

Report of Department of Mass Communication (2022-23)



**Mehr Chand Mahajan
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Sector-36/A, Chandigarh**

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Names of Programmes/Courses offered:

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

Activities during the Session:

- **Swachhta Walk (14 September 2022)**

The Department of Mass Communication of the college organised 'Swachhta Walk' wherein the students went around the campus clicking pictures of the lush green areas of the college. As part of the Swachhta Walk, the students of the Video Reporting add-on course also made a video of the green and picturesque areas of the campus. The idea behind the walk was to highlight the college's commitment to maintain sustainable surroundings and to sensitise the students to uphold the same.

- **Talent Hunt Competition in collaboration with Radio Mirchi (27 September 2022)**

The Mass Communication Department, in collaboration with Mirchi 98.3, organised a Talent Hunt Competition. The competition, including Just a Minute (JAM) and RJ Hunt, received overwhelming response as 370 students registered for it. In JAM, the participants showcased their quick-thinking skills as they spoke on the topic given to them on the spot. As part of the RJ Hunt, the participants were required to exhibit their talent in the form of singing, mimicry, etc. and present a link for a radio programme. A fun-filled 'Sawal pe Sawal' round had the audience in splits as the answer to question was supposed to be a question only. Mirchi RJs Vishal, Shanky and Manisha interacted with the students during the event, and showcased their talent as well. The winners of JAM and RJ Hunt were felicitated at the end of the event.

Principal Dr. Nisha Bhargava lauded this initiative of the Mass Communication Department to provide the students an opportunity to explore their talent in the dynamic and creative world of radio jockeying. She informed that the Department lays immense emphasis on imparting practical knowledge to the students and that the college proudly figures among top Mass Communication institutions of the country in surveys by India Today, Outlook, Open Magazine and The Week.





- **Talk on 'Career Prospects in Radio and the Art of Voice Modulation' (21 November 2022)**

The Department of Mass Communication organised a talk on 'Career Prospects in Radio and the Art of Voice Modulation'. Mr. Sarvpriya Nirmohi, a Broadcasting expert with over 25 years of experience in All India Radio, was the resource person for this engrossing talk that aimed to educate students about the opportunities in the exciting world of radio broadcasting and to introduce them to the nuances of voice modulation. From Broadcast and Sound Engineers to Announcers, Directors, Station Managers and Operations Managers, Mr. Nirmohi shed light on the plethora of career options in radio industry in the key areas of technology, content and creative, and management. Adding that besides being an exciting career option voice modulation is also a crucial life skill, Mr. Nirmohi discussed at length and also demonstrated voice modulation techniques. The participants found the talk highly beneficial as it enriched their knowledge base.

Principal Dr. Nisha Bhargava lauded this effort of the Mass Communication Department to help students discover the possibilities in radio and sharpen their skill of voice modulation. She further informed that the Department, through such initiatives, consistently endeavours to bridge the industry-academia gap for enhancing students' employability quotient.

