

**Report
of
Department of Mass Communication
(2024-25)**



**Mehr Chand Mahajan
DAV College for Women
Sector-36/A, Chandigarh**

www.mcmdavcw-chd.edu
0172- 2603355, 0172- 2624921

Department Name: Mass Communication

Session: 2024-25

Names of Programmes/Courses offered:

- Postgraduate Diploma in Mass Communication
- SEC: Creative Writing (Sem I), Event Management (Sem II), Mobile Journalism (Sem III)
- MDC: Communication and Legacy Media (Sem I), Digital and Social Media (Sem II), Global Politics and Media (Sem III)
- 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 28 among the top colleges of India in Mass Communication in the India Today MDRA Survey of Best Colleges of India 2024. The college also ranked among the Top 10 Colleges in 'Best Value for Money' across India in Mass Communication.
- In the regional ranking by India Today, the college secured 1st rank in Mass Communication.

Achievements of the Students:

- In the PGDMC Panjab University May 2024 Examination (result declared in December 2024), Diksha Dhawan secured overall 4th position among the Top 5.

Activities during the Session:

- **Workshop on Creative Writing (16 September 2024)**

The Department organised a workshop on Creative Writing with the aim of equipping the students with requisite skills in the specialised art of creative writing. Prof. Archana R Singh, School of Communication Studies, Panjab University, Chandigarh, was the resource person for this highly insightful workshop that took the participants on a creativity infused journey into the innovative world of creative writing. Starting with the meaning of creativity, Prof. Singh went on to familiarise the participants with the steps to creativity that included committing to creativity, cultivating curiosity, seeking novelty and variety, brainstorming new ideas, keeping a creativity journal and trying the six hats technique, among others. She further delved deep into the nuances of the six hats technique of idea generation. Various important aspects of creative writing like plot, character development, underlying theme, visual descriptions, point of view, imaginative language, and emotional appeal were discussed during the session. The expert also provided an overview of non-fiction creative writing. This was followed by a practical session wherein the participants did some interesting creative writing exercises putting into practice the creative writing skills learnt during the workshop. The workshop witnessed enthusiastic participation of students who felt motivated to nurture their creative writing talent.



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"You can make anything by writing." - C.S. Lewis

Department of Mass Communication
organizes a Workshop on

Creative Writing

Date: 16 September 2024
Time: 11:00 AM
Venue: Multimedia Hall

Resource Person:
Prof. Archana R Singh
School of Communication Studies,
Panjab University, Chandigarh

Dr Nisha Bhargava
Convener & Principal

Dr Preeti Gambhir
Head, Dept. of Mass Communication

Mr Ashish Mudgal
Activity Incharge (Creative)



- **Visit to Radio Mirchi (18 February 2025)**

The Department organised an educational visit to Radio Mirchi FM, Chandigarh. The visit was organised with the aim of familiarising the students with the world of radio broadcasting, providing the budding mass media professionals insights into the working of radio station. Mr. Ansh Grover, Zonal Content Head, Upper North Cluster, Radio Mirchi, briefed the students about the organisational structure, studio set-up, day to day working, and technical aspects of radio broadcasting. He also apprised them about the various lucrative career options in this field. Students also got to learn the nuances of Radio Jockeying during interaction with RJ and MCM alumna Omika, and RJ Jugni. The students found the visit highly enlightening as they witnessed the process of radio broadcasting from close quarters.



- **Field Visit to exhibition- Wedding Asia (21 March 2025)**

The students from the Event Management skill enhancement course offered by the Department of Mass Communication had an exciting opportunity to deepen their industry knowledge during a visit to the premier exhibition



‘Wedding Asia’ held at Hyatt Regency, Chandigarh. The visit aimed to bridge the gap between classroom learning and real-world application, thereby inspiring creativity and a deeper understanding of how large-scale events are conceptualised and executed. Organised as part of the academic curriculum, the visit allowed the students to witness the trends, technologies, and practices shaping the events industry today. Accompanied by the Head of the Mass Communication Department, Dr. Preeti Gambhir, the students got first-hand knowledge through interaction with the organisers, and behind-the-scenes tour showcasing event logistics and management strategies. The students expressed their enthusiasm, citing the visit as both educational and motivating.



- **Interactive Session on ‘Interpersonal Relationships for Personal and Professional Success’ (25 March 2025)**

The Department of Mass Communication, in collaboration with NSS Unit, organised an interactive session titled ‘Interpersonal Relationships for Personal and Professional Success’. The event featured Col. Jasjit Singh Kahlon, Leadership Coach, and Expert in Personal Development and Productivity Improvement, as the keynote speaker. Drawing on his vast experience, Col. Kahlon delivered a highly engaging and practical session focused on the essential role of interpersonal skills in achieving both personal growth and professional excellence. The session explored

several key concepts, emphasising the importance of the character ethic for building strong relationships, and urging the participants to focus on being influential rather than on being merely powerful. Col. Kahlon highlighted the role of introductions in establishing early connections, and the importance of ‘checking in’ to understand the headspace of others. Participants engaged in a variety of hands-on activities, including trust-building exercises, difficult person attributes exercise, and the use of the Myers-Briggs Type Indicator (MBTI) to better understand personality differences and communication styles. These tools provided insights into handling difficult relationships and maintaining effective communication. A major theme of the session was the analogy of the ‘Emotional Bank Account’, illustrating how every interaction either makes a “deposit” or “withdrawal” in relationships, and how permanent withdrawals can seriously damage trust and goodwill. Col. Kahlon also discussed common barriers to interpersonal relationships, and provided practical tools like brainstorming and consensus-based decision-making to foster collaboration and strengthen team dynamics. The active involvement of the participants made the event a resounding success.

MEHR CHAND MAHAJAN
DAV COLLEGE FOR WOMEN

DEPARTMENT OF MASS COMMUNICATION
IN COLLABORATION WITH
NSS UNIT

IS ORGANISING INTERACTIVE SESSION ON

INTERPERSONAL RELATIONSHIPS FOR
PERSONAL AND PROFESSIONAL SUCCESS
with
COL. JASJIT SINGH KAHLON
LEADERSHIP COACH, PERSONAL DEVELOPMENT
& PRODUCTIVITY IMPROVEMENT CONSULTANT

DATE: 25 MARCH 2025 (TUESDAY)

TIME: 10:00 AM

VENUE: GOLDEN JUBILEE
CONFERENCE HALL

REGISTRATION LINK:
<https://forms.gle/y9Bgtc99UesmPvtZ6>

Ms. SUMAN MAHAJAN
Convener &
Officiating Principal

Dr. PREETI GAMBHIR
Head, Department of Mass
Communication
NSS Programme Officer



- **Visit to PTC (12 April 2025)**

The Department organised a highly informative and interactive educational visit to the office of PTC Network in Mohali, offering students a valuable opportunity to experience the world of television broadcasting first-hand. The visit aimed to bridge the gap between academic learning and industry practices by providing students with insights into the multifaceted operations of a television channel. The students interacted with Mr.



Harpreet Singh Sahni, Executive Editor and Channel Head, PTC News; Mr. Dalip Singh, Editor (Digital); Ms. Jasleen Kaur, Assistant Editor (Digital) and distinguished alumna of the Department of Mass Communication; and Mr. Hakam Singh, Senior Producer, TV Production. Mr. Harpreet Singh Sahni shared his experiences and offered valuable advice on pursuing a career in journalism and mass communication. He highlighted the dynamic nature of the media industry, the prerequisites for being a successful media professional, and the evolving role of technology in news dissemination. Mr. Dalip Singh provided an overview of the digital media landscape, emphasising the growing influence of online platforms and the skills necessary to thrive in a digital newsroom. Students were particularly inspired by the journey of alumna Jasleen Kaur, who spoke about her transition from college to the professional world and also shared valuable insights about digital media, reporting and editing. Mr. Hakam Singh further enriched the discussion by explaining the technical aspects of television production and the behind-the-scenes efforts involved in creating quality programming. The students were also given a guided tour of the PTC studio and the production control room. They observed the real-time functioning of a news studio, including live broadcast operations, studio management, news editing, and technical coordination, thereby gaining practical exposure to the operational intricacies of television production. The visit served as an excellent platform for students to deepen their understanding of various aspects of media production, reporting, and digital journalism.

