



MANIPAL UNIVERSITY
JAIPUR

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SMC CHRONICLE

A Newsletter of Department of Journalism & Mass Communication

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‘We Focus on Practical Learning’

IN CONVERSATION WITH THE LEADERSHIP



Prof. (Dr.) G K Prabhu
President
Manipal University Jaipur

Under the leadership of Dr. G. K. Prabhu, Manipal University Jaipur has taken giant strides towards success in the past few years. The reach and impact of the university have multiplied. In this interview, he shares his ideas about making Manipal University Jaipur and Department of Journalism and Mass Communication a preferred choice of students aspiring to become media professionals.

The educational landscape in India is continuously evolving. How does the vision and mission of Manipal University Jaipur align with the evolving educational landscape?

We really want Manipal University Jaipur to be the most preferred educational institution for all stakeholders. For us, the stakeholders are the students, the faculty, the parents and the industry partners, especially the ones located in the northern parts of India. For that reason, we have a vision and a mission statement for 2025 where we have set long-term goals for ourselves. To achieve these goals, we want to improve the overall number of students and train them well. When there is a large population of students from different places, they get automatically exposed to different cultures which shapes their personality. Also, we believe that the skeleton of academic excellence is the curriculum. Therefore, we strive towards offering a contemporary, flexible and student-centred curriculum.

Students have multiple options to choose from, when they are selecting a university. What sets Manipal University Jaipur apart from other universities and why should it be chosen over other universities?

At Manipal University Jaipur, the focus has always been on practical learning. I believe that there is a lot of learning that happens outside the classroom. For that very reason, we have many student clubs, both technical and non-technical, which help in giving them the opportunity to learn and involving them in community building. We also have a community radio station, along with a Voluntary Service Organisation

and a Society Connect Programme. When I see my university, I want to see my university as a being and not as a building. This is something we have done differently as Manipal Group. We frequently collaborate with the external agencies to train our students. We also involve the parents and the alumni in the exercise.

How do you plan to further develop the Department of Journalism and Mass Communication?

I believe that the landscape of media is changing rapidly. Nowadays whenever the word ‘media’ is mentioned, people usually think of new media. To work in the new media sector, some unique skill sets are required. We always ensure that our students are always imparted with the most relevant skill sets and that there is no gap in any manner or form in the curriculum in the department of Journalism and Mass Communication. To always ensure very high academic standards, we strive to put additional efforts to faculty members with the right skill sets. Another crucial part of our academic programme is student internships. I urge the students to take advantage of the internships as and when they are available during semester breaks. These internship opportunities are usually created by the departmental faculty and the University together and we expect the students to walk the extra mile and grab the opportunity presented to them as it will enable them to acquire the necessary practical skills and become job ready.

‘Hardwork Is the Key’

IN CONVERSATION WITH THE LEADERSHIP



**Cmde. (Dr.) Jawahar M.
Jangir
Pro-President
Manipal University Jaipur**

How does Manipal University Jaipur prepare its students to become leaders in their respective fields?

To become a leader, you require awareness of your profession, the capability to communicate your ideas effectively and the ability to show your vision to the world. I believe that if one can show a person the path to their career goal then one can successfully guide and motivate them to success.

In this way, I believe that anyone can lead their team to achieve their goals. The wisdom and expertise of your team members can be useful to double-check and refine the ideas that lead one towards success.

The team should be managed in such a way that they feel they are a part of the decision-making process.

This is exactly what we implement in our teachings at Manipal University Jaipur. We have thousands of activities happening here daily. There are dialogues taking place between the faculty and the students in every class and in every lecture on the campus.

It is through these teacher-student conversations that the learners are able to develop new skills and hone their talents. Hence it is entirely an all-rounded effort by the teachers, the department and the university in delivering the curriculum to the students.

What methods does Manipal University Jaipur take to promote global and cross-cultural exchange among its students?

Manipal University Jaipur has already established a Directorate of International Collaboration. The purpose of this agency is to establish collaborations with reputed foreign universities to ensure that there are continuous student and faculty exchange programmes.

The University is planning to send a team to an exhibition in Dubai soon. At this exhibition, numerous international students will be coming together to decide the right programme and choose universities. We will be taking part in the event. Manipal University Jaipur has the

concept of Chair Professors; we have a target of recruiting 50 Chair Professors at our university. Chair professors are the faculty members and teachers who are of very high repute in their area of specialisation.

I am very proud to inform you that today Manipal University Jaipur have experienced and highly skilled faculty members from countries such as the United States of America and Canada. We plan to focus more on hiring very senior faculty members from highly reputed universities abroad.

What advice would you offer to the students of Manipal University Jaipur expecting to excel in their field of study?

There is a popular saying that one should always take up a career in the field that they love; another saying is that you should love what you do. The former statement is seen commonly in books, but the latter is the one I personally recommend for all our students. It is a concept that is likely to take you far ahead in your life. I also want to refer to a book that I love, titled ‘Outliers’.

The book says that if you want to be the master of any activity, you need to put in at least ten thousand hours of work on that activity. An individual can excel at anything if they put in the hard work and work on it every day. After all, the key to success is the hardwork you put in your day-to-day life. With this, I wish you the best!

‘Our Students Are Industry Ready’

MESSAGE FROM DEAN, FoA



Prof. (Dr.) Komal Audichya
Dean, Faculty of Arts
Manipal University Jaipur

“The Department has made a constant effort to deliver high-quality instruction and give pupils the ideal environment for their overall growth.”

I am immensely happy to learn that the School of Media and Communication, Faculty of Arts, Manipal University Jaipur, is publishing its first newsletter.

I feel proud that the Faculty of Arts has been successfully disseminating knowledge to prepare young minds to meet the challenges of the 21st century at the national as well as at the international level.

Since its inception in 2014, it has always strived to impart quality education and provide the perfect space to students for their holistic development. The department has made a constant effort to deliver high-quality instruction and give pupils the ideal environment for their overall growth.

The dynamics of our programmes and the visionary curriculum have been designed meticulously to get the students industry ready and make them reach the zenith of their careers.

I am sure that this newsletter will provide ample opportunities to the students at the School of Media and Communication to explore and articulate the different aspects of their creativity as it encompasses the publication of various events and activities held in the department, achievements of the students, creative writings, photography, poems, etc.

The students will be able to express themselves through this newsletter. Also, it will enhance their knowledge, hone their skills, and nurture their minds for innovation. I wish the entire team of students and their mentors the very best and hope they work harder to transcend their potential through this newsletter.

Best Wishes!

A handwritten signature in blue ink, reading 'K. Audichya'.



‘Exploring Infinite Horizons’

MESSAGE FROM THE HEAD OF DEPARTMENT



**Prof. (Dr.) Fakira Mohan
Nahak**
Head of Department
School of Media &
Communication
Manipal University Jaipur

“In a time characterised by swift technological progress and ever-evolving social dynamics, the media’s function has assumed an unprecedented level of importance.”

Dear SMC Chronicle Readers, Greetings from the School of Media and Communication, Manipal University Jaipur.

I am delighted to communicate with you through the SMC Chronicle in order to engage in a discourse regarding the immense opportunities and dynamic potentials that the discipline of Journalism and Mass Communication holds in the future.

In a time characterised by swift technological progress and ever-evolving social dynamics, the media’s function has assumed an unprecedented level of importance.

The field of Journalism and Mass Communication is undergoing a rapid and unprecedented transformation, which presents an abundance of prospects for individuals who are deeply interested in constructing narratives, moulding public sentiment and establishing connections with varied audiences.

Students enrolled in the School of Media and Communication at Manipal University Jaipur are furnished with the requisite knowledge and abilities to excel in this constantly evolving landscape, as we stand at the threshold of innovation.

With an increased emphasis on Data Journalism, Global Communication, Media Convergence, Digital Journalism and Ethical Communication, the institution is prepared to launch its four-year UG program, BA (Hons./ Hons. with Research) in

Journalism and Mass Communication as per the guidelines of National Education Policy (NEP) 2020.

As the Department Head, it gives me immense pleasure to observe the development and accomplishments of our pupils. In conjunction with the excellence-oriented stance of our faculty, their unwavering devotion establishes the School of Media and Communication at Manipal University Jaipur as a centre for individuals aspiring to become journalists and communication experts.

We have full faith that our students will not only adeptly navigate the dynamic media environment but also make constructive contributions to it. Stay tuned for more exciting developments and success stories from the School of Media and Communication at Manipal University Jaipur.

I congratulate my students and their faculty mentors for the hard work and dedication in bringing out this inaugural issue of SMC Chronicle. I wish them all the best for the future editions.

With sincere regards,

A handwritten signature in blue ink, consisting of stylized initials and a long horizontal stroke.

'Here We Build Relationships'

MESSAGE FROM THE EDITORIAL BOARD

VISION

To achieve excellence in higher education for nurturing learners and encouraging comprehensive growth of the students by facilitating the engaging educational endeavours in journalism and mass communication.

MISSION

To provide a high-quality educational setting to media and communication students.

To foster original contributions in media research by students and faculty.

To inculcate problem-solving and critical thinking among students through practical approach to media studies.

To foster and kindle the potential of young minds for transforming them into skilled media experts.

“Nurturing the next generation of leaders who will shape the future of our society”

As Manipal University Jaipur continues to evolve and grow, we recognise the importance of nurturing the next generation of leaders who will shape the future of our society. Leadership takes many forms, from leading academic initiatives to directing community service projects. Whether you are a student, faculty member or a staff member, you have the power to make a positive impact on those around you. By stepping up and taking initiatives, we can all contribute towards creating a more vibrant, inclusive and dynamic community.

At Manipal University Jaipur, we believe in the power of collaboration and teamwork. By working together across disciplines and departments, we strive to tackle complex challenges and achieve meaningful results.

Manipal University Jaipur makes sure to focus on the overall development of every student. Here, education is not confined to the four walls of the classroom; it extends into every aspect of life. From various clubs and organisations to the numerous cultural events and festivals that dot the academic calendar, the department offers a rich set of experiences that help students develop not only academically but also socially and emotionally.

The Department of Journalism and Mass Communication embodies the highest ideals of leadership, collaboration and innovation, guided by the Head of the Department, Dr. Fakira Mohan Nahak, along

with the dedicated faculty members. Within these halls, we are challenged to push the boundaries of our intellect, to question, to debate and to delve into the depths of our field. Be it the intricacies of the different models of communication, the history of audio-visual journalism or grappling with the complexities of intercultural communication, each class is unique in its own way, a journey of discovery that leaves us both exhilarated and enlightened.

Education at Manipal University Jaipur extends far beyond the classroom. Here, amidst the sprawling campus life, we build relationships that last a lifetime.

The Department of Journalism and Mass Communication at Manipal University Jaipur has taken the initiative to launch its newsletter during this period of remarkable growth and expansion.

This newsletter is expected to serve as a mirror reflecting the department's growth and prospects. We hope that it plays a significant role in serving as the main channel for disseminating the department's progress.

-The Editorial Board
SMC Chronicle
Department of Journalism and
Mass Communication

Celebrating World Radio Day

CONNECTING COMMUNITY

The Department of Journalism and Mass Communication, School of Media and Communication of Manipal University Jaipur, in collaboration with Radio Manipal Jaipur 90.8 FM, organised an outreach program on World Radio Day on 13th February 2024.

The event took place at the Anganwadi Centre located in Dehmi Kalan village of Jaipur District. The primary objective of this initiative was to raise awareness among villagers about Radio Manipal 90.8 FM and encourage regular listenership within the community.

The event witnessed active participation from various students, faculty members from the Department of Journalism and Mass Communication, members of Manipal Community Radio 90.8 FM and local villagers.

The event included faculty members such as Prof. (Dr.) Fakira Mohan Nahak (HoD), Dr. Prabhat Dixit, Dr. Ram Pratap Singh, Dr. Govind Kumar, Dr. Rahul Babu Kodali and Dr. Manish Sachan. Additionally, RJ Tamanna, RJ Ramkishan and RJ Vinod from Radio Manipal Jaipur 90.8 FM graced the occasion with their presence. Shanti Devi, an Anganwadi worker from Dehmi Kalan village, along with other villagers, also participated in the program.

The event commenced with an interactive session led by Professor Nahak, who emphasised upon the importance of radio as a powerful medium of commu-



Members of the J&MC Department at the Radio Outreach Program

nication. He highlighted the role of Radio Manipal 90.8 FM in disseminating information and entertainment to the local community.

Professor Nahak also shed light on the significance of community radio in facilitating the overall development of villages by addressing crucial issues and fostering social harmony. Throughout the event, villagers actively engaged in discussions, asking questions and offering suggestions to improve Radio Manipal 90.8 FM.

One notable suggestion came from a villager named Geeta Devi Sharma, who advocated for the inclusion of programs in the local language to better resonate with the community's preferences and culture.

The villagers expressed their appreciation for specific shows, with RJ Krishna's show being particularly popular among them. In addition to discussions about radio program-

ming, the faculty members and RJ Tamanna provided information about various government schemes related to healthcare, enhancing the educational aspect of the event.

The cultural segment of the program featured students reciting poems and performing inspirational songs and Bhajans, which made the event livelier.

As the event drew to a close, Professor Nahak delivered a vote of thanks, expressing his gratitude to the villagers for their active participation and meaningful contributions. He emphasised upon the importance of community engagement in initiatives aimed at promoting social awareness and development.

The event helped promote the understanding of community radio. Also, it served as a learning experience for the students while giving them an opportunity to learn at the grassroots level.

‘Insights from International Expert Lecture on Contemporary Trends in Communication Research’



Dr. Srivastava addressing the audience

The Department of Journalism and Mass Communication hosted a lecture by Prof. (Dr.) Jatin Srivastava, Director of the Institute of Inter-

national Journalism at Ohio University, USA on 23 January 2024. The lecture, titled ‘Contemporary Trends in Communication Research: Engaging Students for Research Endeavour’, was held at Smt. Sharada Pai Auditorium and included students, faculties and researchers alike. During the lecture, Dr. Srivastava talked about the evolving landscape of communication research, emphasising upon the importance of actively involving students in the field of research. He spoke about the utilisation of databases such as Scopus and its importance in the Global South re-

search ecosystem. He focused on the significance of using such platforms to access scholarly literature, analyse trends and contribute to the advancement of communication research. He shared practical strategies and methodologies for students to enhance their research skills, empowering them to navigate the complexities of contemporary communication studies.

The event concluded with a Q&A session, where attendees had the opportunity to seek clarification, gain perspectives and engage in meaningful discussions with Dr. Srivastava.

Addressing Evolving Media Industry Issues with Prof. Mrinal Chatterjee

On the morning of 25 January 2024, students of the B.A. (J&MC) and M.A. (J&MC) programs got to attend an informative session with Prof. (Dr.) Mrinal Chatterjee, Regional Director, Indian Institute of Mass Communication.

This expert session was conducted on ‘Contemporary Issues and Challenges in Media Industry’. Prof. Mrinal Chatterjee spoke about the various problems and difficulties that modern Indian media faces. He brought up the crisis of the media’s credibility during his lecture and spoke about the false messages that are being circulated across a range of platforms.

He cautioned students not to trust any messages they receive on WhatsApp as these messages



Prof. Fakira Mohan Nahak & Prof. Sushil Kumar Rai felicitating Prof. Chatterjee

have the power to destroy a society’s reputation. Prof. Chatterjee reminded the audience that the students should practice critical thinking and double-check their sources before sharing anything they find. Additionally, he noted that the Spiral of Silence theory is

evident in modern society, as some groups refrain from speaking out against dominant viewpoints out of fear of social exclusion. The event concluded with a Q&A session, where attendees had the opportunity to seek clarification and interact with Prof. (Dr.) Mrinal Chatterjee.

Perspectives Shared by Alumni of Manipal University Jaipur

ALUMNI DISCUSSIONS



Faculty felicitating the alumni

The Department of Journalism and Mass Communication organised a series of events focused on Social Media Marketing and PR & Communications for its students on the 24th and 25th of August, 2023. Pragma Mittal, a former student of Manipal University Jaipur, who is currently engaged in the field of social media marketing, brought her expertise to the forefront by guiding the students through an insightful session on communication strategies for social media platforms. The talk allowed the attendees to delve into effective techniques for promoting brands and engaging audiences across various online platforms. The second session was under the guidance of Vrishti Kaushik, a former B.A. (J&MC) student of Manipal University Jaipur. Ms. Kaushik, who is currently working with Spark PR & Communications, engaged in a discussion about the complexities of communication strategies. Both the events were coordinated by Dr. Prabhat Dixit. The participants had the opportunity to interact with guest speakers who shared their expertise in social media marketing.

Mastering Visual Stories: Insights from Expert Lecture Conducted by Department of Journalism and Mass Communication

ACTIVITIES UNDER MoU



Faculty honouring the guests

The Department of Journalism and Mass Communication conducted expert guest lectures on Visual Storytelling on 20 November 2023. The lectures were organised to make the students understand the importance of visuals and how they play a key role in the process of storytelling.

Pallavi Shrivastava and Sanjana Kaushik, the Associate Director and Partnership Manager of Village Square respectively.

Pallavi Shrivastava, emphasised the vastness of mass communication and journalism and the importance of networking. She highlighted the evolution of media from print to online platforms and discussed the responsibility of media in addressing social issues. She emphasised the diverse factors and tools needed for effective storytelling and the role of media in this process. She also showcased examples of photo stories, underscoring the significance

of images in engaging readers.

The second session, led by Sanjana Kaushik, focused on hands-on learning and practical exercises. Students were divided into groups and tasked with narrating a personal story that had motivated them to achieve something, aiming to unlock their potential.

The speakers represented Village Square, an organisation which has a partnership with the Department of Journalism and Mass Communication. The event was organised as part of their collaborative MoU activities under Dr. Vaishali Kapoor and Dr. Ram Pratap Singh.

Both sessions were highly engaging and interactive. Towards the end, the speakers discussed internship and fellowship opportunities available at Village Square. The program concluded with a formal vote of thanks by Dr. Ram Pratap Singh.

Spotlight on Excellence

AWARDS & ACHIEVEMENTS

The School of Media and Communication at Manipal University Jaipur has had a great year so far. The department received several honours in different categories in the past few months.

The Department of Journalism and Mass Communication was bestowed the honour of being **the Department of the Month by the Directorate of Research**. This certificate of appreciation was presented to the Department for top research outcomes in August 2023.

The **7th National Media Conclave** kicked off on 21 November 2023 in Bhubaneswar, India. The three-day conclave has established itself as the most awaited and celebrated event in the media academic realm.

The School of Media and Communication was given the 'Award of Excellence' in the category of 'Best Media Institute for Excellence in Research and Publications'. The Head of the Department of Journalism and Mass Communication, Prof. (Dr.) Fakira Mohan Nahak, received the prestigious award from chief guest Atanu Sabayasachi Nayak, Higher Education Minister of Odisha and special guest Pradeep Kumar Amat, Minister of Information and Public Relations of the Government of Odisha. Manipal University Jaipur President Prof. G. K. Prabhu, Pro-President Prof. Cmde. Jawahar M. Jangir, Registrar Prof. Nitu Bhatnagar and the Dean of the Faculty of Arts, Prof. (Dr.) Komal Audichya con-



Prof. Nahak at the Media Conclave

gratulated all the faculty members and scholars of the department.

Xpression 5.0

A staff-only event, was conducted by the Human Resources Department of Manipal University Jaipur for both the teaching and the non-teaching staff. All departments of the University participated in this annual event.

The Head of the Department of Journalism and Mass Communication, **Prof. (Dr.) Fakira Mohan Nahak, performed a hilarious stand-up comedy act, for which he was given the coveted 1st prize.** Representing the Journalism and Mass Communication Department in cricket was **Mr. Seetaram Gurjar, who took his team to a smashing victory.**

Student Achievement

Ansh Walia, a student at the School of Media and Communication, won the title of Mr. Rajasthan 2023.

Research Endeavours

During the period of July 2023 to February 2024, two PhD students were awarded their PhD degrees. Both awardees expressed gratitude for the opportunities and support they received. Maninder Singh and Sunil Kumar Sharma were awarded the degree of Doctor of Philosophy for their work in Diffusion of Health Information: A Kap Study among Santhal and Munda Tribals of Jharkhand and Assessing the Role of Leading Print Media House of Rajasthan in Creating Awareness on Social Issues, respectively.

Additionally, during the same period, **18 faculty members have successfully published research papers** in reputed academic journals.

Final Year B.A. J&MC Student Secures PPO of 10 LPA

Vishnu Banka, a final year B.A. (J&MC) student from the Faculty of Arts, School of Media and Communication, achieved a remarkable feat by securing an internship at 'Opentext' and earning a PPO with a salary of 10 LPA. Vishnu's success serves as an inspiration to all the students. His achievement highlights the potential for students to excel and secure promising opportunities in the field of media and communication.



CAMPUS GALLERY

