

# **Report of Department of Mass Communication (2023-24)**



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**Names of Programmes/Courses offered:**

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

**Achievements of the Department:**

During the session, the college was ranked among the topmost Mass Communication institutions of the country, which includes the following:

- The college stood at rank 31 among the top colleges of India in Mass Communication in the India Today MDRA Survey of Best Colleges of India (June 2023). The college also ranked among the Top 10 Colleges in 'Best Value for Money' across India in Mass Communication.
- Secured rank 21 among Top 35 Private Institutes in Mass Communication in the Outlook India's Top Colleges Rankings (July 2023).
- In the ranking survey by The Week (June 2023), the college secured rank 27 among the Mass Communication Institutions of the country. In the city, the college secured 1<sup>st</sup> rank in Mass Communication.

**Achievements of the Students:**

- In the PGDMC 2<sup>nd</sup> Semester Panjab University May 2023 Examination result declared in November 2023, Prerna Sharma secured 3<sup>rd</sup> and Prerna Maini secured 4<sup>th</sup> position among the Top 5.
- In both the 1<sup>st</sup> and 2<sup>nd</sup> Semesters of PGDMC, Mansi secured 3<sup>rd</sup> position among the Top 5 in the Panjab University December 2023 and May 2024 Examination.
- Purujit Kaur, a student of PGDMC (2022-23) batch was selected as Security and Safety Communications Focal Point in the United Nations Women Security and Safety Services at the UN Headquarters in New York City.

### **Activities during the Session:**

- **Media visit to Hindustan Times (10 April 2024)**

In an endeavor to give hands-on experience of print media journalism and newspaper publication, the departments of English and Mass Communication organised a visit to the Hindustan Times office at Mohali. The officials explained to the students the nuances of collection, compilation and editing of news. They also acquainted the students with the editorial and administrative set up of the newspaper. The students found the experience enriching and felt motivated to take up career in journalism and allied fields.



- **On-the-spot Photography Competition**

The Department organised On-the-Spot Photography Competition to shortlist participant for the Panjab University Zonal Youth and Heritage Festival. The winner got the opportunity to represent the college during the festival.