

**Department of Mass Communication and Media Studies**  
**School of Humanities and Social Sciences**  
**Gautam Buddha University**

The exponential growth and development in communication technology have allowed mass media to acquire pervasive effect influencing private and public sphere of our life. This sphere is mediated by individualized, at times by anonymous contents being served to us for mass consumption. The changing characteristics of the network society are markedly influencing the forms of communication and the scale of its outreach. The Department of Mass Communication and Media Studies endeavors to develop understanding of the nuances of this socio-political development, role and realm of media and its subsequent impact on our social life and culture. The Department of Mass Communication and Media Studies was established in the School of Humanities and Social Sciences in 2011 and started its Academic Programmes in the session 2012-13. The Department offers the following Academic Programmes:

- 1. Master in Mass Communication (MMC) Programme**  
Total No. of Seats- 30
- 2. Doctoral Degree Programme for Regular/Working Professionals**  
Total No. of Seats- Subject to availability and announced accordingly

The first academic session commenced in August 2012 with MMC (post graduate programme) and PhD Programme for working professionals. Since its inception the Department has been active in both curricular and extra-curricular activities maintaining fine balance in classroom teaching and experiential learning.

A Brief of activities beyond classroom is given as under.

### Street Theatre Production: August 2013

The students of Mass Communication (2012-2014) as a team performed a street play titled “Girl Child Education” in and around Greater Noida with a motive to make the people of the area aware regarding educating girl child and enroll them in nearby schools. It turned out to be a huge successful performance.



Nukkad Play in Progress August 2013 at various locations inside and outside the University

The Nukkad Team participated in the Fest of JIMS to perform titled “Acid Attack” and won prize.

## Production of two documentaries: September 2013

The students produced two documentaries:

- a. Mid Day meal
- b. Dreams to fulfil before you Die



Street Theatre Students at a primary school nearby during Nukkad and Mid-Day Meal Documentary Shoot.



## Workshop at News24: November2013

MMC (2012-2014) students had their workshop at News24. There they learned about all the functioning of news room including real as well as virtual studio. They were exposed to camera shots and camera movements by the professional technicians who handled those cameras in the real time.



Panel Discussion Session in Progress at News 24



Live Demonstration of TV Production at News 24.



Live Demonstration of TV Production at News 24.



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop



Mr. Ajit Anjum, Editor-in-Chief News 24, facilitating our students after the Media Workshop

The Editor in Chief Mr. Ajeet Anjum, News 24 had a productive session with our students. The TV anchors interacted with our students and shared their experiences.

## Radio Dhamaal: March 2014



Our Student Sonam (MMC Batch 2012-14) in action in the studio of Radio Dhamaal.

Students visited to Radio Dhamaal and learned the operation and functioning of radio and radio production beginning from the pre production stage to the post production stage. The RJ had a discussion with all the students and discussed about her experiences in this industry.

## Panel Discussion on TV: April 2014



Students visited News Nation for attending Live Discussion for the show "*Chunavi Chakkals*". The students got a nice exposure to learn how the shooting of the live show is done i.e lights, camera movement, camera shot, camera angle, focus, mice etc.



## Practical Session at News 24: April 2014



Students got the biggest opportunity to shoot for their live talk show for practical session at News24. The topics for the discussions were “Opinion Poll” and “Modi Ki lehar”. They got the chance to learn to face the camera and learn to built self confidence and indulge them in intellectual discussion.



MMC (2012-14 Batch) in Virtual Studio

## Newspaper Production Visit at Dainik Jagran Production Unit



The students of MMC visited the production unit of Dainik Jagran and closely observed and experienced the entire process of Newspaper Production.



## Voice of some of our Ambassadors: 2012-14



“I was an Intern at ABP news. I got an opportunity to work at the entry point of the news- assignment desk which further enhanced my understanding of news gathering process and it's further processing.”

- Akanksha, MMC Student 2012-14,  
Intern at ABP News



“I was an Intern at Navbharat Times for one month. I got an opportunity to learn about reporting and writing a good news story. I was actively involved in writing stories and that helped me in learning structuring and formulating my creative expressions.”

- Rahul, MMC Student 2012-14  
Intern at Navbharat Times News Daily



“I was an intern at Pioneer newspaper for one month. I got an opportunity to explore almost every beats of reporting like political, social, lifestyle, health etc. The work assigned to me was making news briefs, editing briefs, translating Hindi press release into English and getting weather report and propose story ideas and write the news story. I published more than 20 articles in the Pioneer'. I also got the by-line as well.”

- Sonam , MMC Student 2012-14  
Intern at Pioneer News Daily



“I was an intern at Navbharat Times. I got a chance to learn about reporting and the way to write a news story, web uploading. Attended conferences and seminar with the seniors and intellectuals associated with NBT. I also attended phone calls to resolve the queries of the students. The main highlight of my internship was the story in which I got the byline *Brand Nahi, Style mei Hai Dam.*”

- Agrata, MMC Student 2012-14  
Intern at Navbharat Times News Daily



“I was a Summer Intern at ABP news. I got the chance to learn production and editing news as well as package making. This helped me acquiring practical knowledge about TV production.”

- Vritika, MMC Student 2012-14  
Intern at ABP News



“I was an intern at Doordarshan for one month; I got the chance for lifestyle coverage. I attended the shoot for the program “*Meri Baat*” and learned the working and operation of studios, camera angle, movements and shots and lightening. My experience in the street play came very handy in learning during my internship at Doordarshan.”

- Pankaj, MMC Student 2012-14  
Intern at Doordarshan