Media, Changing Narrative, Changing Audience: Possibilities and Challenges" held on 24th January, 2023.



ST XAVIER'S COLLEGE OF MANAGEMENT & TECHNOLOGY

NAAC Accredited with B++ Grade (1st Cycle)

(Affiliated to Aryabhata Knowledge University)

Digna-Aashiyam Road, Digna Ghat, Patna- 800011, Bihar

Mobile Nos.: 9357262019, 9377617734, E-mail: info@sxcplma.edu.in, Website: www.sxcplma.edu.in

To
Dr Manisha Prakash
Coordinator
School of Journalism and Mass Communication
Aryabhata Knowledge University
Patna

20.01.23

Sub: Invitation to be the Keynote Speaker in the Valedictory session of BMC National Seminar 2023.

Dear Ma'am,

The Dept. of Journalism and Mass Communication at St. Xavier's College of Management and Technology is organising a National Seminar on **24th January 2023**, on the topic '**Changing Media, Changing Narratives and Changing Audiences: Possibilities and Challenges**'.

I take great pleasure in inviting you to be the **Keynote Speaker for the Valedictory Session**. With your experience and expertise in the field of Journalism and Mass Communication, we believe that your insights will be very valuable for the participants.

Looking forward to your confirmation.

Thanking You

Yours sincerely


20/1/2023

Fr. Dr. Martin Poras SJ
Principal
SXCMT

Judge of short film competition FliXation'23

Invited as judge at the St, Xavier's College of Management & Technology for a short film competition titled FliXation'23 on May 20th, 2023.



ST XAVIER'S COLLEGE OF MANAGEMENT & TECHNOLOGY

NAAC Accredited with B++ Grade (1st Cycle)

Affiliated to Aryabhatta Knowledge University

Higher Education Trust, Durga Chhat, Patna 800015, Bihar

Mobile No: 9855838167/98774, Email: info@sxpm.ac.in, Website: www.sxpm.ac.in

To,

Dr. Manisha Prakash

Coordinator

School of Journalism and Mass Communication

Aryabhatta Knowledge University

Patna

17:03:23

Sub: Invitation to be the Judge of FikXation'23, a short film Competition.

Dear Ma'am,

The Dept. of Journalism and Mass Communication at St. Xavier's College of Management and Technology is organising the screening of the entries of the short film competition, FikXation'23 on Saturday 20th May 2023 from 10:45 am onwards. The short film competition has invited entries under the G 20 theme of "One Earth, One Family, One Future", aligning with the G 20 Council Program of University Grants Commission.

I take great pleasure in inviting you to be the **Judge** of this short film competition. With your experience and expertise in the field of Journalism and Mass Communication, we believe that your judgement and insights will be very valuable for the participants.

Looking forward to your confirmation.

Thanking you

Yours sincerely



Yikasa Kumar

Organiser

Assistant Professor

Department of Journalism & Mass Communication

St. Xavier's College of Management & Technology

Patna