



**Central University of Himachal Pradesh**

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



# **NAAC Criterion-I**

## **Key Indicator – 1.4.2**

### **Stakeholder Feedback Analysis / Action-taken Report on the Feedback**

#### **1.4.2 Evidences**



**Department of Journalism & Mass Communication**  
**Central University of Himachal Pradesh, Dharamshala**  
**Kangra**



# Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



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### Department of Journalism & Mass Communication

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## Central University of Himachal Pradesh

(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215  
HIMACHAL PRADESH  
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### Department of Journalism & Mass Communication School of Journalism and Mass Communication & New Media Alumni Feedback (2017-2022)

Cumulative Feedback Analysis Datasheet					
Name of the Department/ Centre	Department of Journalism & Mass Communication				
Name of the HOD/Director	Prof. (Dr.) Pradeep Nair				
Designation	Professor				
Email Id.	<a href="mailto:nairdevcom@hpcu.ac.in">nairdevcom@hpcu.ac.in</a>				
Mobile Number:	9816600218				
Attributes	Number of alumni who have assessed this as Excellent	Number of alumni who have assessed this as Very Good	Number of Alumni who have assessed this as Good	Number of Alumni who have assessed this as Average	Number of alumni who have assessed this as Poor
Admission Procedure	14	25	14	0	0
Alumni Association/Network of old Friends	14	17	15	7	0
Canteen Facilities	10	9	20	8	6
University ambience	12	24	14	3	0
Environment	27	11	13	2	0
Faculty	42	9	2	0	0
Fee structure	14	28	9	2	0
Hostel Facilities	19	10	18	6	0
How do you rate the courses which are skills oriented	13	20	17	3	0
How do you rate the courses that you have studied for Masters	11	34	8	0	0
How do you rate the learning experience in terms of teaching and learning	12	28	13	0	0

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Infrastructure & Lab facilities	7	7	22	15	2
Content learnt in relation to your current job.	10	29	9	4	1
Library resources	12	12	22	7	0
Course of study and its relevance to the real life application	12	26	14	1	0
Overall Rating of the University	15	25	10	3	0
Overall rating of academic programs	24	21	8	0	0
Project Guidance	21	18	13	1	0
Quality of support material	10	20	22	1	0
Industry visits	5	11	21	13	3
Training & Placement	7	19	14	9	4
Overall capability of students passing out of this University	15	21	15	2	0

## II. FEEDBACK ABOUT UNIVERSITY

	Number of alumni who have assessed this as Yes	Number of alumni who have assessed this as No			
1. Do you feel proud to be associated with our university as an Alumni?	53	0			
	Number of alumni who have assessed this as Very Little	Number of alumni who have assessed this as Some Extent	Number of alumni who have assessed this as Quite A Bit	Number of alumni who have assessed this as Very Much	
2. How do you rate development activities organized by the Department/College/Institute for your overall development?	2	13	7	31	
	Number of alumni who have assessed this as Yes	Number of alumni who have assessed this as No			
3. Are you willing to participate in the alumni activities for the development of the university?	53	0			

  
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4. Were your grievances properly handled at the Department/University?	Number of alumni who have assessed this as Very Little	Number of alumni who have assessed this as Some Extent	Number of alumni who have assessed this as Quite a Bit	Number of alumni who have assessed this as Very Much
(a) As a student	7	9	16	21
(b) As an alumni	4	10	17	22
	Number of alumni who have assessed this as Adequate	Number of alumni who have assessed this as Not adequate	Number of alumni who have assessed this as Needs Improvement	
5. Rate the adequacy of following as they were during your tenure as a student at our campus:				
(a) Laboratories & Equipments :	23	8	22	
(b) Library/Seminar/Reading Room :	28	3	22	
(c) Computer Facilities :	27	4	22	
(d) Internet & Wi-Fi :	32	4	17	
(e) Sports and Cultural facilities:	21	9	23	
(f) Classrooms :	27	5	21	
<b>III. FEEDBACK ABOUT DEPARTMENT &amp; FACULTY (Point No. 6 to 8)</b>				
	Number of alumni who have assessed this as Yes	Number of alumni who have assessed this as No		
Have you obtained sufficient know-how (both in theory and practice) at dept ?	53	0		
Is the education imparted was useful and relevant in your present job?	52	1		
Were the administrators & teachers cooperative?	53	0		
	Number of alumni who have assessed this as Very Little	Number of alumni who have assessed this as Some Extent	Number of alumni who have assessed this as Quite a Bit	Number of alumni who have assessed this as Very Much

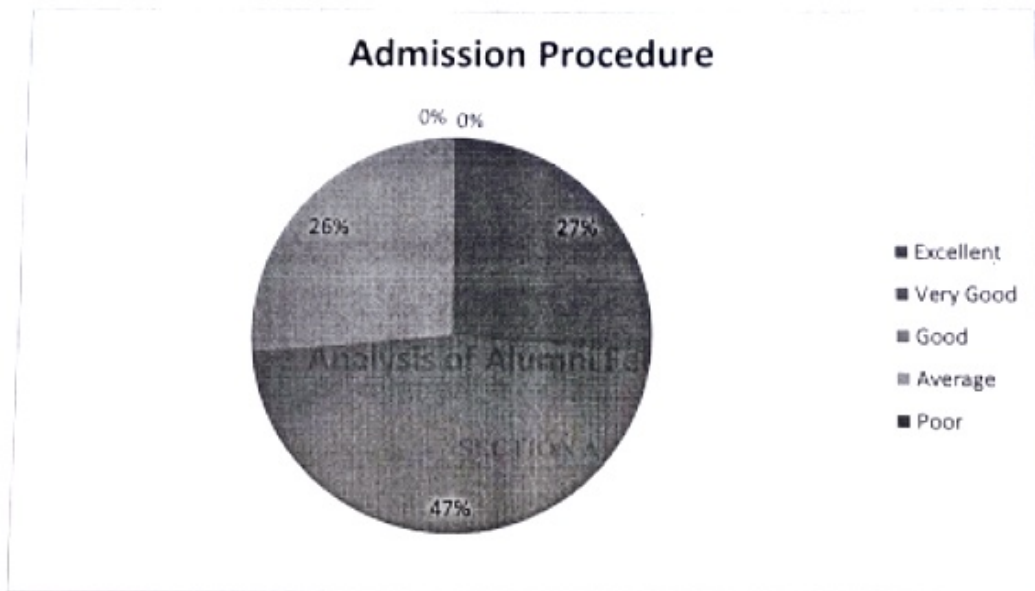
Head  
 Department of Journalism  
 Mass Communication  
 Central University of Haryana  
 Bhiwani, Haryana-127125 (H.R.)

Rate the following academic initiatives taken by the University to improve know-how of the students.				
(a) Industry Oriented Projects :	12	8	9	24
(b) Seminars & Workshop :	8	6	11	28
(c) Guest Lectures :	9	6	15	23
(d) Special Training Classes for bridging Industry/Academic gap :	5	12	10	26

## Analysis of Alumni Feedback

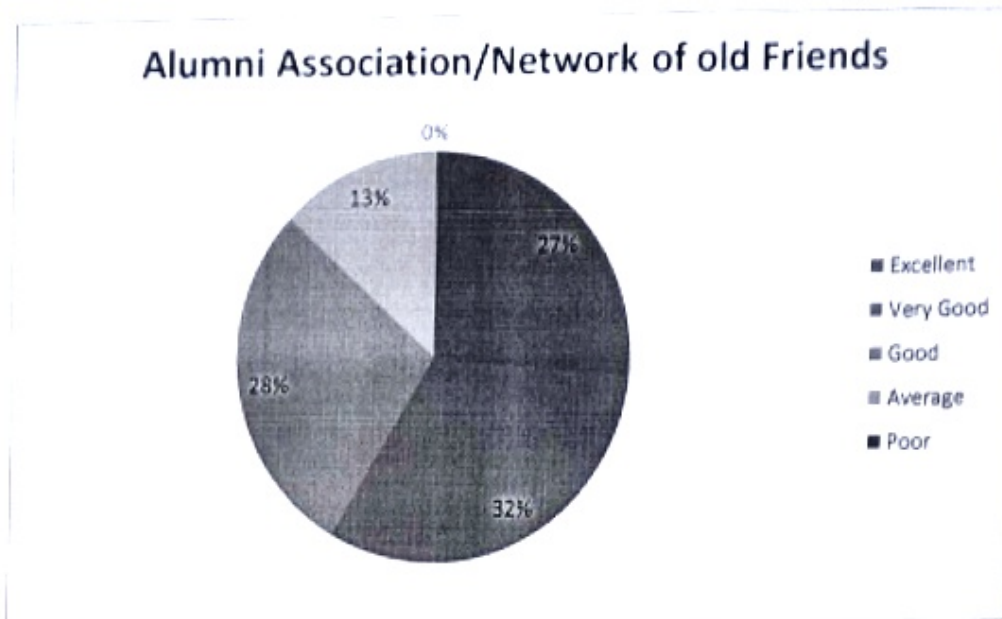
### SECTION A

#### Admission Procedure

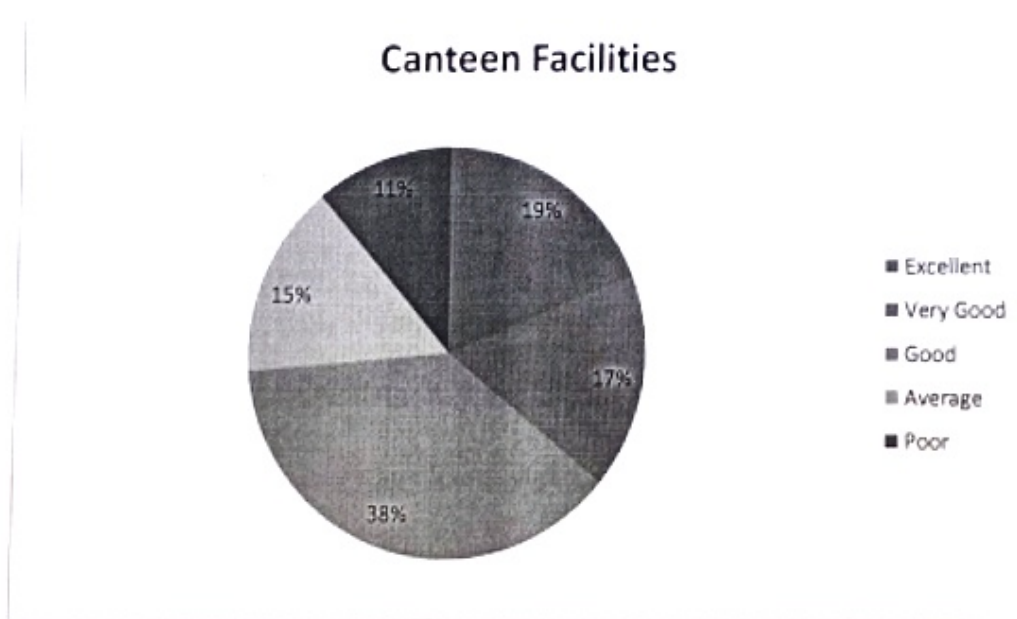


  
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 & Mass Communication  
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Alumni Association/Network of old Friends

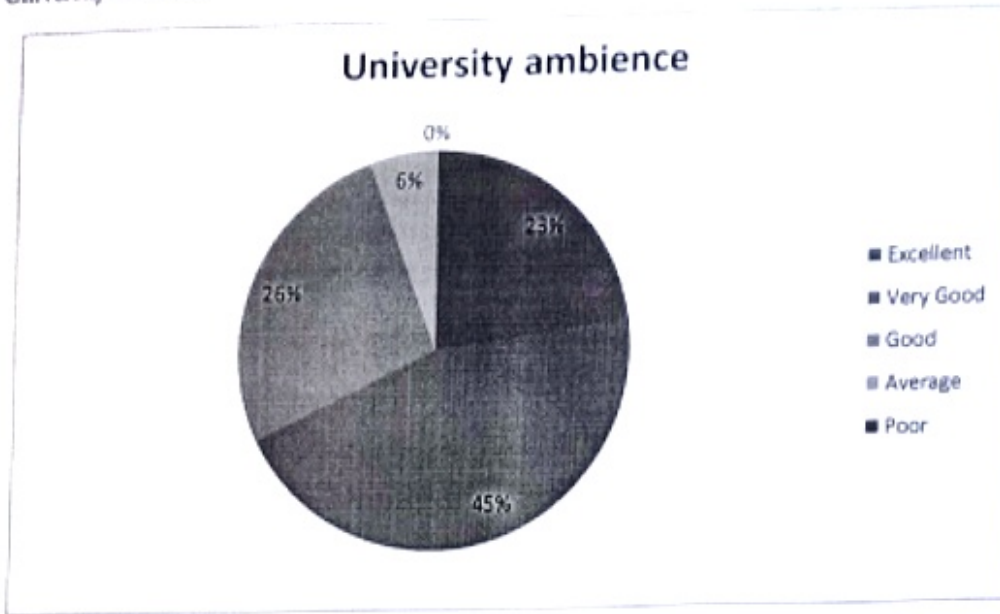


Canteen Facilities

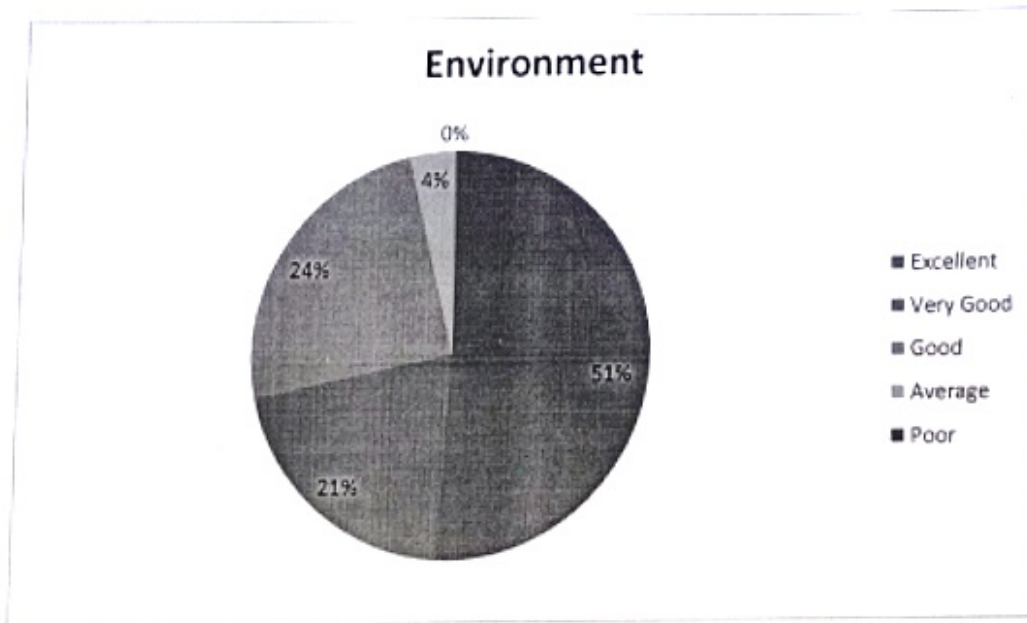


  
Department of Journalism  
and  
Mass Communication  
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Udhampur, Kangra-176219 (I.A.)

University ambience



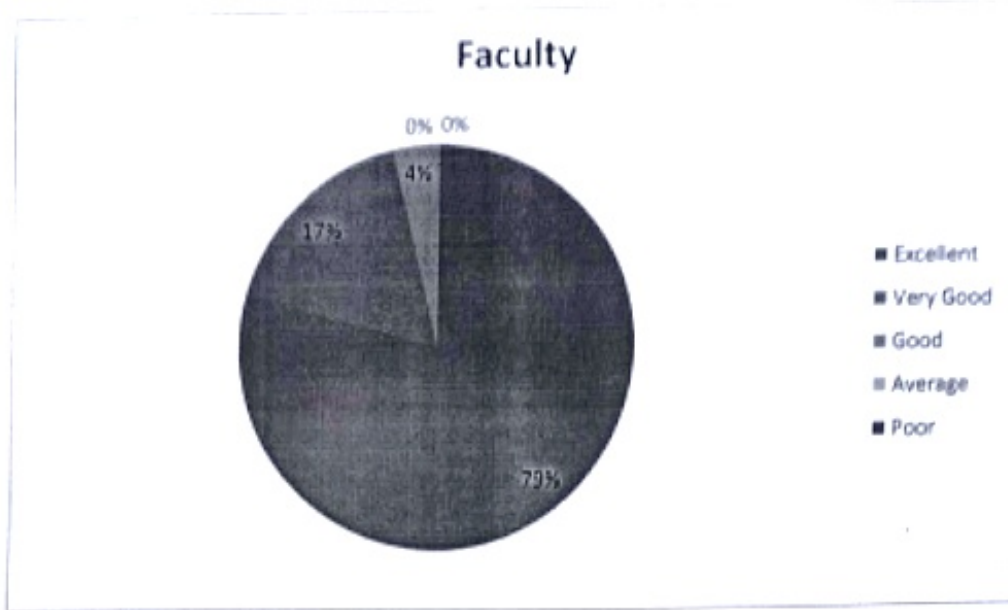
Environment



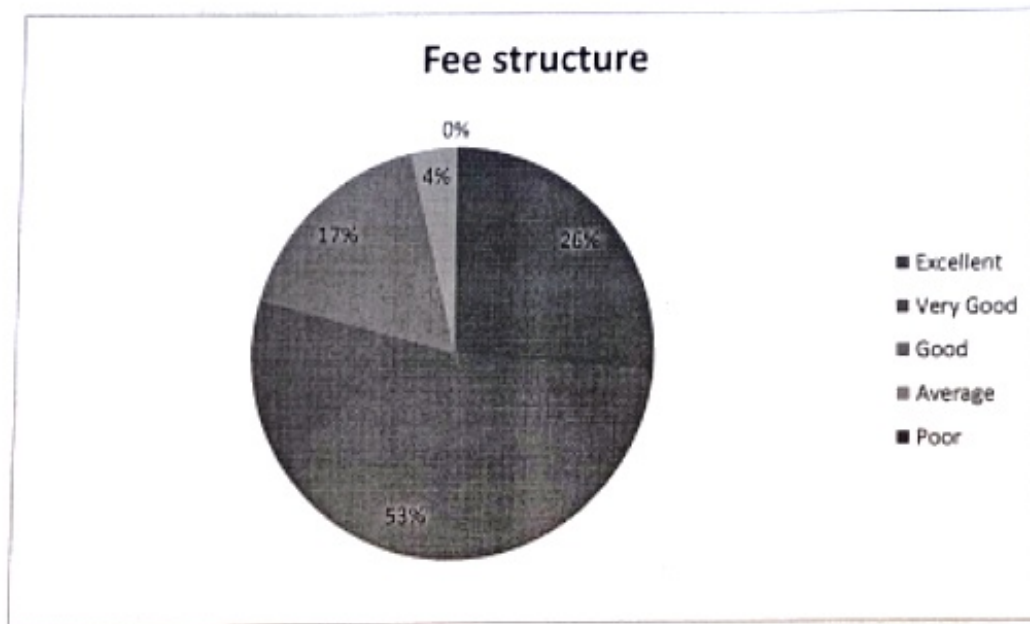
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Department of Journalism  
& Mass Communication  
Central University of Himachal Pradesh  
Udhampur, Kangra-176219 (U.P.)



Faculty

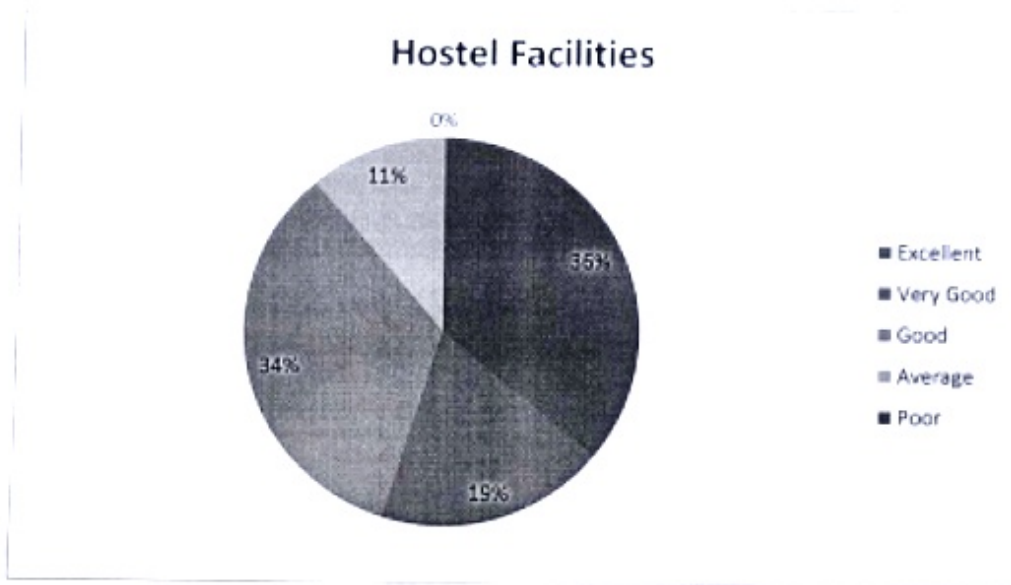


Fee structure

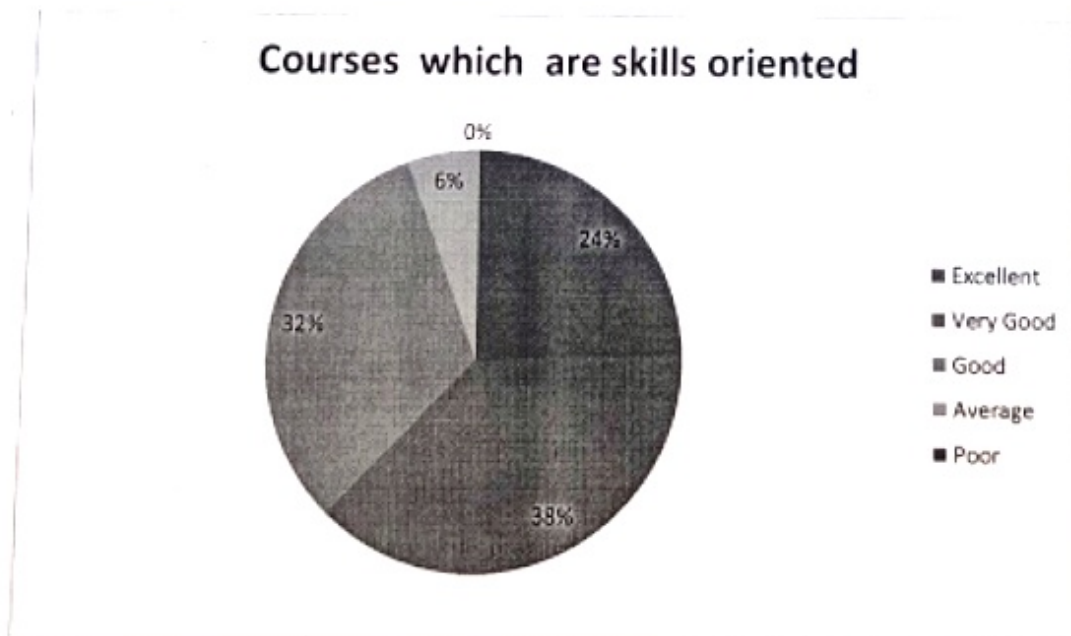



Head  
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& Mass Communication  
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Hostel Facilities



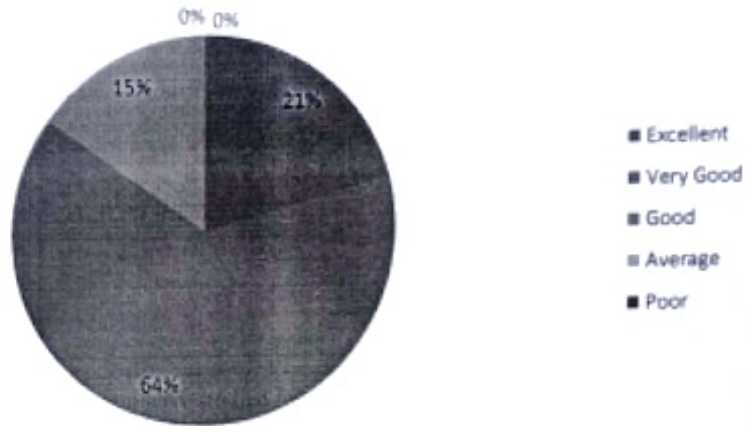
How do you rate the courses which are skills oriented



  
Head  
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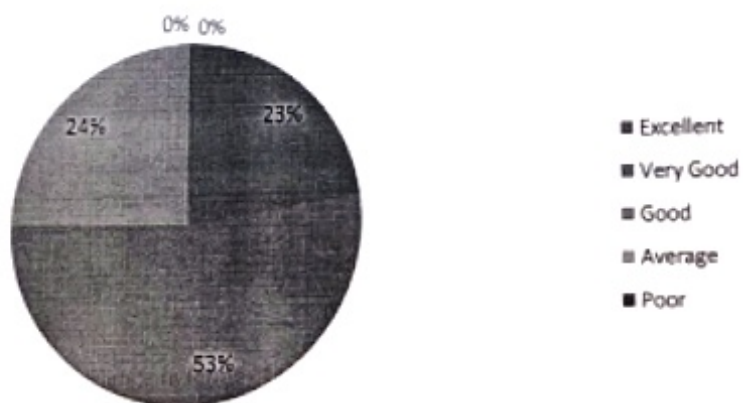
How do you rate the courses that you have studied for Masters

### Courses that you have studied for Masters



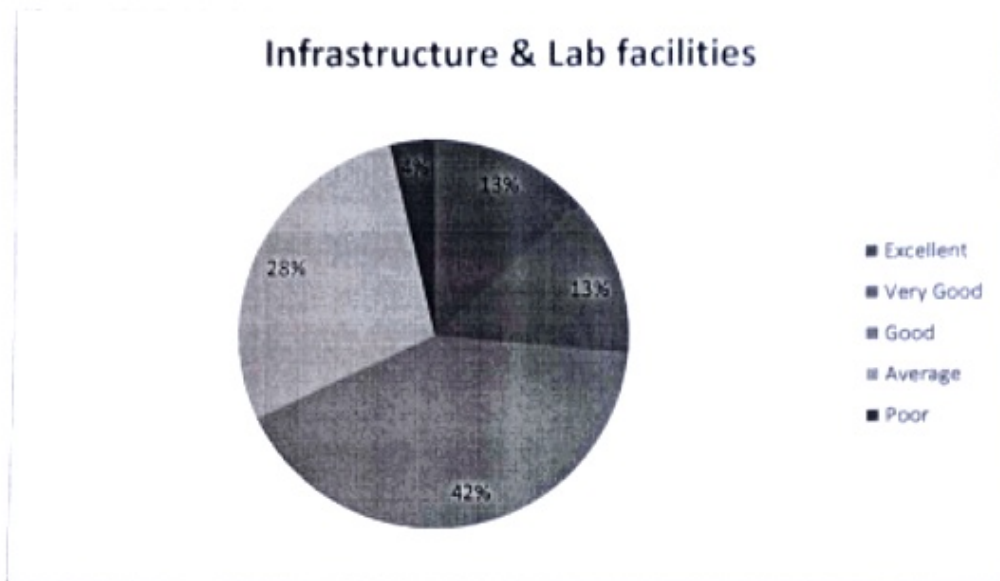
How do you rate the learning experience in terms of teaching and learning

### Learning experience in terms of teaching and learning



Head  
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& Mass Communication  
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Dharamshala, Kangra-176218 (P.F.)

Infrastructure & Lab facilities

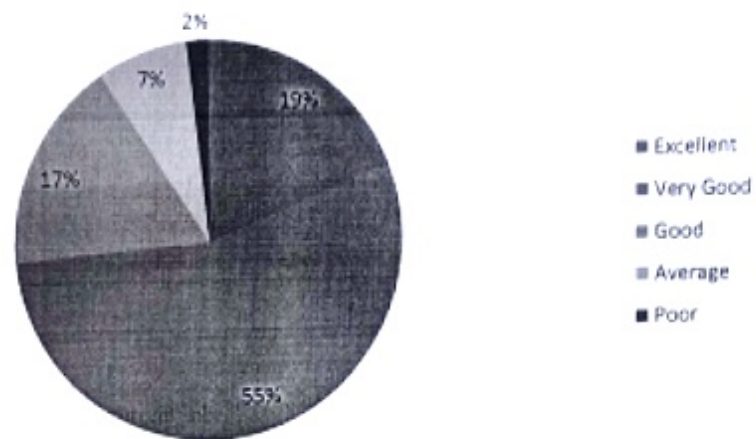


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Head  
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& Mass Communication  
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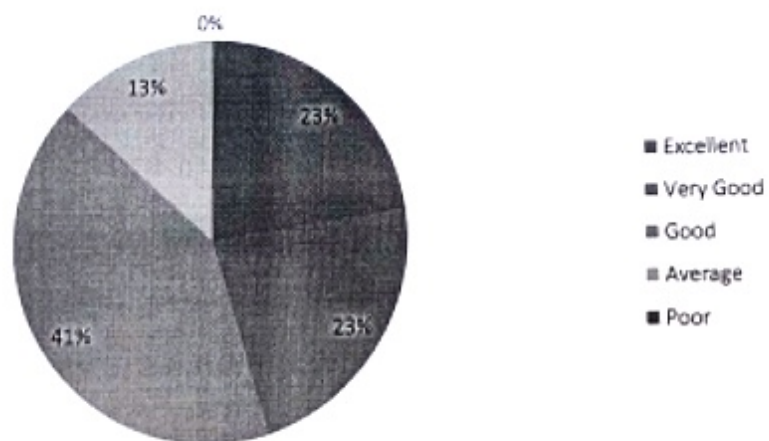
Content learnt in relation to your current job

### Content learnt in relation to your current job



Library resources

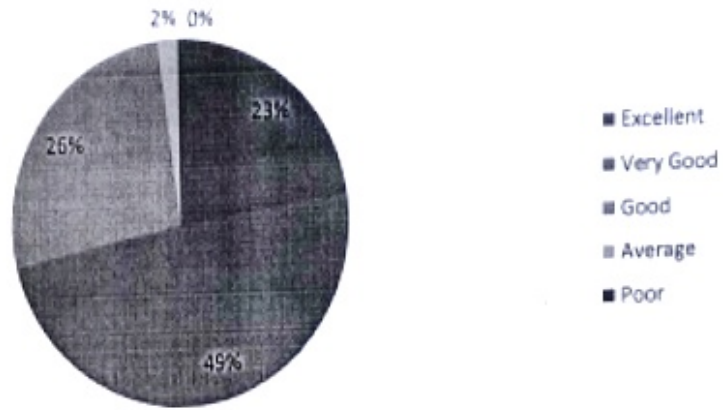
### Library resources



HOD  
Department of Journalism  
& Mass Communication  
Guru Gobind Singh Indraprastha  
University of Himachal Pradesh  
Bilaspur, Kangra-176219 (P.F.)

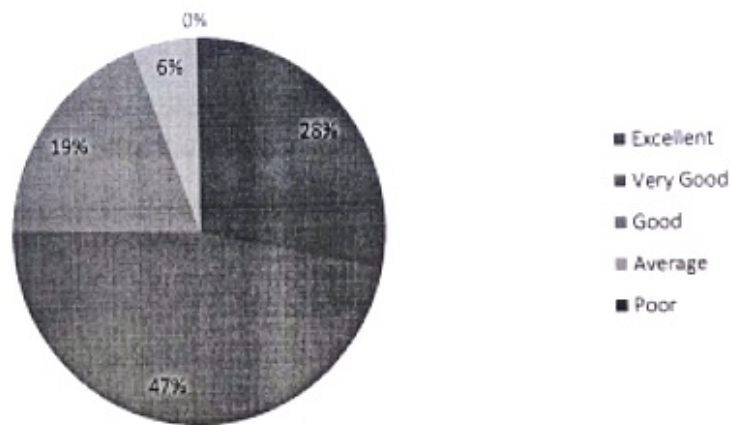
Course of study and its relevance to the real life application

### Course of study and its relevance to the real life application



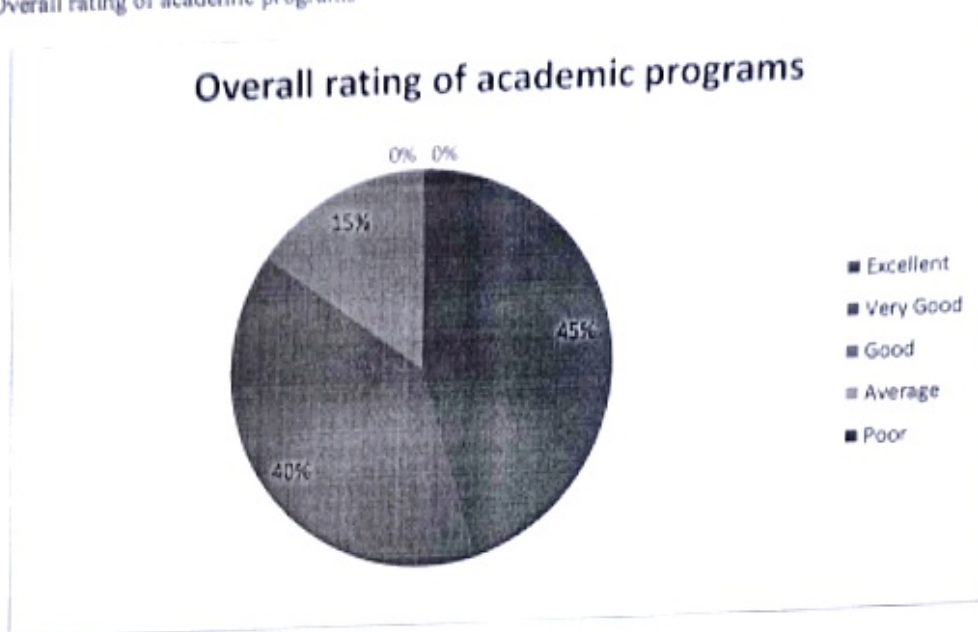
Overall Rating of the University

### Overall Rating of the University

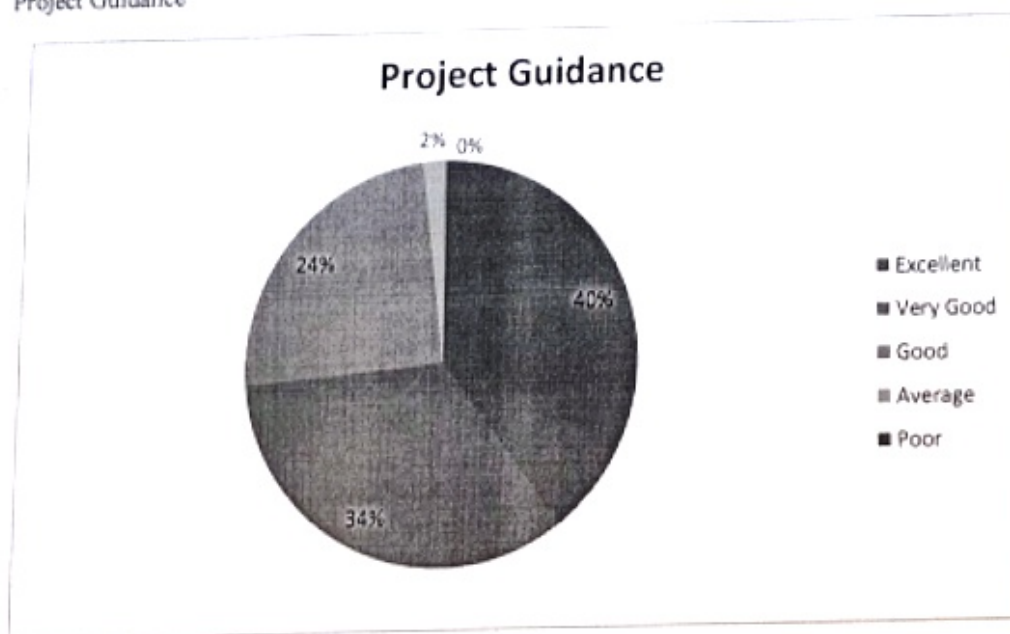


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Department of Journalism  
and Mass Communication  
Bharati University of Himachal Pradesh  
Jalandhar, Kangra-176219 (P.A.)

Overall rating of academic programs

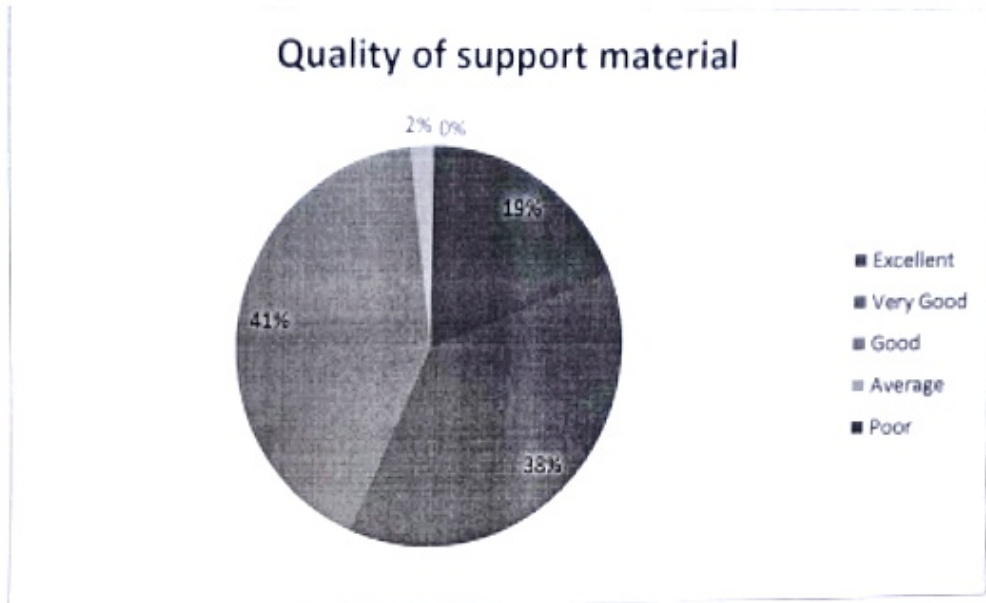


Project Guidance

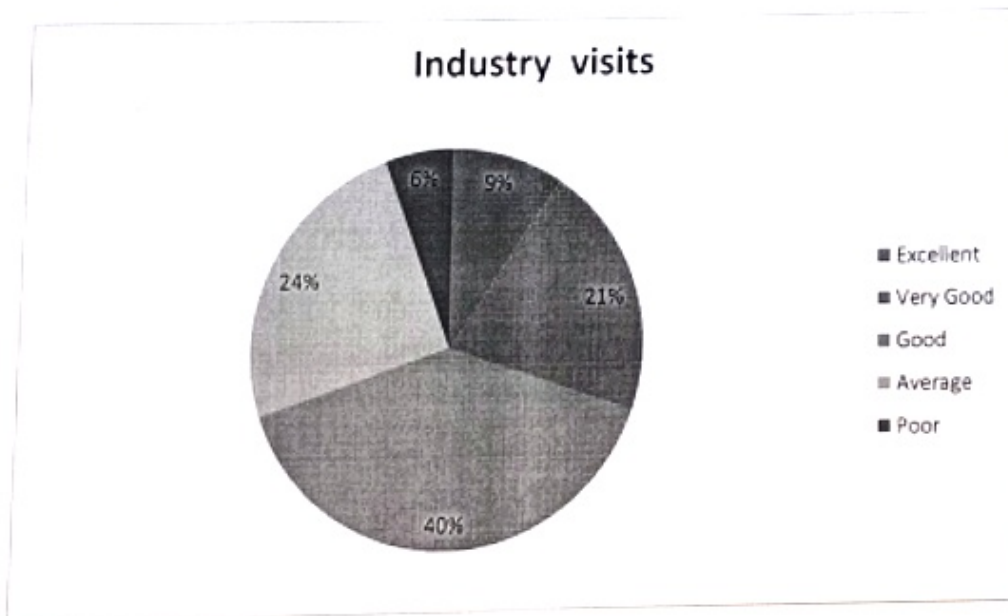


13/08/2023  
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and Mass Communication  
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Dharwad, Karnataka-576218 (K.U.)

Quality of support material



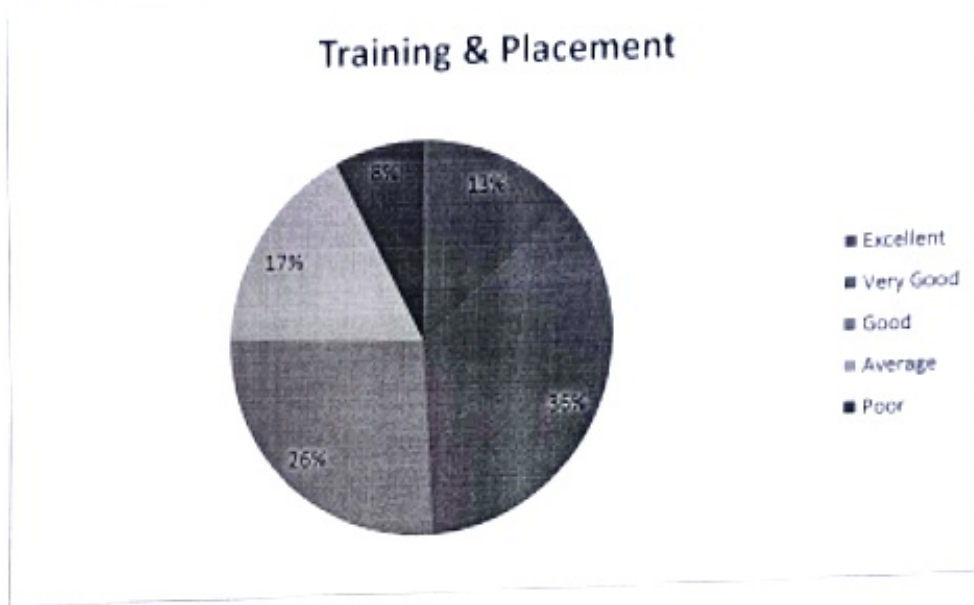
Industry visits



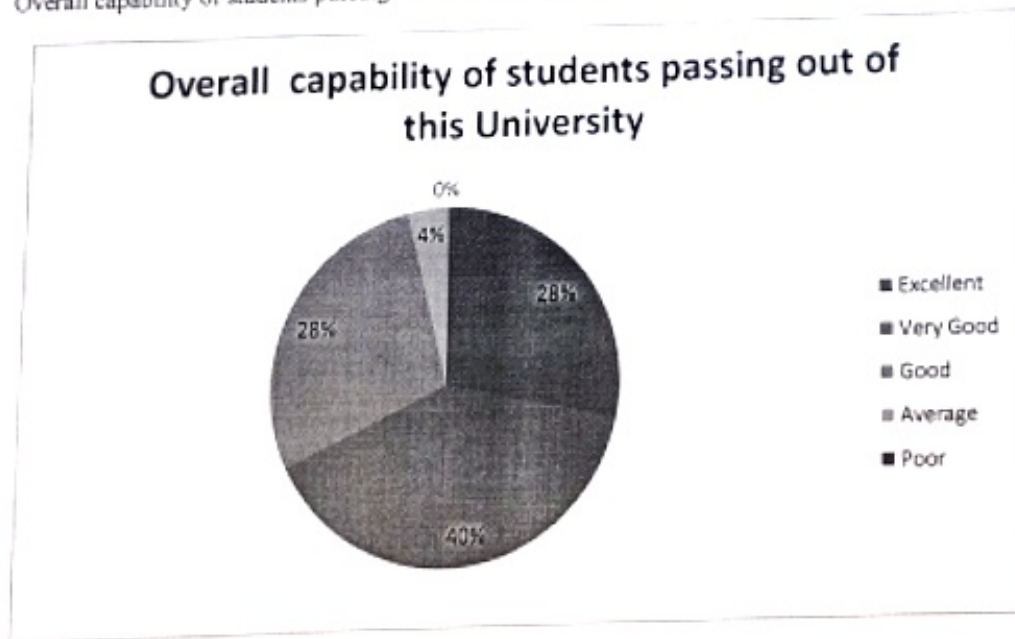
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Head  
Department of Journalism  
& Mass Communication  
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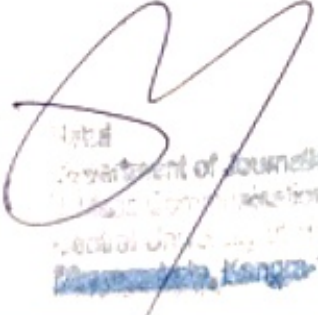


Training & Placement



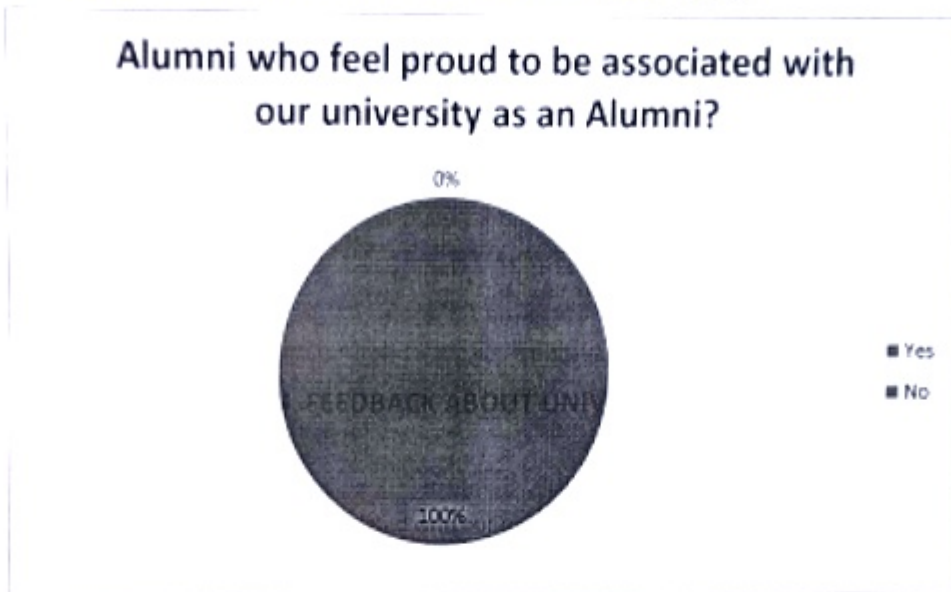
Overall capability of students passing out of this University



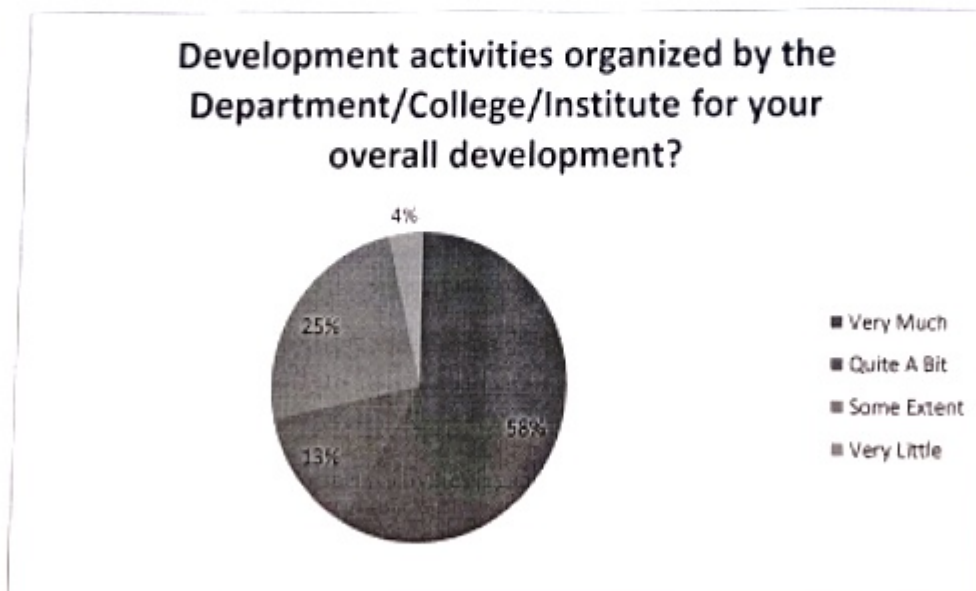
  
Head  
Department of Journalism  
Faculty of Communication  
University of Jammu  
Baramulla, Kangra-176215 (J.K.)

## II. FEEDBACK ABOUT UNIVERSITY

1. Do you feel proud to be associated with our university as an Alumni?

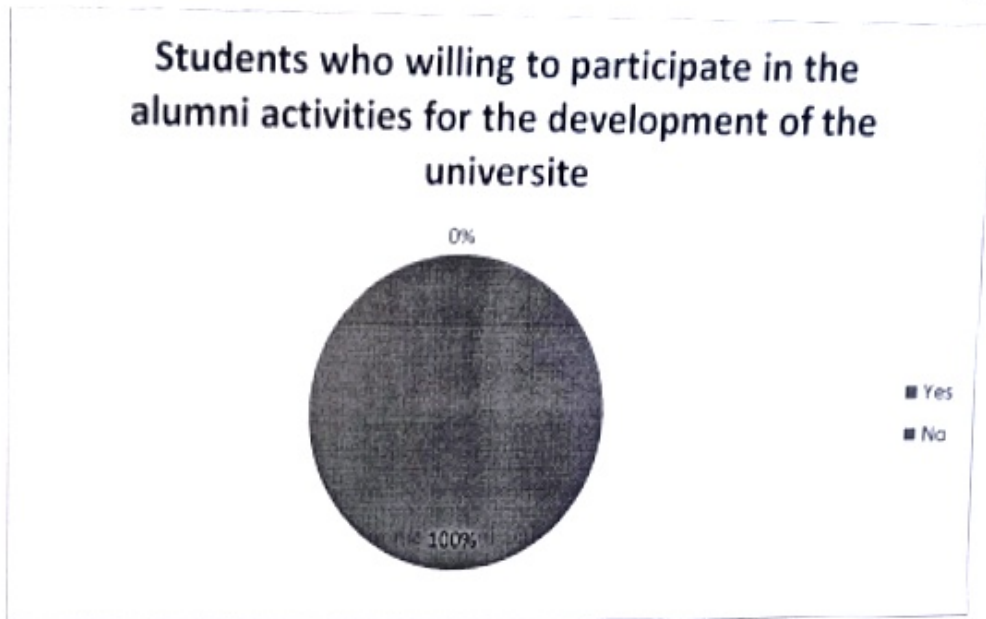


2. How do you rate development activities organized by the Department/College/Institute for your overall development?

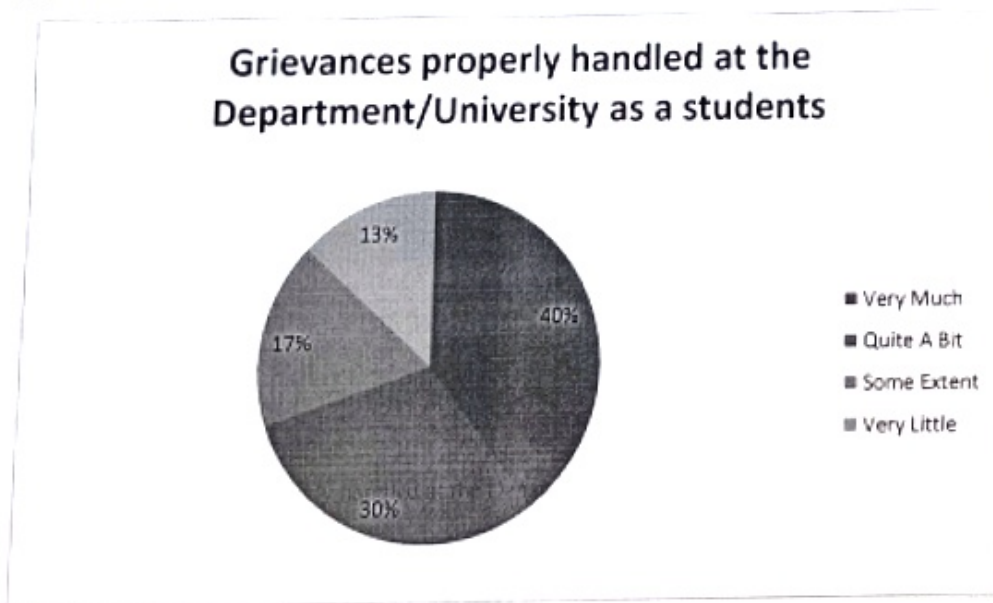


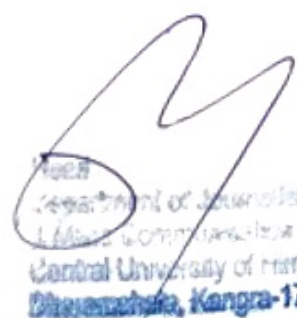
  
Head  
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& Mass Communication  
Central University of Himachal Pradesh  
Bilaspur, Kangra-176219 (H.P.)

3. Are you willing to participate in the alumni activities for the development of the university?



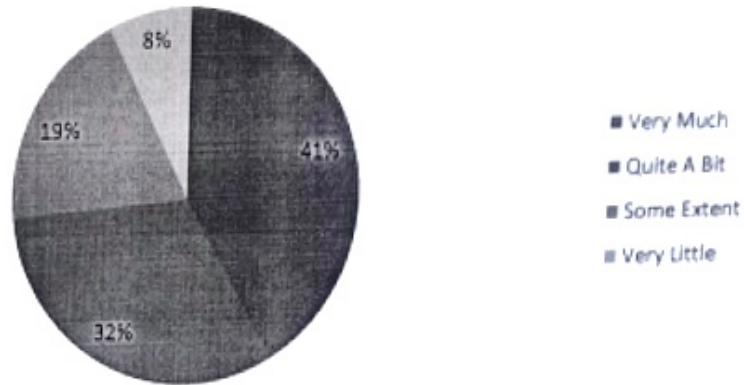
4. Were your grievances properly handled at the Department/University?  
(a) As a student



  
Department of Journalism  
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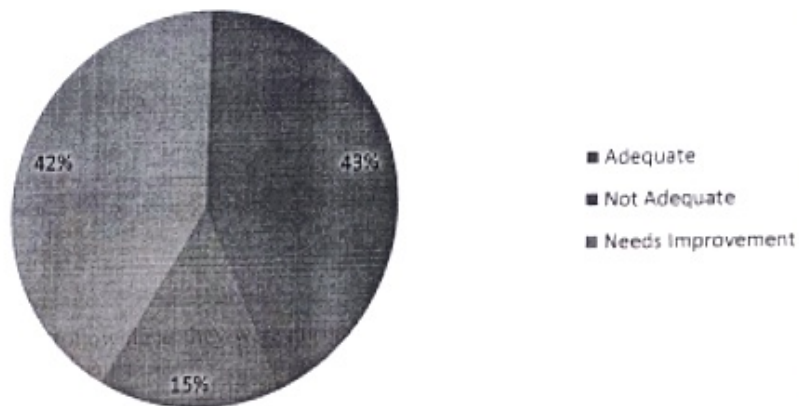
(b) As an alumni

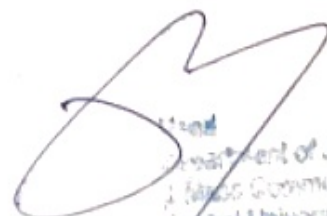
### Grievances properly handled at the Department/University as a alumni



5. Rate the adequacy of following as they were during your tenure as a student at our campus:  
(a) Laboratories & Equipments:

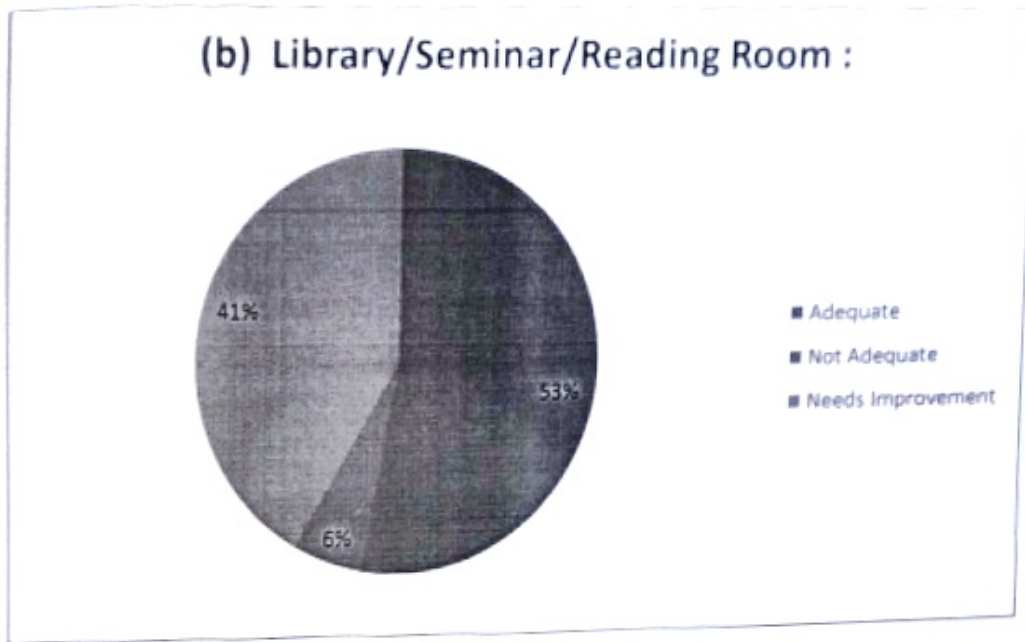
### (a) Laboratories & Equipments :



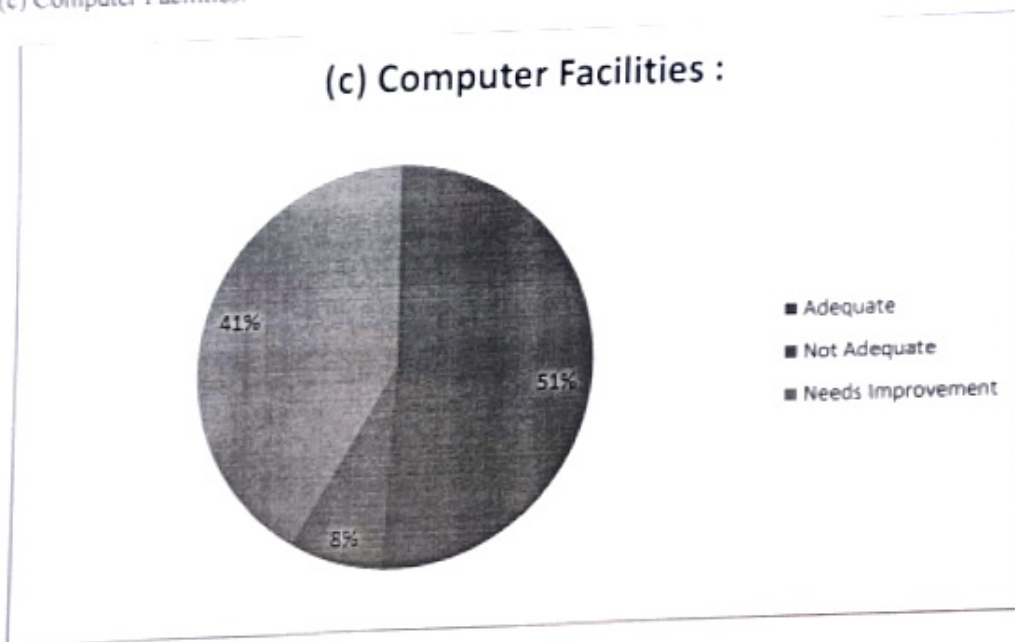
  
Head  
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(b) Library/Seminar/Reading Room :

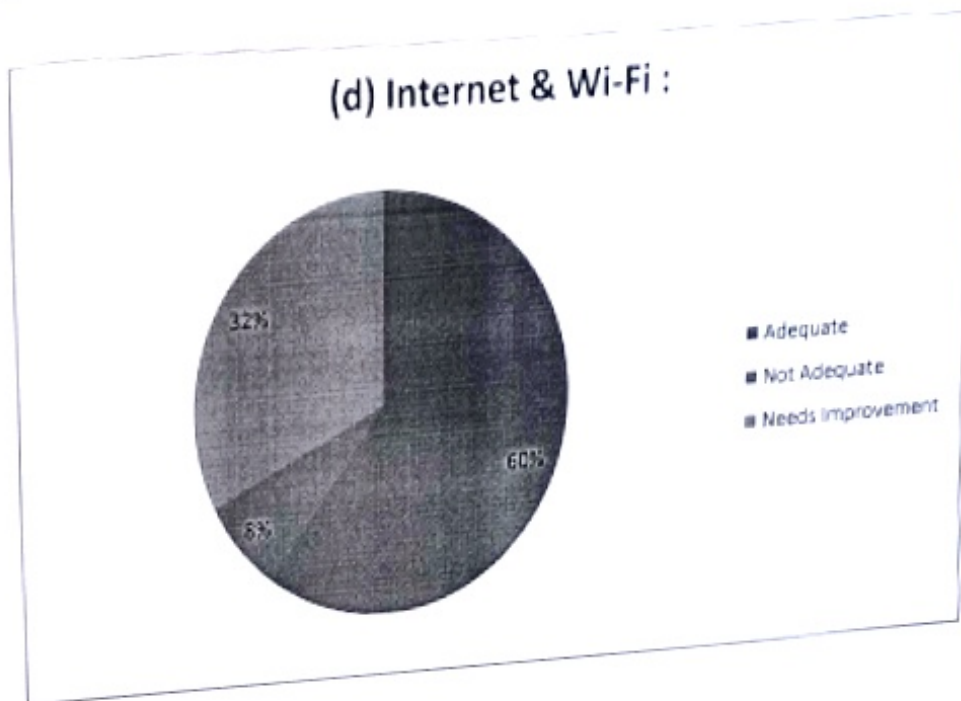


(c) Computer Facilities:

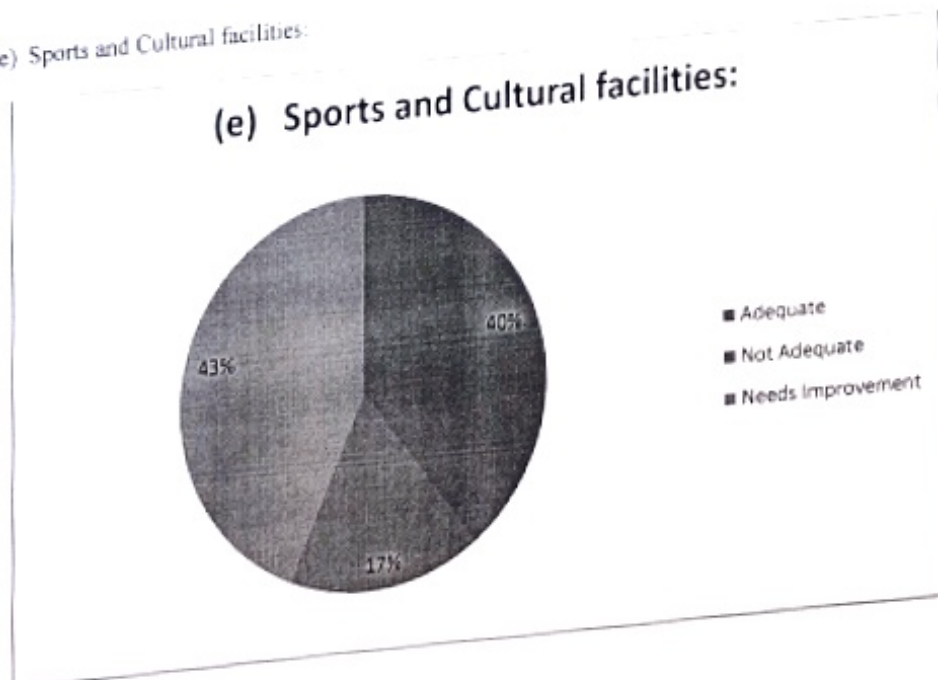


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Public Communication  
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(d) Internet & Wi-Fi :

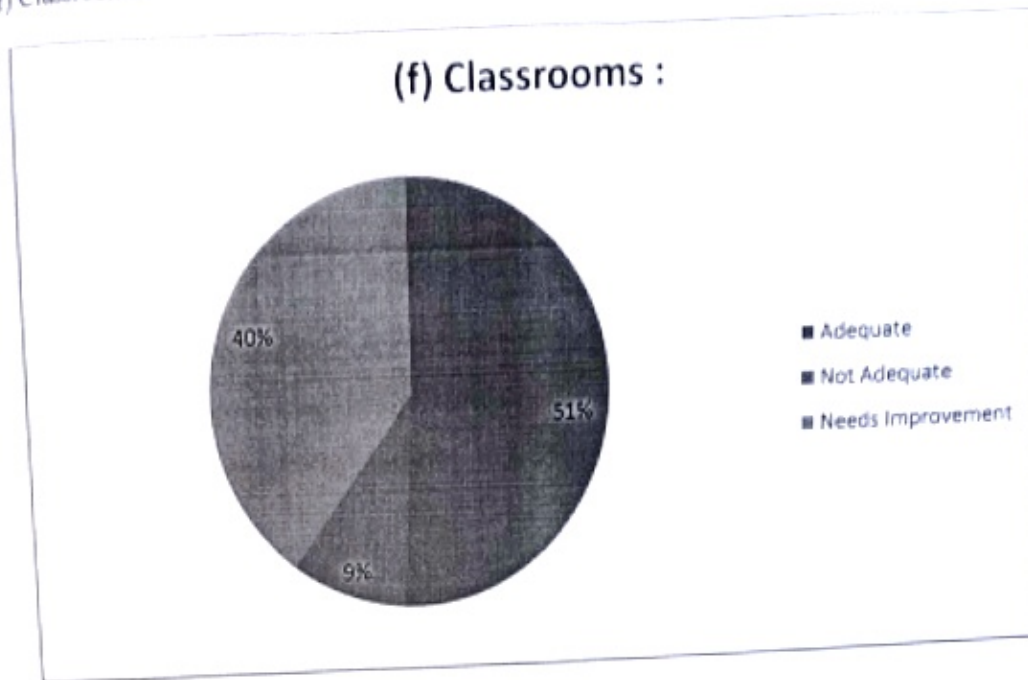


(e) Sports and Cultural facilities:



Department of Social Work  
A DASSO Community Centre  
Himalaya University of Himachal Pradesh  
Charamshole, Kangra-176215 (H.P.)

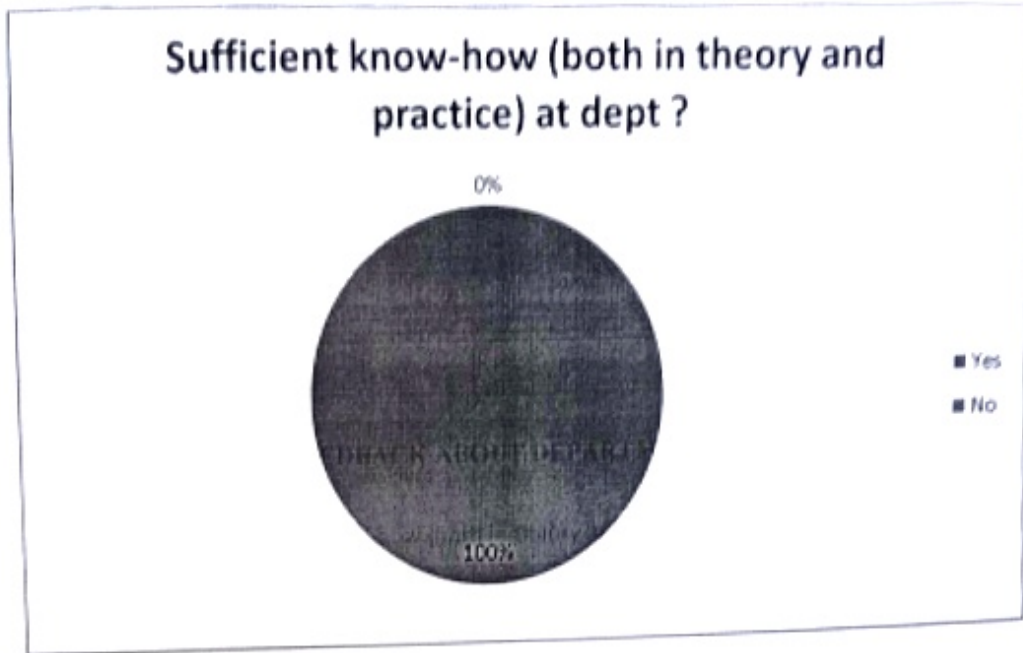
(f) Classrooms :



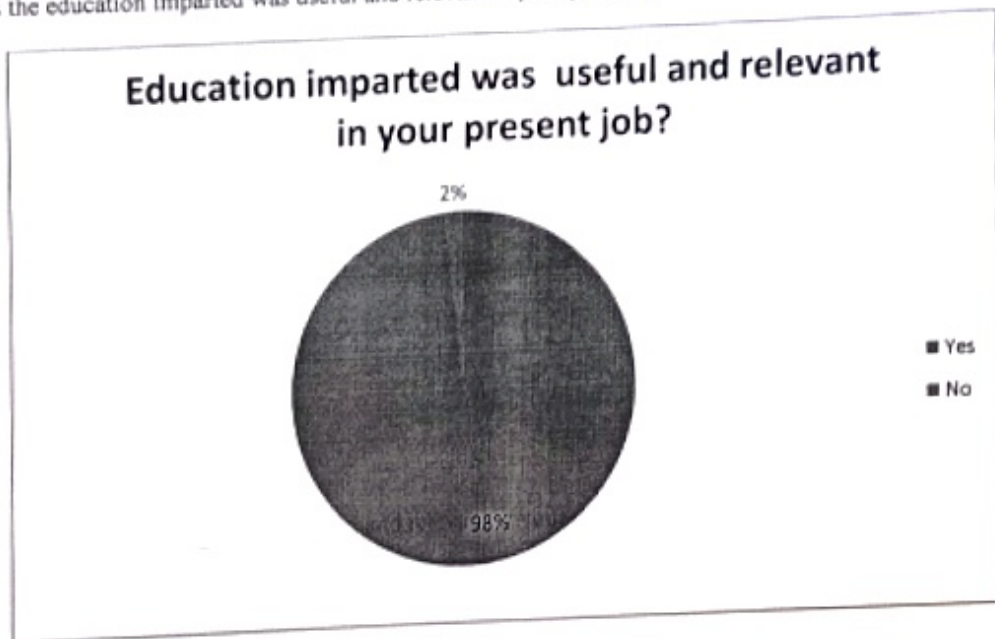
Department of Journalism &  
Public Communication  
Central University of Himachal Pradesh  
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### III. FEEDBACK ABOUT DEPARTMENT & FACULTY

Have you obtained sufficient know-how (both in theory and practice) at dept?

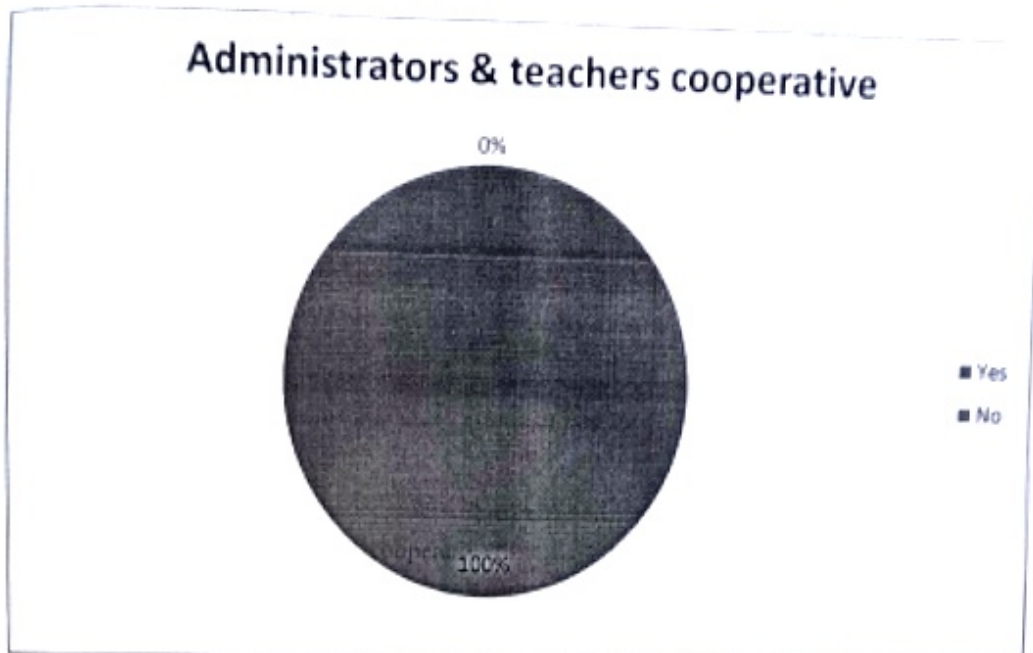


Is the education imparted was useful and relevant in your present job?



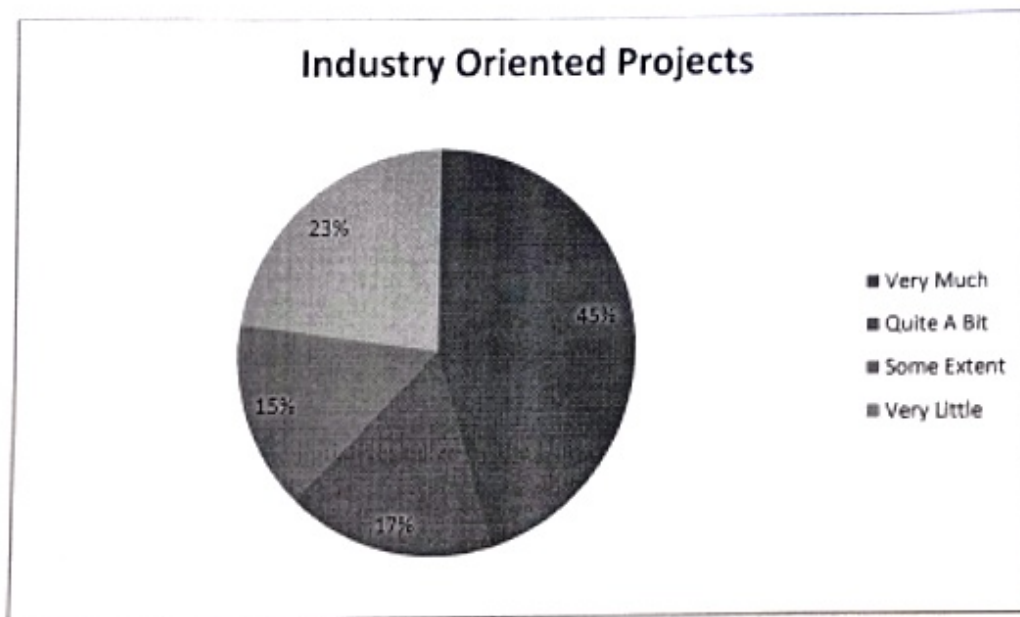
*[Handwritten Signature]*  
Head  
Department of Journalism  
& Mass Communication  
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Srinagar, Kangra-176215 (H.P.)

Were the administrators & teachers cooperative?



Rate the following academic initiatives taken by the University to improve know-how of the students.

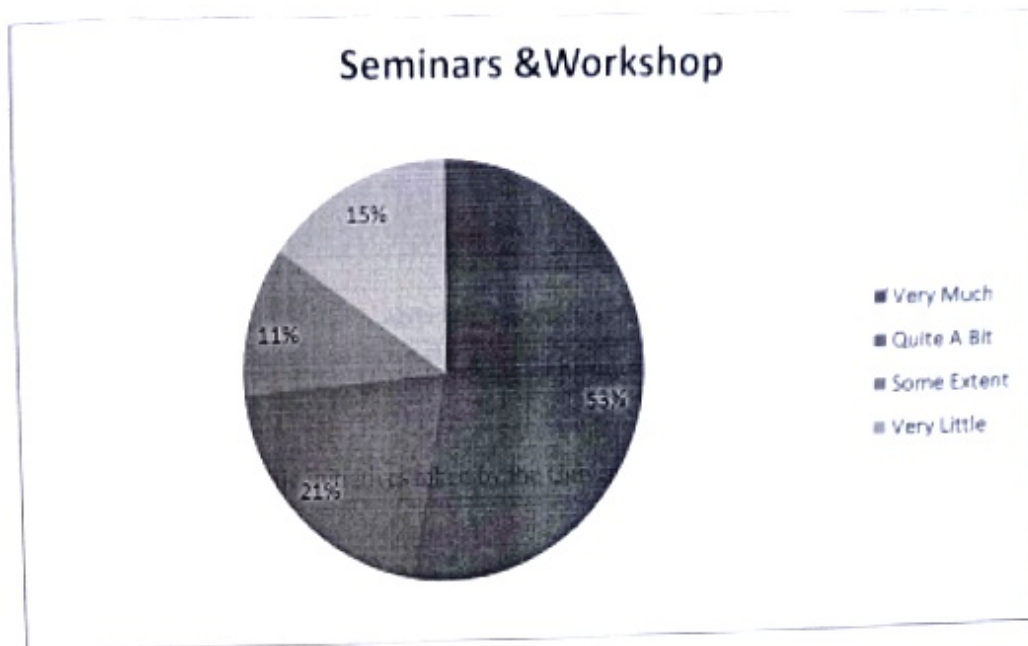
(a) Industry Oriented Projects :



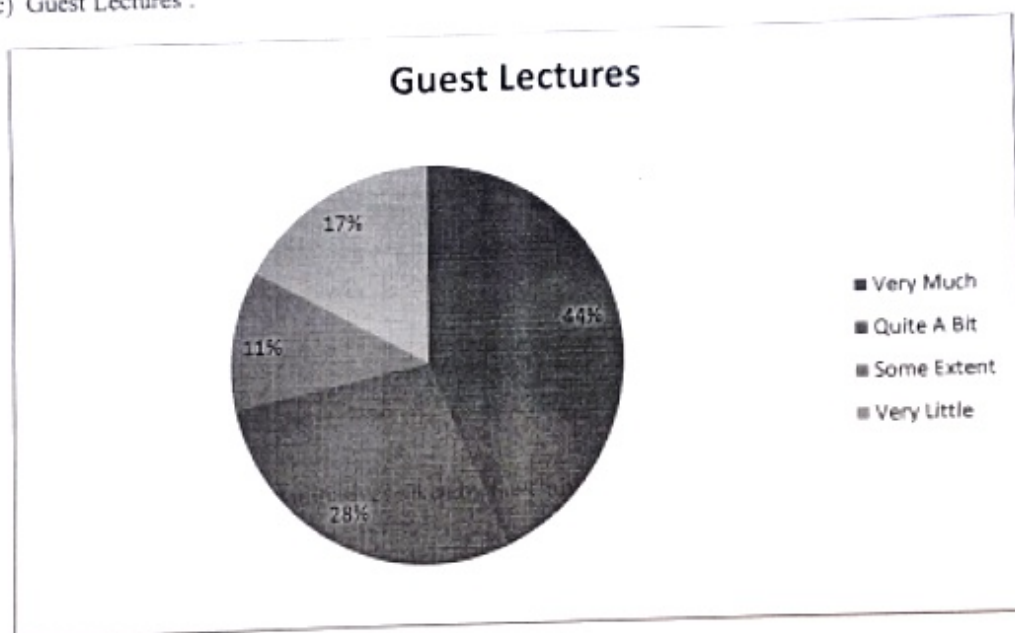
Head  
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Central University of Himachal Pradesh  
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Rate the following academic initiatives taken by the University to improve know-how of the students.  
(b) Seminars & Workshop :



Rate the following academic initiatives taken by the University to improve know-how of the students.  
(c) Guest Lectures :



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Rate the following academic initiatives taken by the University to improve know-how of the students.  
(d) Special Training Classes for bridging Industry/Academic gap.



  
Head  
Department of Journalism  
& Mass Communication  
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Dharamshala, Kangra-176215 (H.P.)



# Central University of Himachal Pradesh

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HIMACHAL PRADESH  
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## Department of Journalism & Mass Communication School of Journalism and Mass Communication & New Media

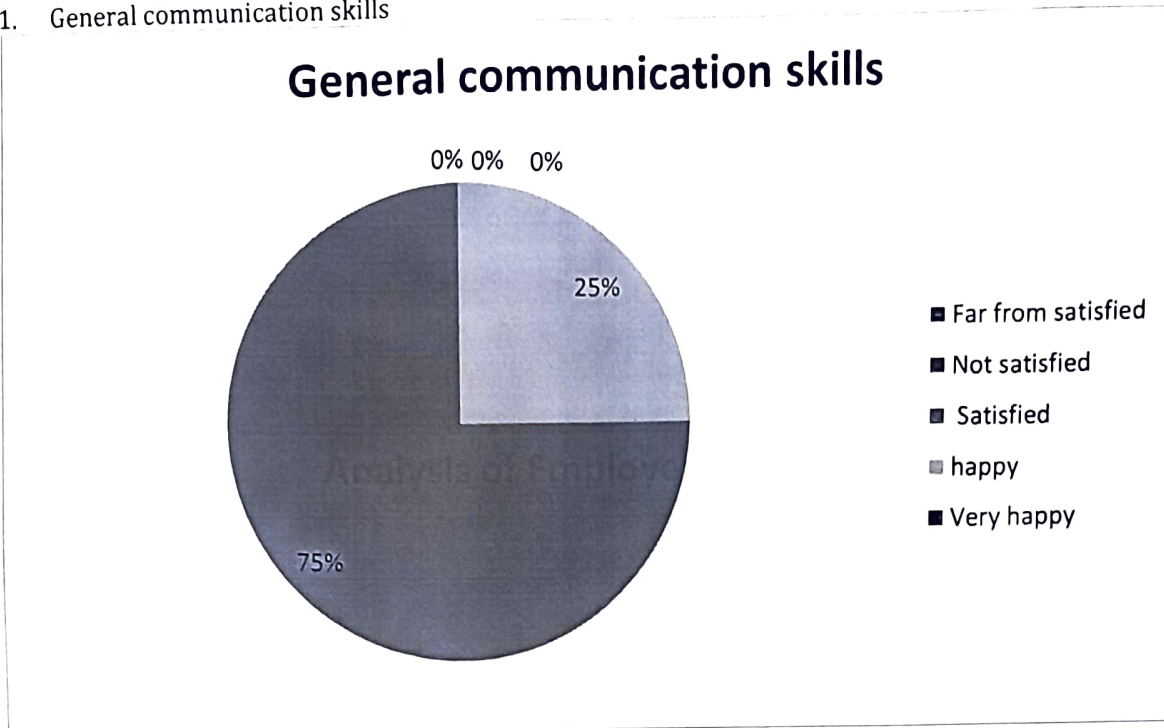
### Employers Feedback

Cumulative Feedback Analysis Datasheet (Employ Feedback)					
The Evaluation Scale: 1 - far from satisfied, 2 - not satisfied, 3 - satisfied, 4 - happy, 5 - very happy.					
How satisfied are you with the student/s work performance and the academic system which educated these candidates.	Number of employers who have assessed this as 1	Number of employers who have assessed this as 2	Number of employers who have assessed this as 3	Number of employers who have assessed this as 4	Number of employers who have assessed this as 5
1. General communication skills				1	3
2. Developing practical solutions to work place problems				1	3
3. Working as part of a team					4
4. Creative in response to workplace challenges				1	3
5. Self-motivated and taking on appropriate level of responsibility				1	3
6. Open to new ideas and learning new techniques					4
7. Using technology and workplace equipment				2	2
8. Ability to contribute to the goal of the organization					4
9. Technical knowledge/skill			2		2
10. Ability to manage/leadership qualities				1	3
11. Innovativeness, creativity				2	2
12. Relationship with seniors/peers/subordinates					4
13. Involvement in social activities					4

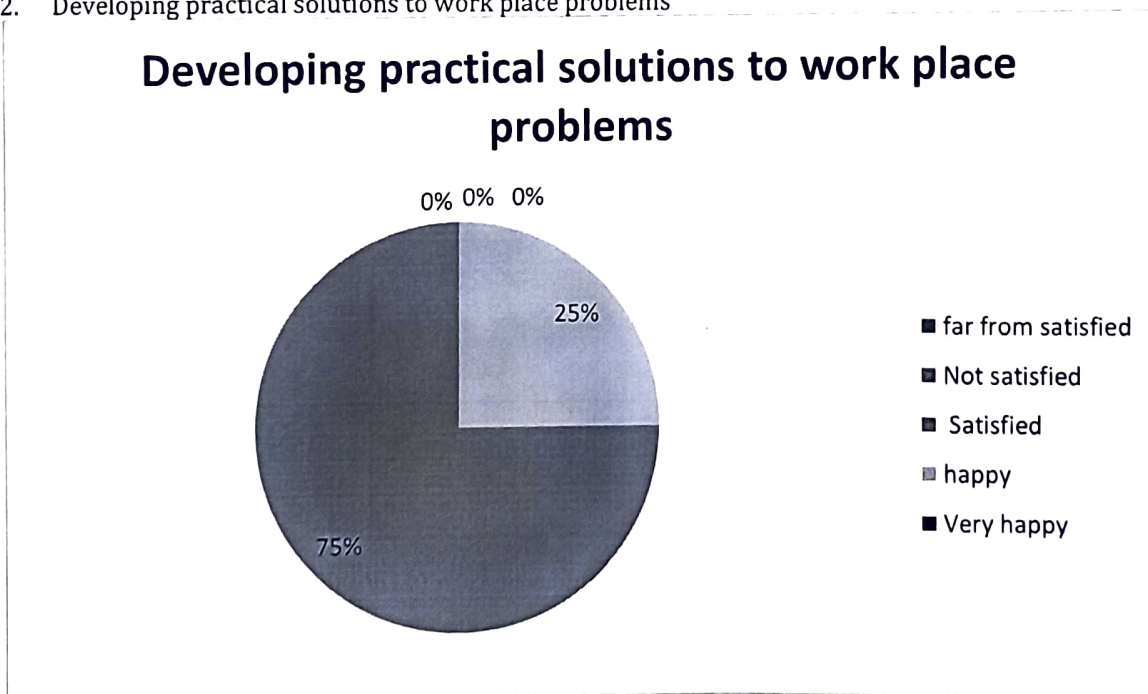
14. Ability to take up extra responsibility				2	2
15. Obligation to work beyond schedule if required		2		1	1

# Analysis of Employers Feedback

## 1. General communication skills



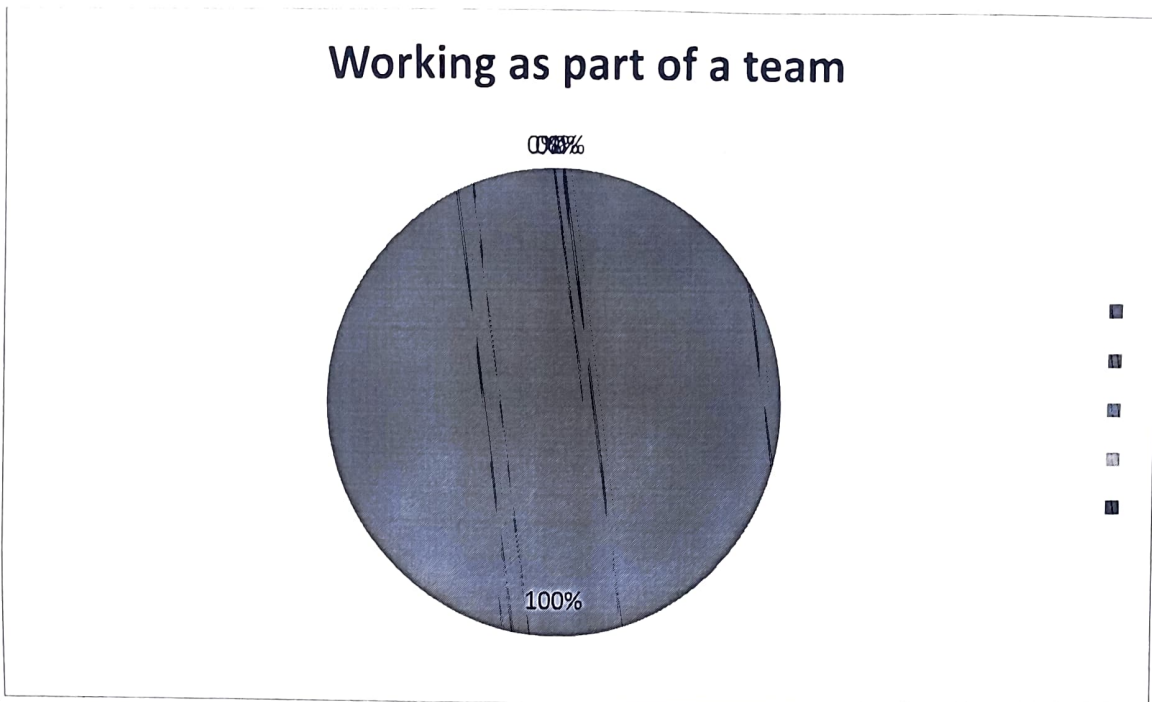
## 2. Developing practical solutions to work place problems



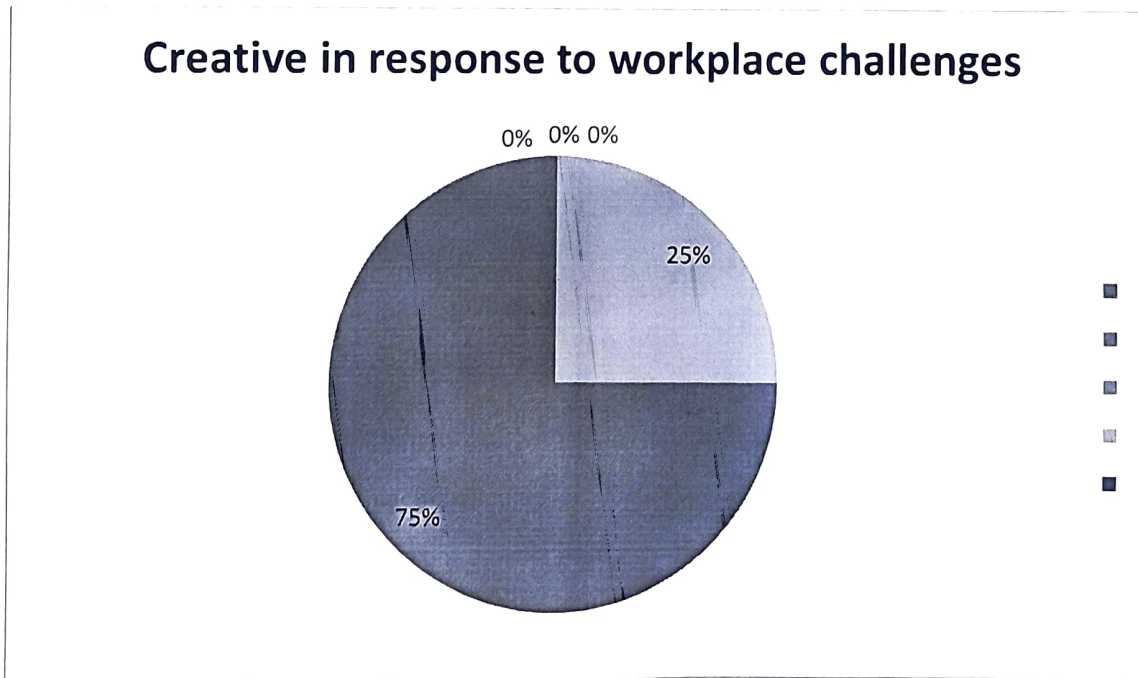
Dr. Anurag K. Singh  
Assistant Professor  
Department of Financial Practices  
Jawahar Education Society's Institute of Management Studies  
Warananagar, Pune - 411 004



3. Working as part of a team



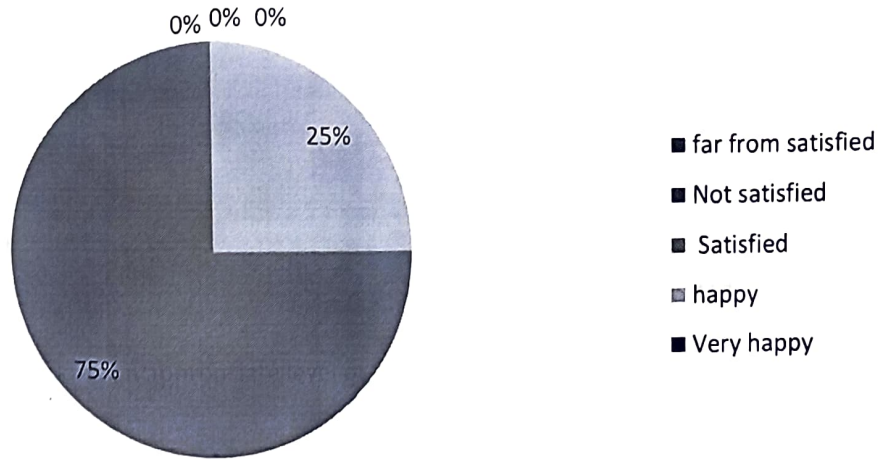
4. Creative in response to workplace challenges



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Department of Journalism  
Public Communication  
University of Bamako  
Bamako, Mali

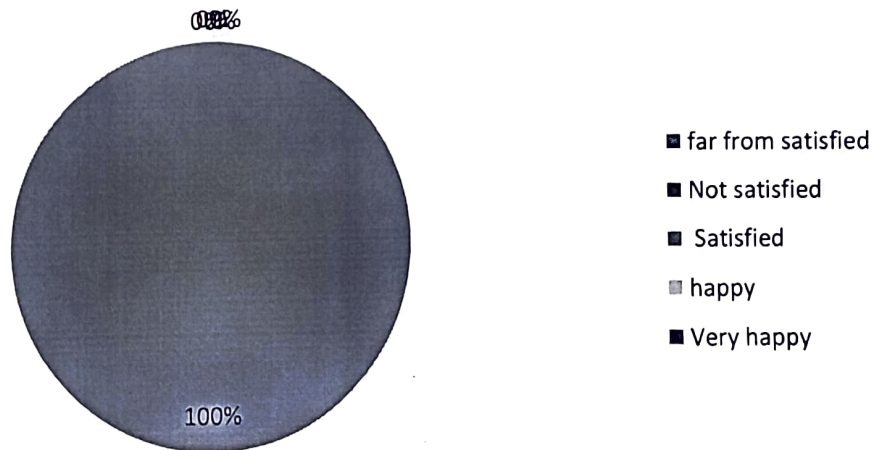
5. Self-motivated and taking on appropriate level of responsibility

### Self-motivated and taking on appropriate level of responsibility



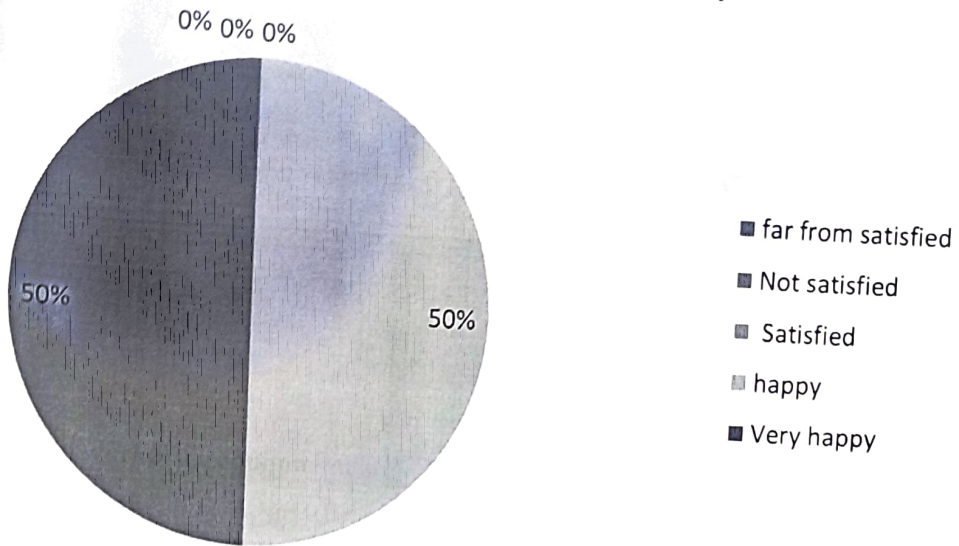
6. Open to new ideas and learning new techniques

### Open to new ideas and learning new techniques



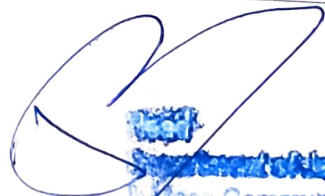
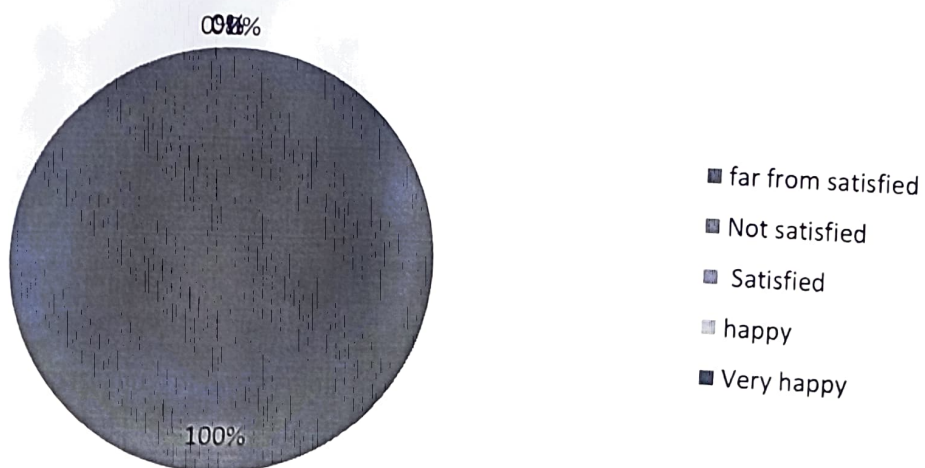
7. Using technology and workplace equipment

### Using technology and workplace equipment

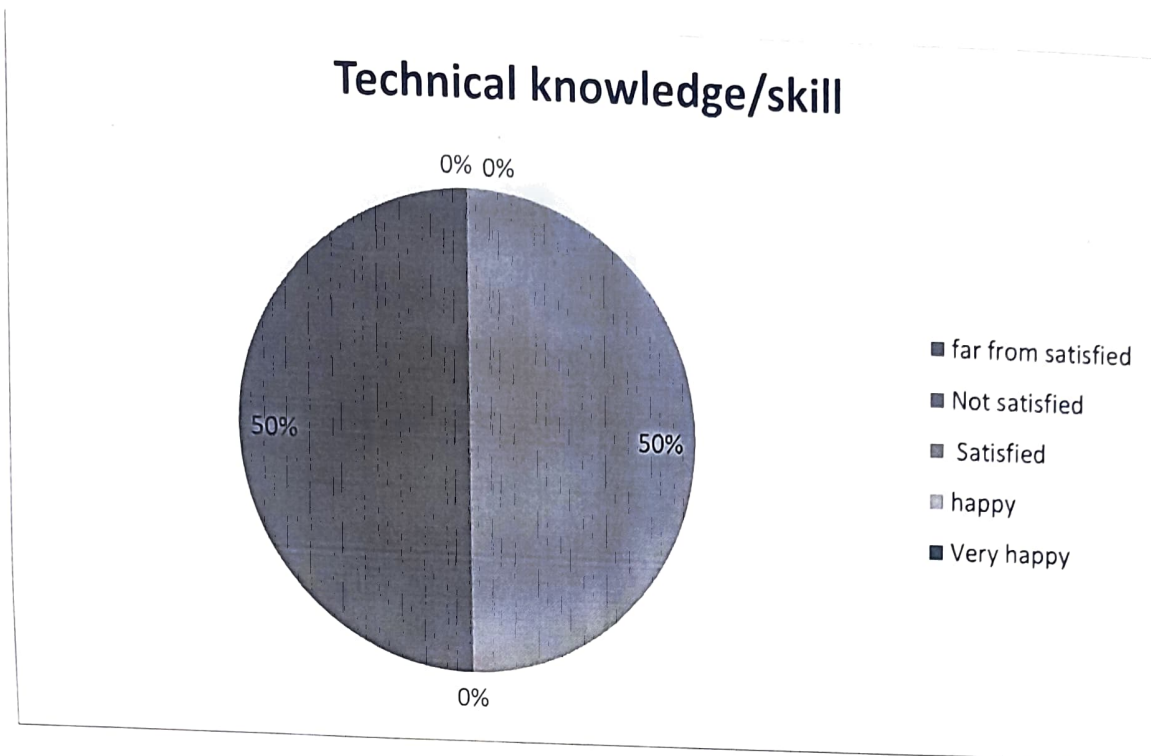


8. Ability to contribute to the goal of the organization

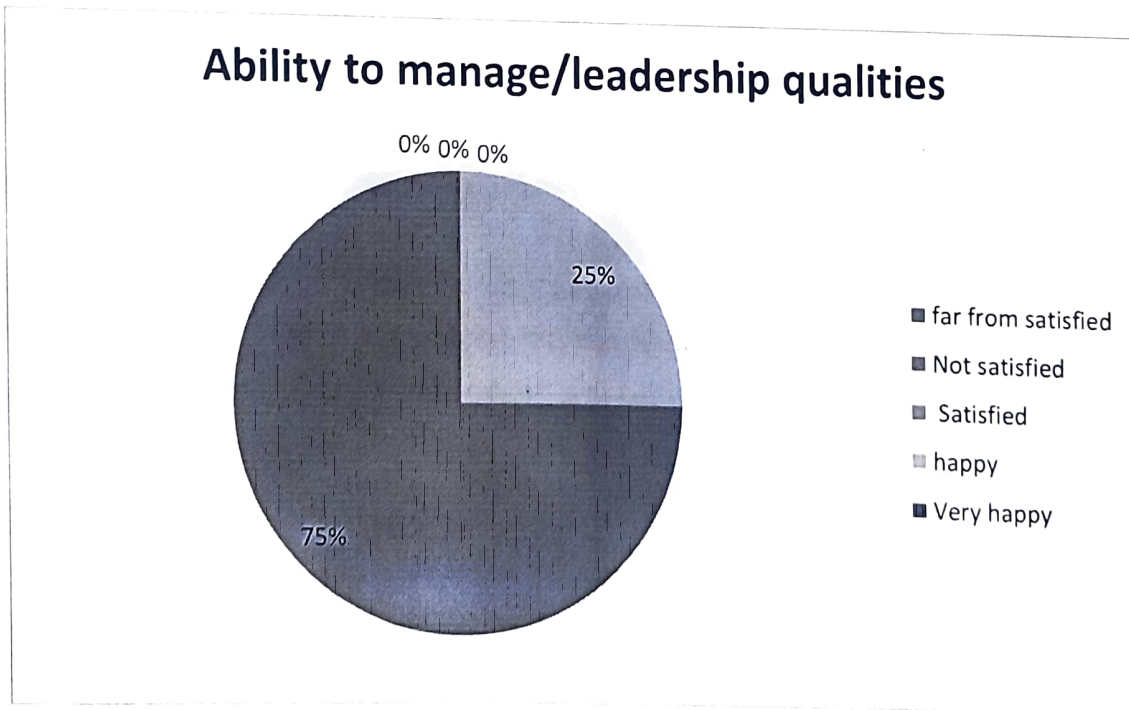
### Ability to contribute to the goal of the organization



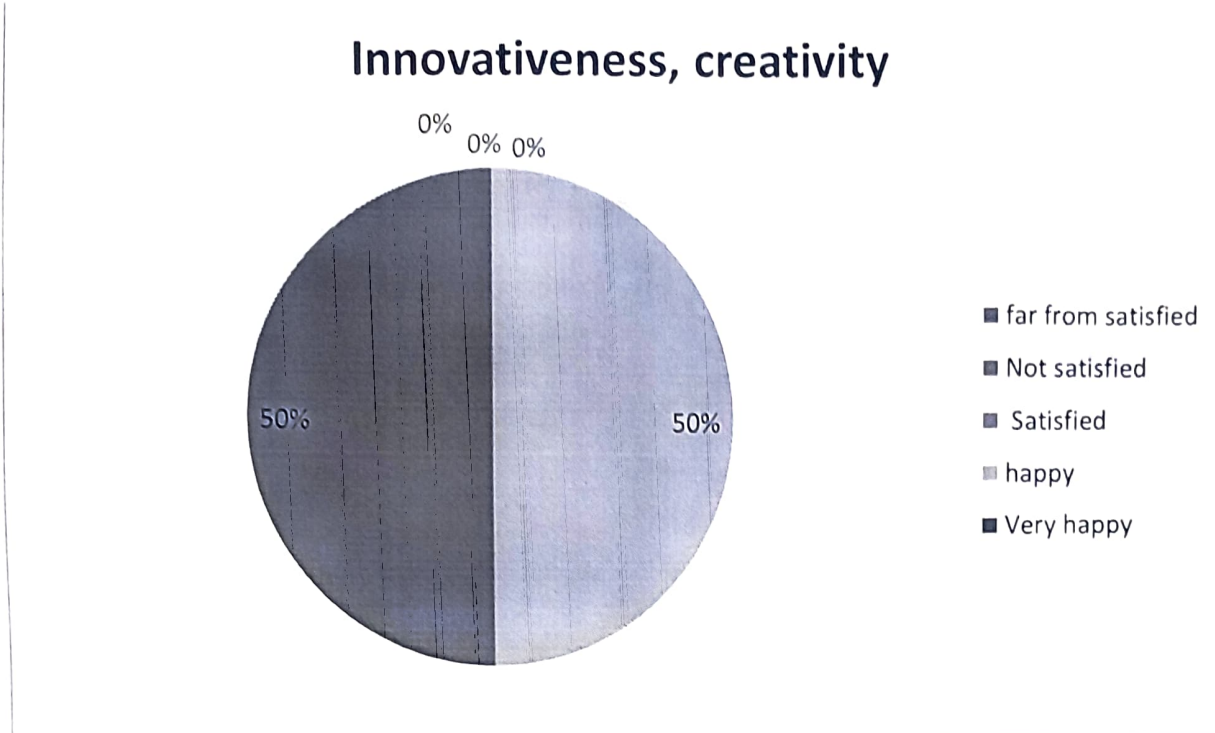
9. Technical knowledge/skill



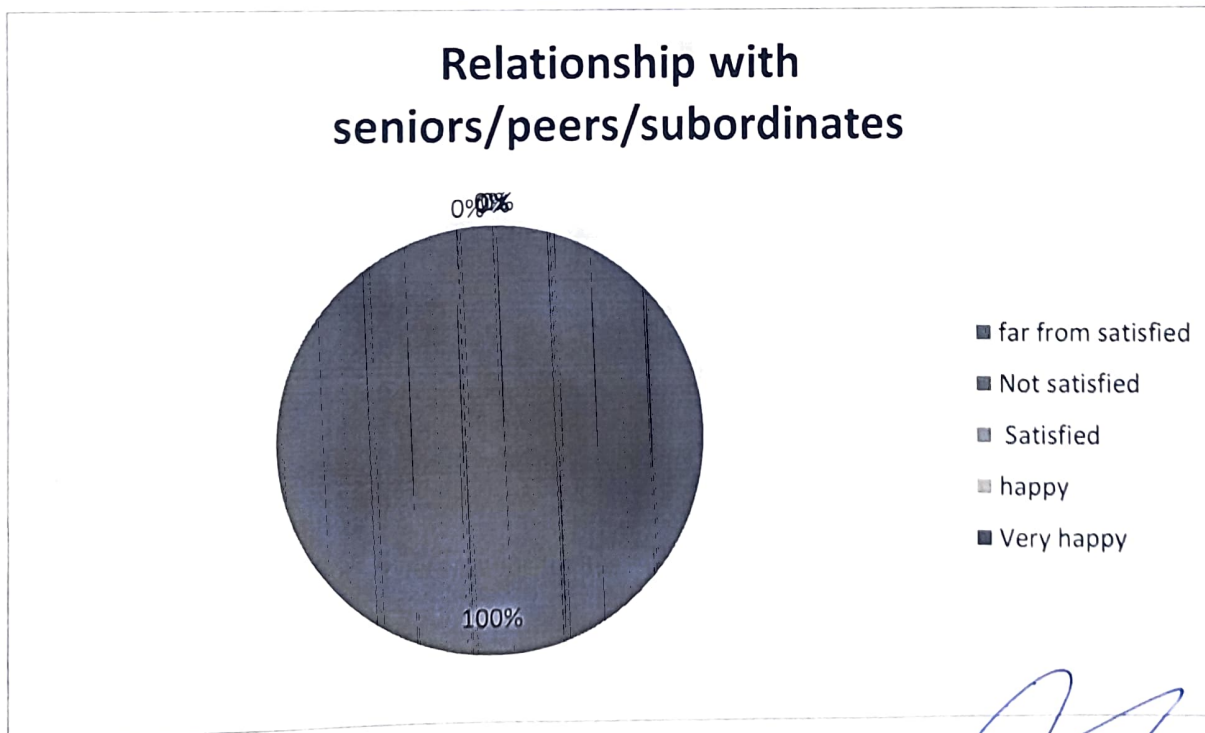
10. Ability to manage/leadership qualities



11. Innovativeness, creativity



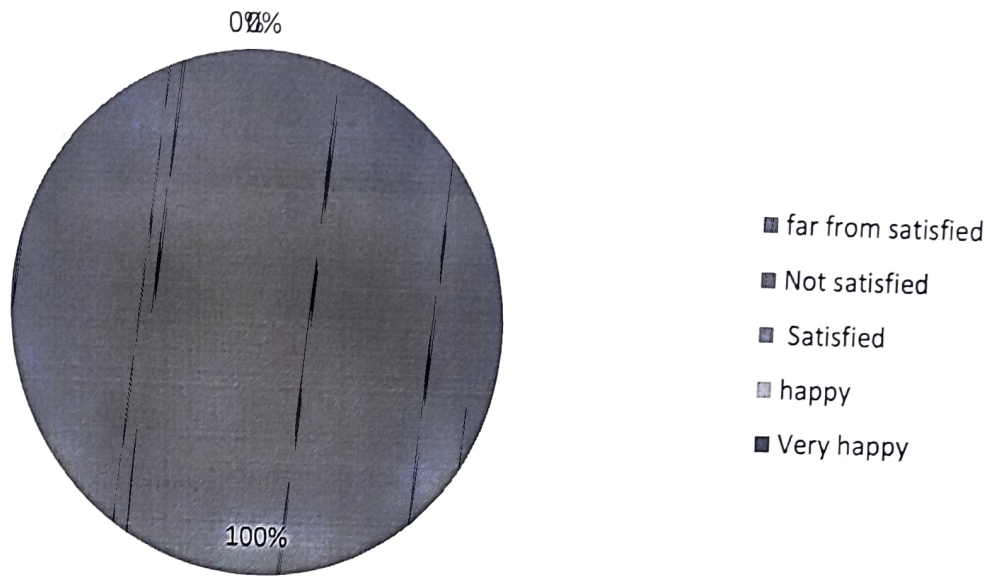
12. Relationship with seniors/peers/subordinates





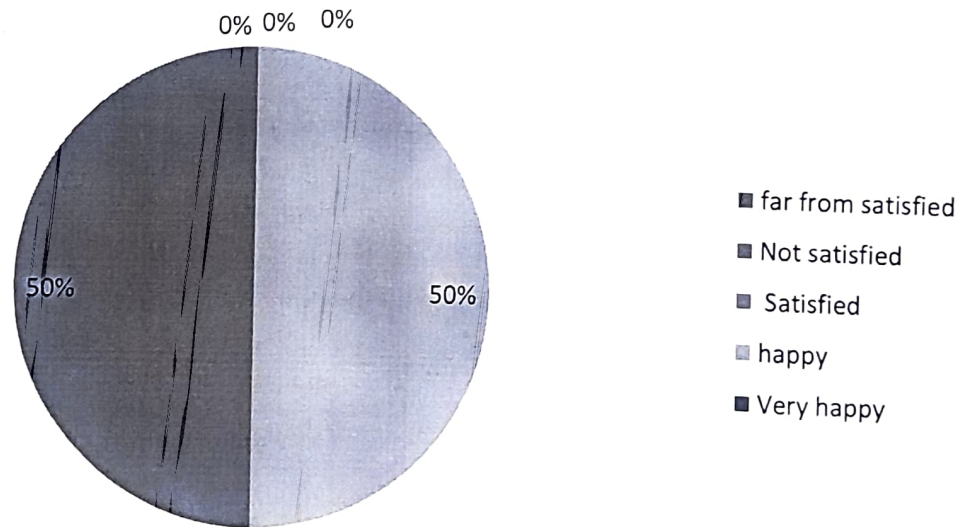
13. Involvement in social activities

### Involvement in social activities



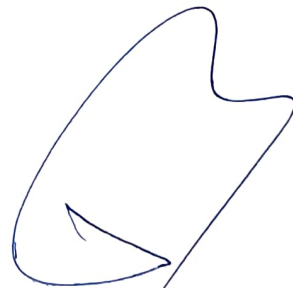
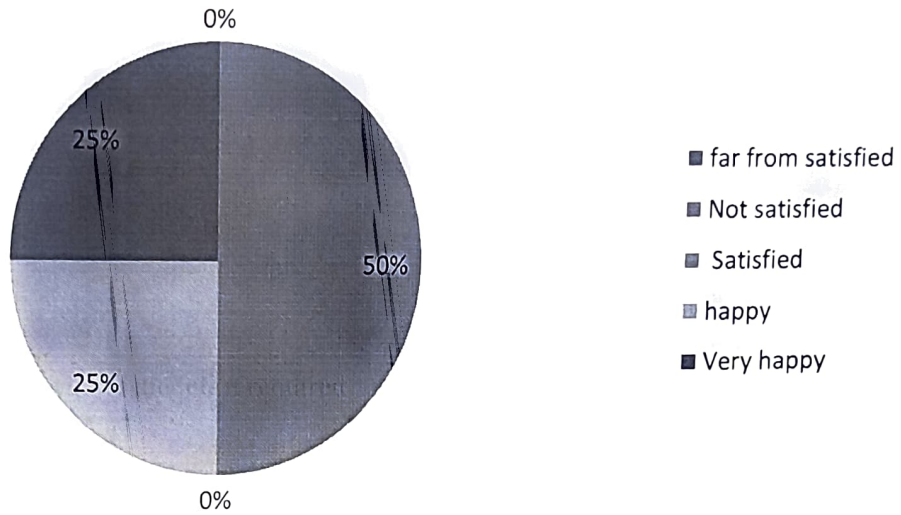
14. Ability to take up extra responsibility

### Ability to take up extra responsibility



15. Obligation to work beyond schedule if required

### Obligation to work beyond schedule if required



Department of Education  
Faculty of Communication  
Central University of Himachal Pradesh  
Shimla, Himachal Pradesh - 176215 India



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## Department of Journalism & Mass Communication School of Journalism and Mass Communication & New Media Teachers Feedback

Cumulative Feedback Analysis Datasheet (Teacher Feedback)				
Name of the Department/ Centre	Department of Journalism & Mass Communication (JMC)			
Name of the HOD Director	Prof. (Dr.) Pradeep Nair			
Designation	Professor			
Email Id.	nairdevcom@hpcu.ac.in			
Mobile Number:	9816600218			
Aspect of Feedback	Number of teachers who have strongly agreed	Number of teachers who have agreed	Number of teachers who have disagreed	Number of teachers who have strongly disagreed
The Vision, philosophy & objectives of the University are known	4	0	0	0
Aims and objectives of the syllabi are well defined and clear to teachers and students.	4	0	0	0
The course/programme of studies carries sufficient number of optional papers.	3	1	0	0
Programmes outcomes of the syllabi is well defined	3	1	0	0
Curriculum having good academic flexibility	3	1	0	0
The course content fulfils the need of students	4	0	0	0
Need to fully review the syllabus	2	1	0	1
Students are disciplined and respect the Staff members	4		0	0
University provides opportunities for continuous development of Staff	1	3	0	0
Equal opportunities for all staff is provided	2	2	0	0
University has adequate medical facilities and is equipped to handle medical and other emergencies	1	2	1	0
Rest rooms, toilets, laboratory, playground, classrooms are clean and well maintained	1	3	0	0
Clean drinking water is available	3		0	0
Laboratory requirements including equipments, chemicals and specimens are regularly provided	1	3	0	0

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Department of Journalism  
& Mass Communication  
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Expects students to hold authority in a broad teaching to students	1	1	0	0
Expects faculty and management to be involved in their research	1	1	0	0
Expects full attention to implementation of curriculum and to other matters in implementing their management practice	1	1	0	0
Authorities are approachable and accessible	2	2	0	0
There is a mechanism in place for staff and management contribution to the staff	2	2	0	0
There is a recognition towards appreciation of the individual work a given	2	2	0	0

### Analysis of Teacher Feedback

The Vision, philosophy & objectives of the University are known

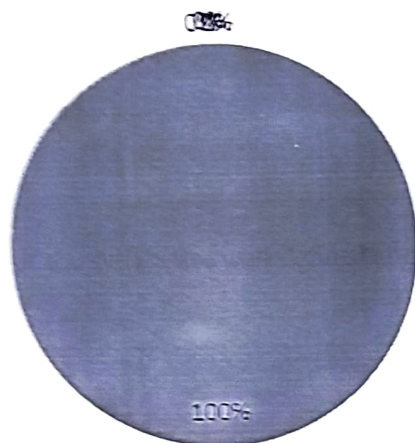
#### The Vision, philosophy & objectives of the University are known





Aims and objectives of the syllabi are well defined and clear to teachers and students.

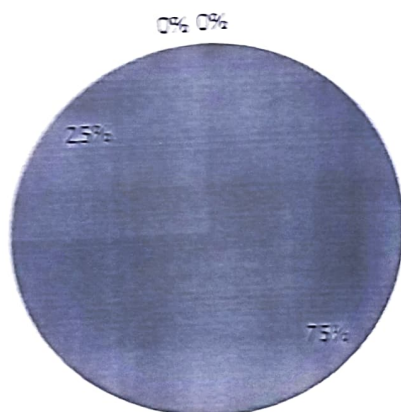
**Aims and objectives of the syllabi are well defined and clear to teachers and students.**



- Strongly agreed
- Agreed
- Strongly disagreed
- Disagreed

The course programme of studies carries sufficient number of optional papers.

**The course/programme of studies carries sufficient number of optional papers.**

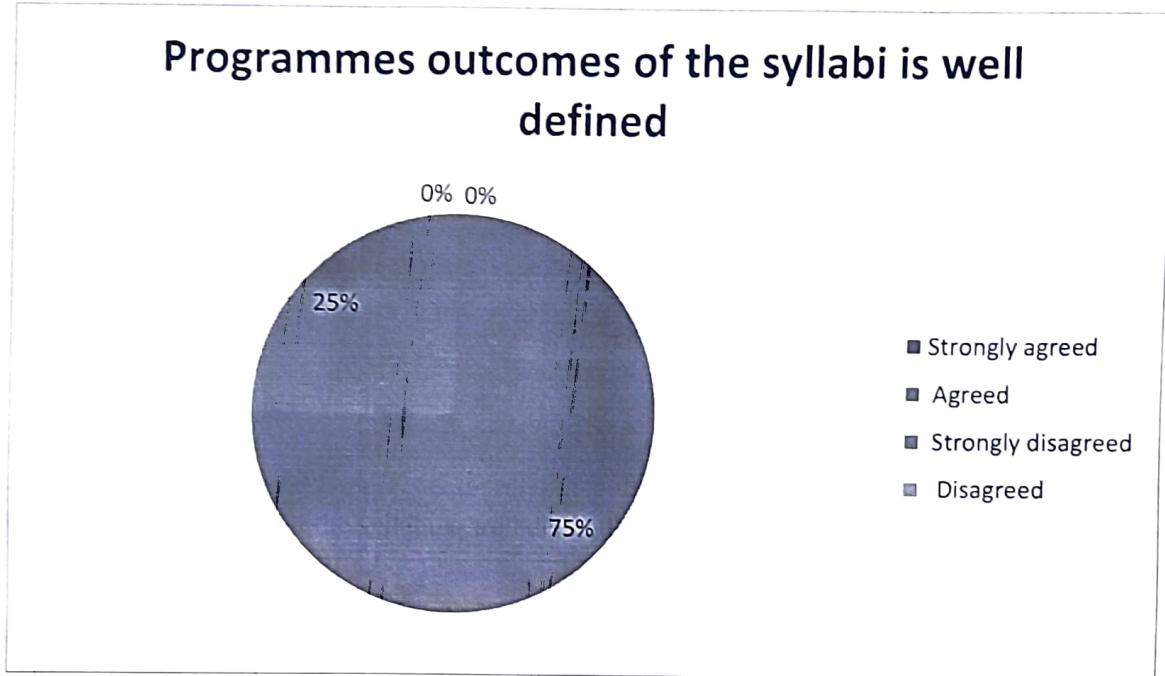


- Strongly agreed
- Agreed
- Strongly disagreed
- Disagreed

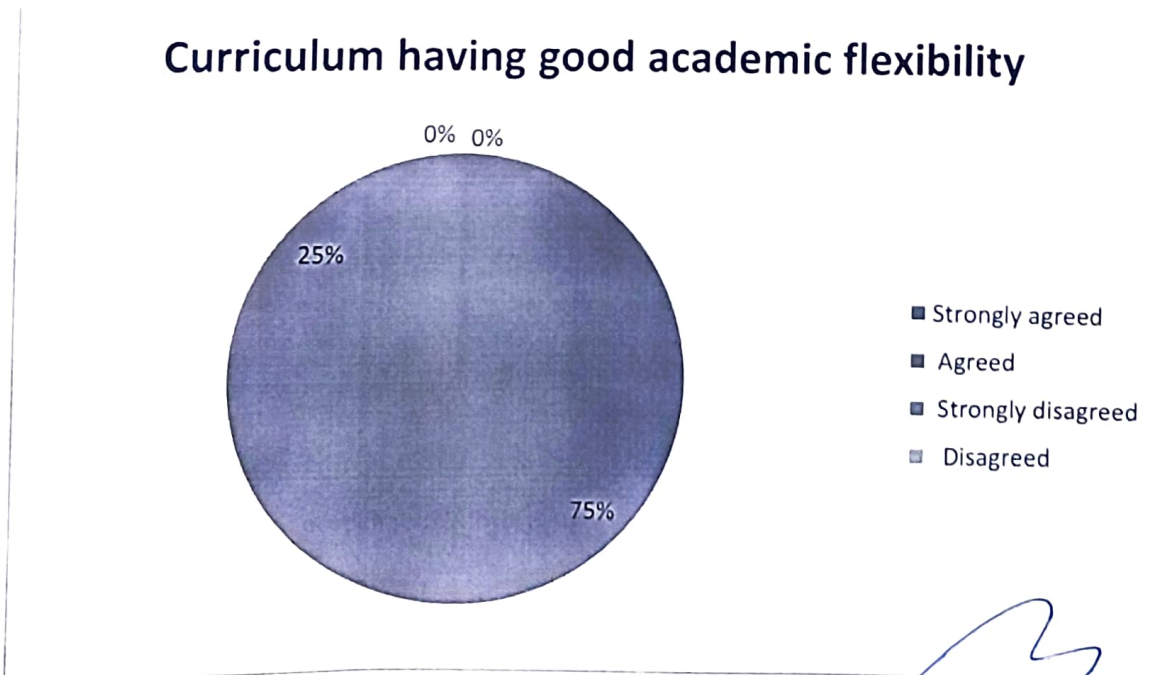
*[Handwritten Signature]*  
Department of Journalism  
University of Kerala  
Kollam  
712118 (M.P.)

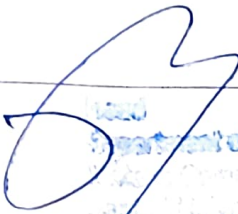


Programmes outcomes of the syllabi is well defined

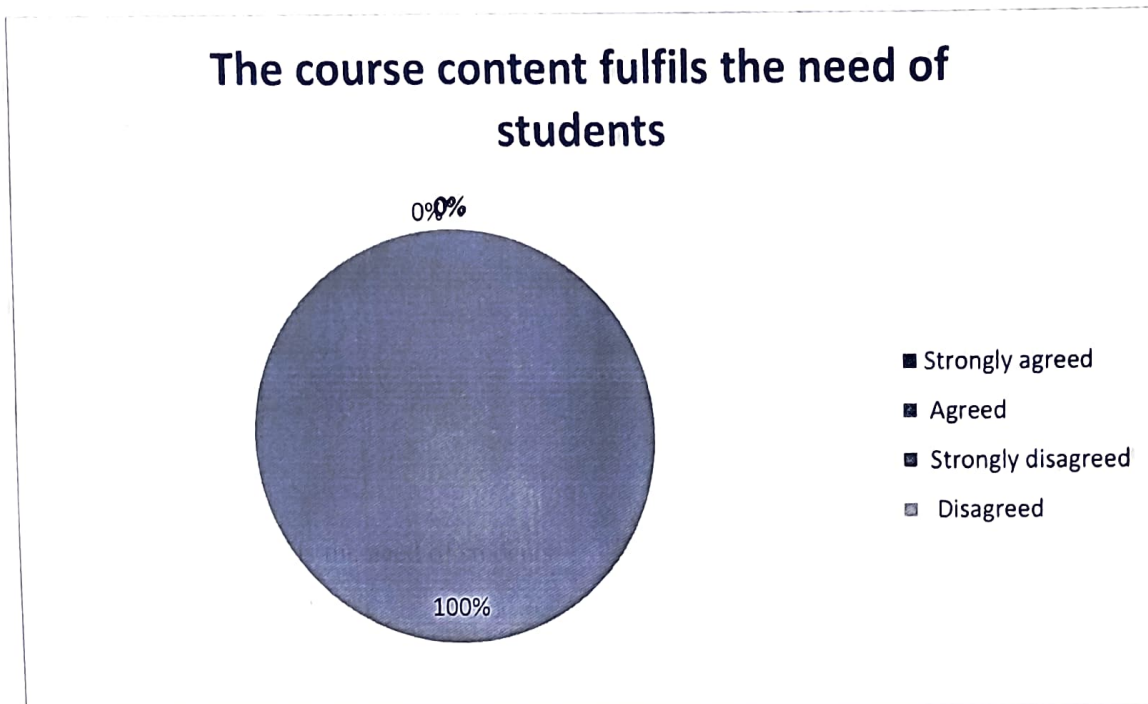


Curriculum having good academic flexibility

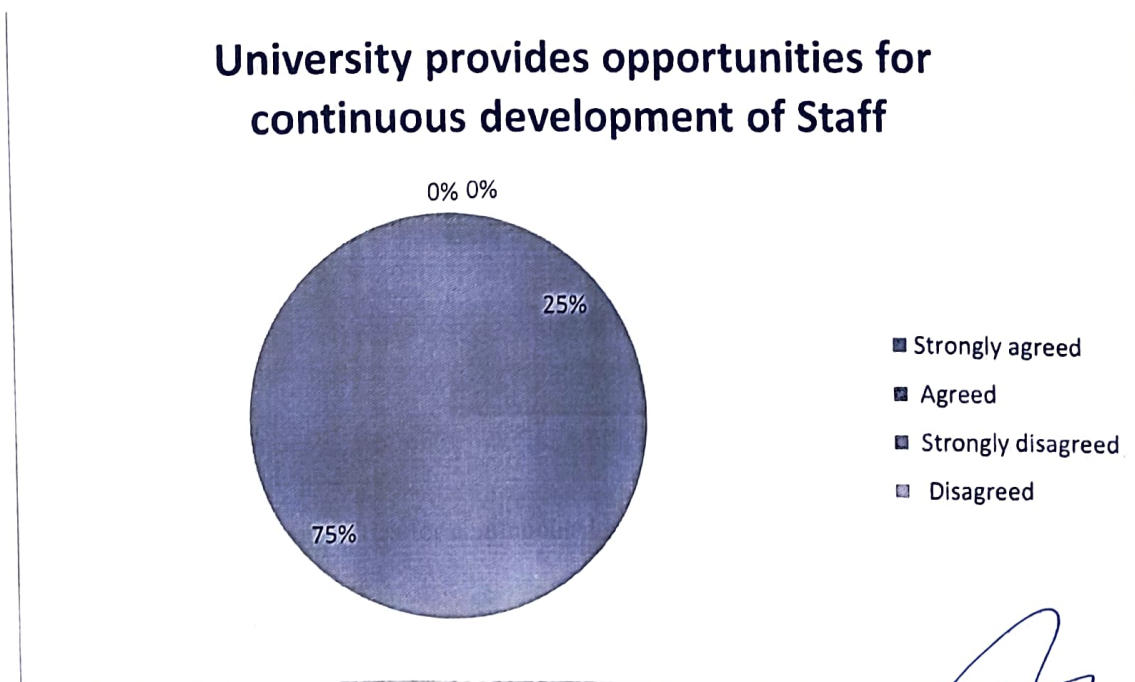


  
2020  
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& Communication  
University of Himachal Pradesh  
Ukaramchala, Kangra-176215 (N.P.)

The course content fulfils the need of students

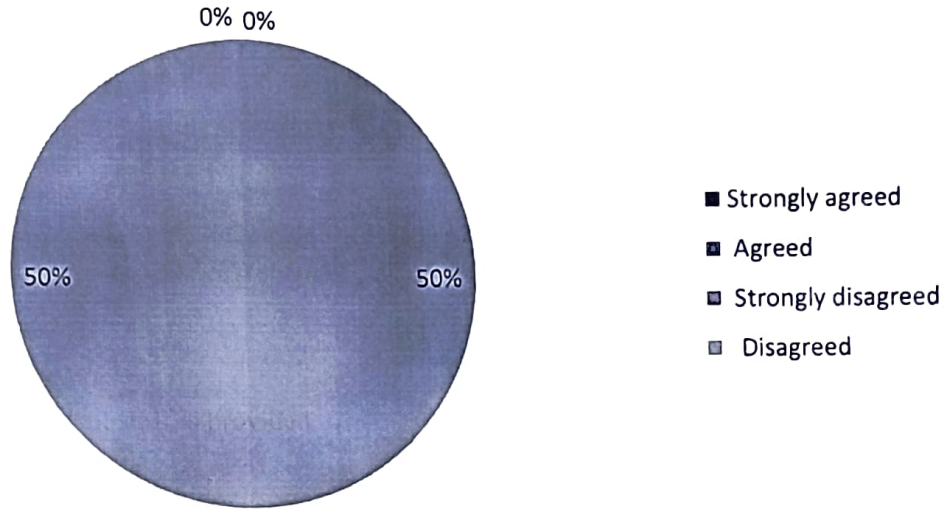


University provides opportunities for continuous development of Staff



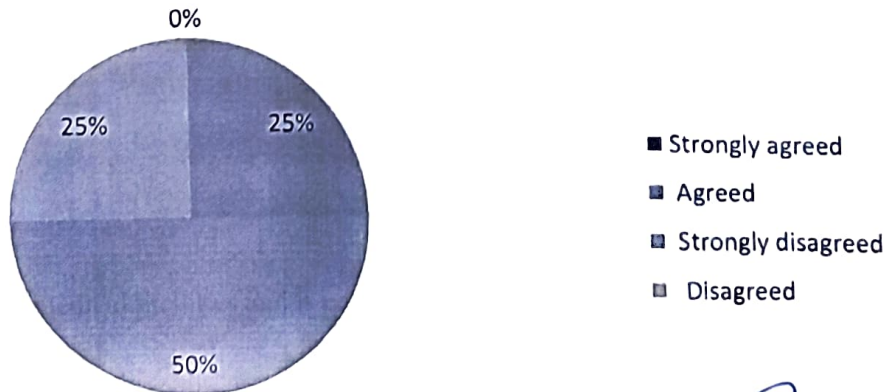
Equal opportunities for all staff is provided

### Equal opportunities for all staff is provided



University has adequate medical facilities and is equipped to handle medical and other emergencies

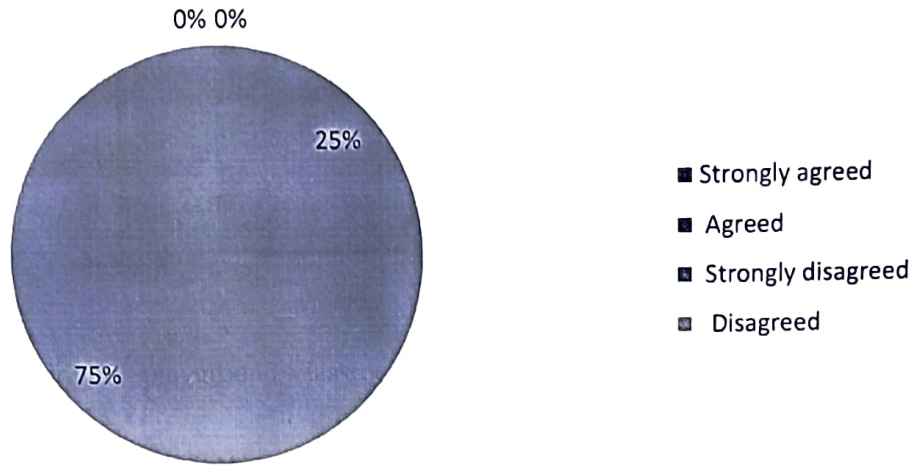
### University has adequate medical facilities and is equipped to handle medical and other emergencies



*[Handwritten Signature]*  
University of Jammu  
Faculty of Education  
Department of Educational Studies  
Jammu, Jammu and Kashmir  
City of Jammu, Jammu-180015 (J.K.)

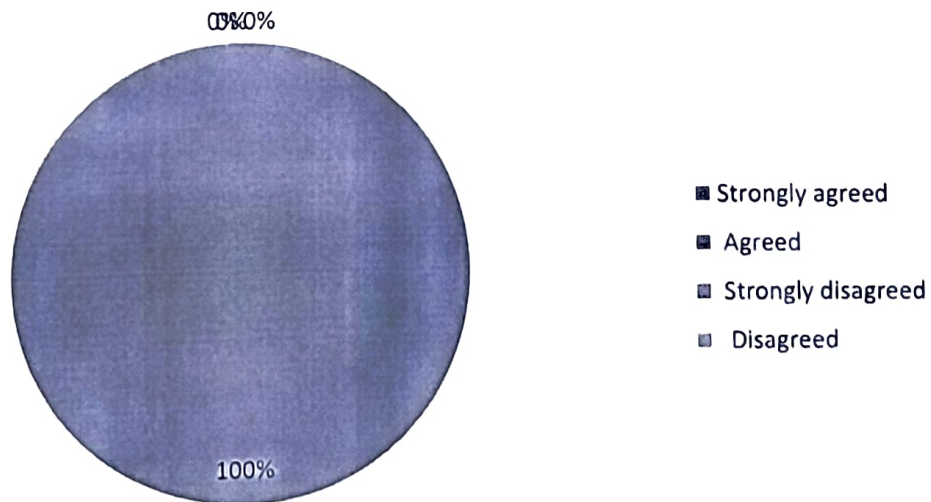
Rest rooms, toilets, laboratory, playground, classrooms are clean and well maintained

### Rest rooms, toilets, laboratory, playground, classrooms are clean and well maintained



Clean drinking water is available

### Clean drinking water is available

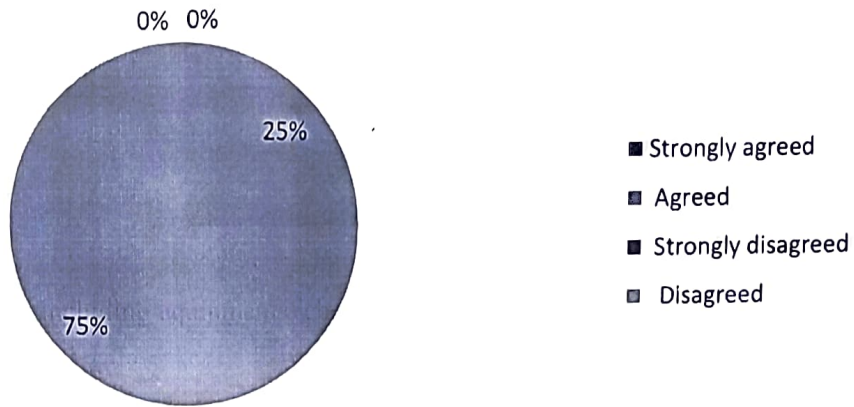


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Principal  
Government College of Fisheries  
Changanassery, Mangalore-576218 (K.A.P.)



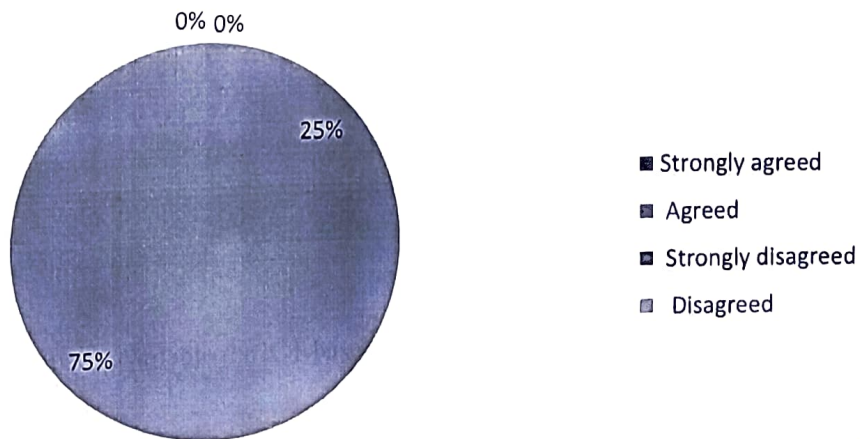
Laboratory requirements including equipments, chemicals and specimens are regularly provided

### Laboratory requirements including equipments, chemicals and specimens are regularly provided



Computer facilities are made available for ICT based teaching to students

### Computer facilities are made available for ICT based teaching to students

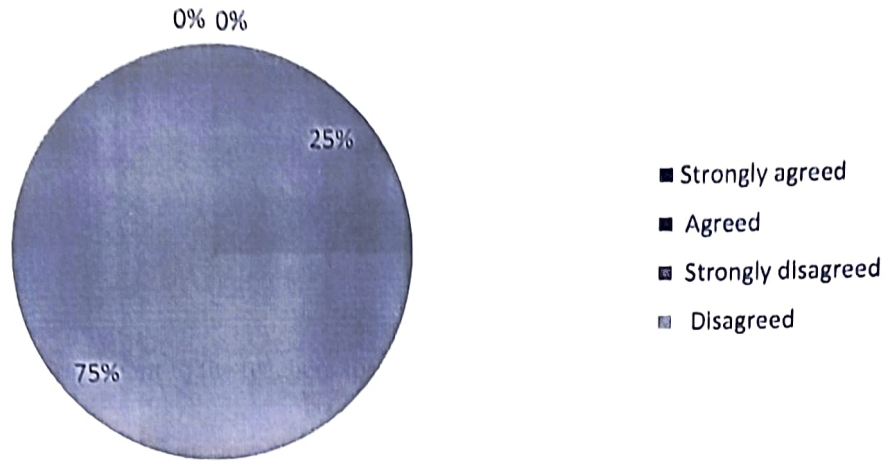


*[Handwritten signature]*  
Principal, St. Joseph's School, Bangalore-560015



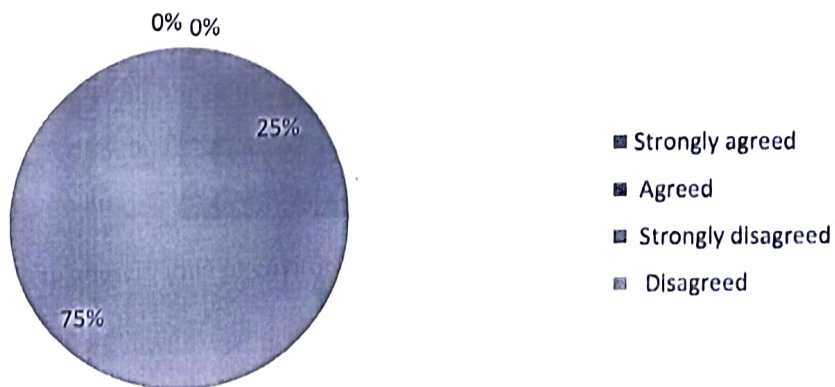
Good facility and encouragement to the teachers for their research

### Good facility and encouragement to the teachers for their research



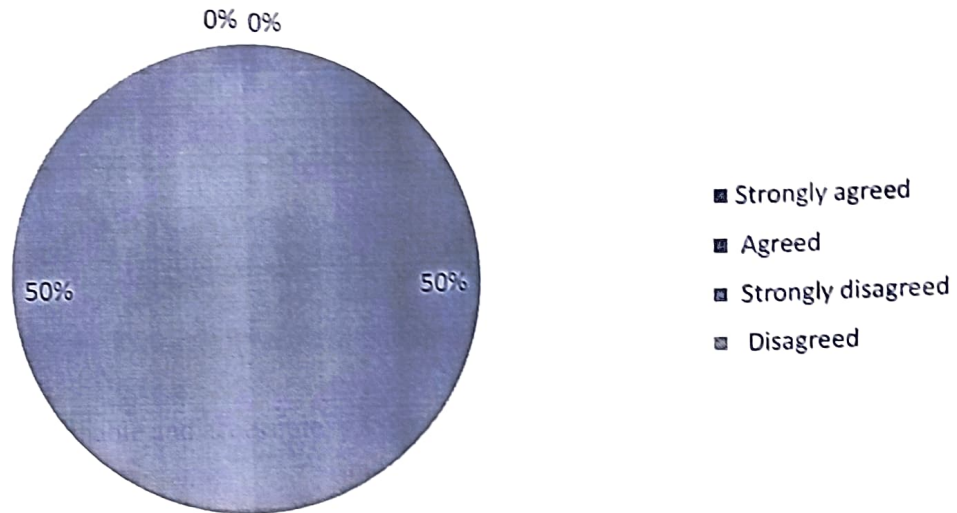
University pays attention to conservation of environment and has taken initiative on implementing waste management practices

### University pays attention to conservation of environment and has taken initiative on implementing waste management practices



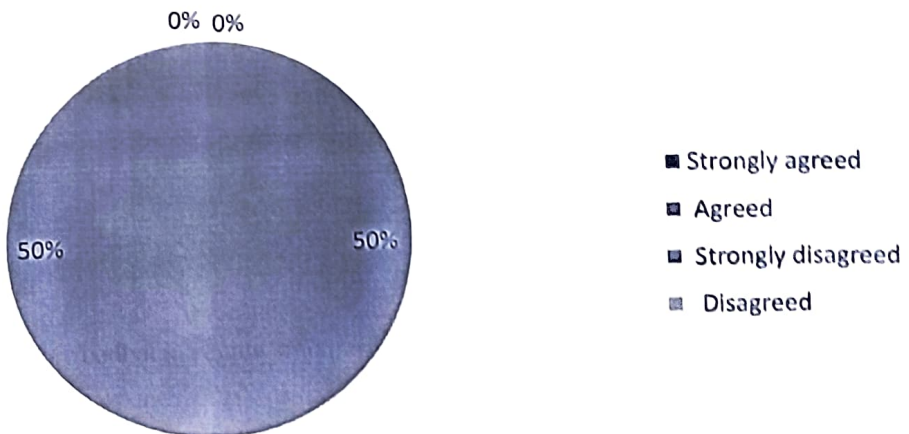
Authorities are approachable and accessible

### Authorities are approachable and accessible



There is a mechanism for feedback, review and performance enhancement for the staff

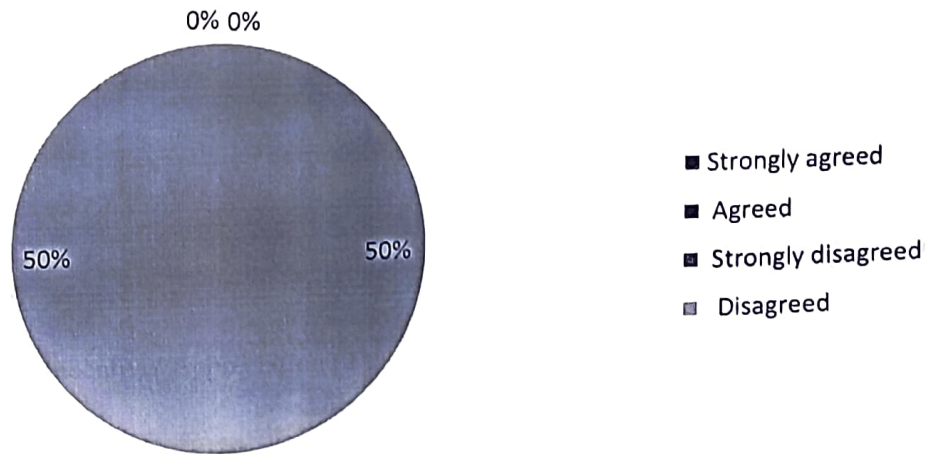
### There is a mechanism for feedback, review and performance enhancement for the staff



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There is a recognition/ Incentive/ Appreciation of the individual work is given

### There is a recognition/ Incentive/ Appreciation of the individual work is given







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### Report: Action Taken Based On Feedback (2016-17)

In a meeting of the faculty members of the Department of Journalism & Creative Writing, it was decided that the following courses shall be offered in the semesters in the academic session to address the feedback of the students and alumni regarding the need to incorporate skill-building and industry oriented courses.

Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

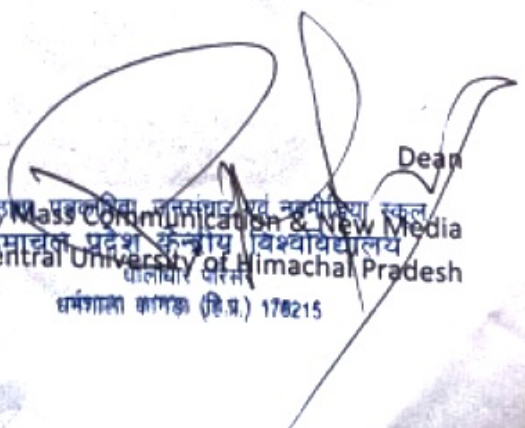
Skill-building courses	Industry Oriented Courses	Theoretical courses
Computer Applications for Journalism, JCW 405, Credit 4	News Report Writing, JCW 404, Credit 4	Development Communication, JCW 402, Credit 4
Writing for Journalists, JCW 536, Credit 4	Public Relations, JCW 504, Credit 4	Foundation Course-HM (Media and Gender), JCW 408, Credit 2
Foundation Course-Skill Development (Blogging), JCW 548, Credit 2	Feature and Creative Writing, JCW 406, Credit 2	Principles of Mass Communication, JCW 414, Credit 4
Film Appreciation, JCW 507, Credit 2	Copy Writing for Advertising, JCW 545, Credit 2	Media Laws & Ethics of Journalism, JCW 521, Credit 4
Designing & Editing in Print Media, JCW 412, Credit 4	Advertising, JCW 505, Credit 4	Mass Media Research, JCW 547, Credit 4
	Media Internship, JCW 530, Credit 4	
	Photojournalism, JCW	

	Media Management and Newspaper Production, JCW 407, Credit 4	
	Science and Environment Journalism, JCW 528, Credit 4	
	Web Journalism & Designing, JCW 506, Credit 4	

It was also decided that more courses which are industry-oriented needs to be suggested and approved in the BoS. The following courses were suggested to be approved by the upcoming BoS:

- Quantitative Techniques for Mass Media Research
- Rural Journalism
- Audio Video Basics
- Reporting the Economy
- Branding
- Media Production Techniques
- Social Media Branding

It was decided that academicians/industry experts shall be invited to the campus to interact with the Masters Students and Research Degree students regarding the changing dynamics of academy-industry interface.

  
 Dean  
 School of Journalism, Mass Communication & New Media  
 हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय  
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## Report: Action Taken Based On Feedback (2017-18)

The Department of Journalism & Mass Communication organized a meeting to discuss the feedback received from the students and alumni of the department. In the meeting, it was unanimously decided that the department shall offer more industry oriented courses during the upcoming semester. One of the suggestions received from the students and alumni was regarding balancing the theoretical portion of the syllabus with the practical portion. To incorporate this suggestion, it was also unanimously decided that the package of courses offered by the department during the upcoming semesters should have a better theory-practical balance to improve the contextual understanding of the students and skilling them for the professional arena. A major suggestion from the students and the alumni members was to hold more co/extra-curricular activities and industry interactions. So during the meeting it was unanimously decided to organize more interaction activities and events to improve students' industry exposure.

Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

Skill-building courses	Industry Oriented Courses	Theoretical courses
Computer Applications for Journalism, JCW 405, Credit 4	News Report Writing, JCW 404, Credit 4	Development Communication, JCW 402, Credit 4
Writing for Journalists, JCW 536, Credit 4	Public Relations, JCW 504, Credit 4	Foundation Course-HM (Media and Gender), JCW 408, Credit 2
Foundation Course-Skill Development (Blogging), JCW 548, Credit 2	Feature and Creative Writing, JCW 406, Credit 2	Principles of Mass Communication, JCW 414, Credit 4
Film Appreciation, JCW 507, Credit 2	Copy Writing for Advertising, JCW 545,	Media Laws & Ethics of Journalism, JCW 521,

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Department of Journalism  
& Mass Communication  
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	Credit 2	Credit 4
Designing & Editing in Print Media, JCW 412, Credit 4	Advertising, JCW 505, Credit 4	Mass Media Research, JCW 547, Credit 4
	Media Internship, JCW 530, Credit 4	
	Photojournalism, JCW 502, Credit 4	
	Media Management and Newspaper Production, JCW 407, Credit 4 Science and Environment Journalism, JCW 528, Credit 4	
	Web Journalism & Designing, JCW 506, Credit 4	

To address the concerns of the students regarding lesser number of skill oriented courses in the syllabus, it was decided that the following new skill based courses shall be introduced for the upcoming semesters

1. Science & Technology Journalism, JCW 526, Credit 2
2. Audio Video Basics, JCW 559, Credit 4

In order to improve the industry interactions and understanding of the students, it was decided that the following events shall be organized during the session:

**International Fact Check Day Celebration:** To make students aware of the new job roles and professional practices emerging in the area of fact checking as a journalistic practice, it was decided that the International Fact Check Day be celebrated by organizing students competitions and interactions.



It was decided that an academican/industry expert be invited to the campus to interact with the Masters Students and Research Degree students regarding the changing dynamics of academy-industry interface.

Dean

School of Journalism, Mass Communication & New Media

Central University of Himachal Pradesh

हिमाचल प्रदेश केंद्रीय विश्वविद्यालय

धौलाधार परिसर

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### Report: Action Taken Based On Feedback (2018-19)

In consideration of the informal student and alumni feedback on the courses offered and activities carried out by the department of Journalism & Communication, a meeting of all the faculty members was held under the chairmanship of the HoD in which it was decided that more industry oriented courses should be offered to the students in order to enhance their industry exposure and employability. During the meeting also it was unanimously decided that the package of courses offered by the department during the upcoming semesters should have a theory-practical balance to improve the contextual understanding of the students. A major suggestion from students and alumni members were to hold more activities and industry interactions. So the meeting has decided to organize more interaction activities and events to improve students' industry exposure.

Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

Skill-building courses	Industry Oriented Courses	Theoretical courses
Computer Applications for Journalism, JCW 405, Credit 4	News Report Writing, JCW 404, Credit 4	Development Communication, JCW 402, Credit 4
Writing for Journalists, JCW 536, Credit 4	Public Relations, JCW 504, Credit 4	Foundation Course-HM (Media and Gender), JCW 408, Credit 2
Foundation Course-Skill Development (Blogging), JCW 548, Credit 2	Feature and Creative Writing, JCW 406, Credit 2	Principles of Mass Communication, JCW 414, Credit 4
Film Appreciation, JCW 507, Credit 2	Copy Writing for Advertising, JCW 545, Credit 2	Media Laws & Ethics of Journalism, JCW 521, Credit 4
Designing & Editing in Print Media,	Advertising, JCW 505,	Mass Media Research,



JCW 412, Credit 4	Credit 4	JCW 547, Credit 4
	Media Internship, JCW 530, Credit 4	
	Photojournalism, JCW 502, Credit 4	
	Media Management and Newspaper Production, JCW 407, Credit 4 Science and Environment Journalism, JCW 528, Credit 4	
	Web Journalism & Designing, JCW 506, Credit 4	

To address the concerns in the feedback, it was decided that the following new skill based courses can also be introduced for the upcoming semesters

1. Science & Technology Journalism, JCW 526, Credit 2
2. Audio Video Basics, JCW 559, Credit 4

In order to improve the industry interactions and understanding of the students, it was decided that the following events during the session:

International Fact Check Day Celebration: To make students aware of the new job roles and professional practices emerging in the area of fact checking as a journalistic practice, it was decided that the International Fact Check Day be celebrated by organizing students competitions and interactions. It was decided that an academican/industry expert be invited to the campus to interact with the Masters Students and Research Degree students regarding the changing dynamics of academy-industry interface.

Dean  
School of Journalism, Mass Communication & New Media

Central University of Jharkhand, Ranchi  
Jharkhand Pradesh  
धर्मशाला कक्षा (हि.प्र.) 176216





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## Report: Action Taken Based On Feedback (2019-20)

A meeting of the faculty members was held in the chamber of the Dean, School of JMC&NM to address the feedback from the students regarding the courses and activities of the Department of Journalism & Mass Communication. During the meeting it was unanimously decided that the package of courses to be offered by the department during the upcoming semesters shall be based on the suggestions received from the students and the alumni. Considering the student feedback and also to accommodate changing industry practices, content/syllabus of certain courses was updated. To address the suggestions to conduct more industry interactions and events, the meeting has decided to organize more activities during the academic session.

Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

Skill-building courses	Industry Oriented Courses	Theoretical courses
Practicum-1, JCW 416, Credit 4	News Report Writing, JCW 404, Credit 4	Development Communication, JCW 402, Credit 4
Practicum-2, JCW 417, Credit 4	Basics of Corporate Communications, JCW 539, Credit 4	Foundation Course-HM (Media and Gender), JCW 408, Credit 2
Foundation Course-Skill Development (Blogging), JCW 548, Credit 2	Feature and Creative Writing, JCW 406, Credit 2	Principles of Mass Communication, JCW 414, Credit 4
Media Product (Web Content Production), MCE 528, Credit 4	Business Journalism, JCW 513, 4 Credits	Media Laws & Ethics of Journalism, JCW 521, Credit 4
	Advertising, JCW 505, Credit 4	Mass Media Research, JCW 547, Credit 4

	Media Internship, JCW 530, Credit 4	Dissertation, MCE 518, Credit 4
	Photojournalism, JCW 502, Credit 4	
	Legislature Journalism, JCW 510, Credit 4	
	Web Journalism & Designing, JCW 506, Credit 4	

The student feedback stressed upon the need to include more skill based courses in the syllabus. To address the concerns in the feedback, it was decided that the following skill based courses can also be introduced for the upcoming academic session.

1. Business Journalism, JCW 513, 4 Credits
2. Legislature Journalism, JCW 510, Credit 4
3. Media Product (Web Content Production), MCE 528, Credit 4
4. Dissertation, MCE 518, Credit 4

The syllabi of the following courses were updated based on student & alumni feedback and also based on changes happening in the industry:

1. Advertising, JCW 505, Credit 4
2. Science & Environment Journalism, JCW 528, 4 Credits

In order to improve the industry interactions and understanding of the students, it was decided that the following events shall be organized during the session:

**Workshop on Fact checking:** To help students pick up new skills in the industry, it was decided in the meeting that a workshop on fact-checking and verification be held by inviting a trained fact-checker who can impart fact-checking skills to students and local journalists.

Dean

School of Journalism, Mass Communication & New Media  
 हिन्दू विश्वविद्यालय, प्रवेश द्वार, नवमोडिया, दिल्ली  
 धर्मशास्त्रा कक्षा (हि.प्र.) 176215





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## Report: Action Taken Based On Feedback (2020-21)

The department of Journalism & Mass Communication, School of Journalism, Mass Communication and New Media organized a meeting to deliberate upon the feedback received from the students of the department. The meeting was chaired by the Head of the Department and attended by all the faculty members. The members deliberated at length about various suggestions received from the alumni and the students of the department regarding the syllabus, pedagogical approaches and extra/co-curricular activities. It was unanimously decided by the members that the courses offered to the students of the department should be enhanced by incorporating the feedback of the students and keeping in view the framework of the NEP-2020. One of the major suggestions of the students was that the Department should endeavour to increase industry interactions and organize more skill development / industry training sessions. To address the suggestions to conduct more industry interactions and events, it was decided that more industry interactions, events and training sessions shall be organized during the next academic session.

In order to improve the industry interactions and understanding of the students, it was decided that the following events during the session:

**Film Screening and Writing workshop:** To improve students ability to critically appreciate films, it was decided that film screenings and film review writing workshops be organized in collaboration with the Dharamshala International Film Festival.

To improve the industry interaction, as per the feedback of the alumni, it was decided that industry experts (experienced journalists from mainstream media – both English and Hindi and academicians) be invited to interact with the students.

To address the feedback related to bringing more inter-disciplinary interactions in relevant courses, it was decided that interaction events with faculty members from other departments of the university be set up in case of courses where such relevant inter-disciplinary expertise is available.

Another feedback received from the students was regarding inclusion of more skill-oriented courses in the syllabus. This suggestion was appreciated by all the members present during the meeting and it was decided to include courses on data journalism, practical media production, etc. in the course.

The feedback from the alumni also suggested the need to consider student choice also in student allotment for faculty-guided activities. To address this concern, it was decided that student allotment for dissertation supervision and other faculty-guided activities will be based on students' choice and student merit instead of relying on random allotment.



Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

Skill-building courses	Industry Oriented Courses	Theoretical courses
Data Journalism, JCW 540, Credit 4	News Report Writing, JCW 404, Credit 4	Development Communication, JCW 402, Credit 4
Foundation Course-Skill Development (Blogging), JCW 548, Credit 2	Basics of Corporate Communications, JCW 539, Credit 4	Foundation Course- HM (Media and Gender), JCW 408, Credit 2
Media Product (Web Content Production), MCE 528, Credit 4	Print Journalism, JCW 415, Credit 4	Principles of Mass Communication, JCW 414, Credit 4
	Business Journalism, JCW 513, 4 Credits	Media Laws & Ethics of Journalism, JCW 521, Credit 4
	Advertising, JCW 505, Credit 4	Mass Media Research, JCW 547, Credit 4
	Media Internship, JCW 530, Credit 4	Dissertation, MCE 518, Credit 4
	Photojournalism, JCW 502, Credit 4	
	Legislature Journalism, JCW 510, Credit 4	
	Political Journalism, JCW 509, Credit 4	

To address the concerns in the feedback, it was decided that the following new skill based courses can also be introduced for the upcoming academic session.

1. Print Journalism, JCW 415, Credit 4
2. Data Journalism, JCW 540, Credit 4
3. Political Journalism, JCW 509, Credit 4



Dean

School of Journalism, Mass Communication & New Media  
 अधिकाता पत्रकारिता, जनसंचार एवं नवमीडिया स्कूल  
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# Central University of Himachal Pradesh

(Established under Central Universities Act 2009)  
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## Report: Action Taken Based on Feedback (2021-22)

In order to accommodate the suggestions and feedback from the students and alumni regarding the courses and activities of the Department of Journalism & Mass Communication, a meeting of the faculty members was organized in the chamber of the Head, Department of JMC. The meeting has decided the package of courses to be offered by the department during the upcoming semesters considering students feedback and the new requirements of the upcoming NEP implementation. To address the suggestions to conduct more industry interactions and events, the meeting has decided to organize more activities during the academic session.

Based on the discussion in the meeting the following courses were decided to be offered in the upcoming semesters in the academic year.

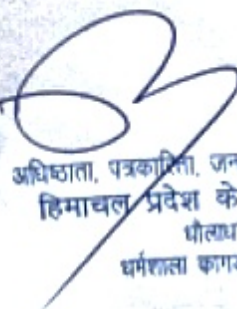
Skill-building courses	Industry Oriented Courses	Theoretical courses
News Report Writing, JMC 404, Credit 4	Business Journalism, JMC 435, Credit 2	Principles of Mass Communication, JMC 414, Credit 4
Media Management & Newspaper Production, JMC 406, Credit 4	Corporate Communications, JMC 416, Credit 4	Foundation Course-HM (Media and Gender), JCW 408, Credit 2
	Print Journalism, JCW 415, Credit 4	Principles of Mass Communication, JCW 414, Credit 4
	Political Journalism, JMC 437, 4 Credits	Media Laws & Ethics of Journalism, JCW 521, Credit 4
	Data Journalism, JMC 417, Credit 4	Mass Media Research, JMC 421, Credit 4
	Media Internship, JMC 492, Credit 4	Academic Writing, JMC 402, 4 Credits



In order to improve the industry interactions and understanding of the students, it was decided that the following events during the session:

- International Lecture Series on Qualitative Research
- Changing Newsroom Practices: A workshop on newsroom practices
- Digital News Reporting: Workshop on digital news reporting
- Interactive Training session on Culture and Corporate Communications
- Film Screening & Writing Workshop with DIFF
- Training Session on Education Journalism
- Basic Concepts of Economics for Business Journalism
- Training Lecture on Newspaper Economics and Marketing
- Lecture on Basic concepts of Monetary Policy for Business Journalism

To address the feedback related to bringing more inter-disciplinary interactions in relevant courses, it was decided interactions with alumni members will be held with the students to improve their employability skills and to ensure industry-oriented mentoring.



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