

**Report of
Mass Communication
Department
(2017-18)**



**Mehr Chand Mahajan
DAV College for Women**

Sector-36 A, Chandigarh

www.mcmandavcwchd.edu.in

Department Name: Mass Communication**Session: 2017-18****Names of Programmes/Courses/ offered:**

- Postgraduate Diploma in Mass Communication
- Add On in Video Reporting

Faculty Publications /Awards/Achievements/Activities:

- Dr. Preeti Gambhir, Assistant Professor, Mass Communication published a paper titled 'Use of Emotext and other Cues in CMC and its Outcome' in New Horizons- A Multidisciplinary Research Journal (ISSN 2277-5218) (UGC Approved No. 63439) in August 2017.
- Dr. Preeti Gambhir presented a paper titled 'The Implications of Social Media Usage for Netizens' Subjective Wellbeing' at the Two Day International Conference on 'Soul in Symphony: Spiritual and Pragmatic Aspects of Happiness' held at Mehr Chand Mahajan DAV College for Women on January 29th to 30th, 2018.
- Dr. Preeti Gambhir presented a paper titled 'Selling more than just products: The case of Stereotyping in Advertisements' at One-day College Development Council, Panjab University, Chandigarh sponsored National Seminar on 'Media, Society and Culture: Interrelation and Emerging Trends' organized by DAV College, Chandigarh on February 8, 2018.
- Dr. Preeti Gambhir published a chapter titled 'From Hema, Rekha, Jaya aur Sushma to Gurdeep Singh and Daughters: Have Indian Advertisements Come of Age?' in edited book titled 'Portrayal of Women in the Media An Inter-Disciplinary Approach' (2018) (ISBN: 978-93-88119-81-8, Sapatrishi Publications, Chandigarh)

Students Publications /Awards/Achievements/Activities:

- Production of Short-film on 'What can I do to make India Clean?'
To use the medium of film for promoting the cause of Swachh Bharat Abhiyan and to hone the skills of the students of the department in the art of film-making and editing while promoting the message of Swachhta, the students of the department, conceptualized the idea of the short film, did the scripting, shooting and editing of the film. Besides providing the students of the department practical training in the field of short-film shooting including ideation, scripting, acting and editing, the short-film also proved to be a potent medium to spread the message of Swachhta as the film was uploaded on the Facebook page and YouTube channel of the college.
- Aishwarya Jain secured 8th University Position in Semester 1 PU December 2017 Examination.
- Ribha Sood selected in Hindustan Times as Trainee Correspondent.
- Archana Unnikrishnan, Rachna Sharma and Shweta joined internship at Doordarshan, Chandigarh in August 2018.



Short Video on What can I Do for clean India