

Department of Journalism and Mass Communication

The Department of Journalism and Mass Communication offers the best education keeping in mind the growing demand for specialised course in media at the pre- doctoral research level. The students here are given conceptual understanding along with training in professional skills by academicians and professionals of long standing experience in the field of journalism. By joining this department the students will hone their skills in the field of Journalism to become successful professionals in media industry in future. With the -right blend of experience in the field and in the class, the media aspirants are guided carefully into the realm of theories and research. Not only orienting the students into academics, but also providing them hands on experience in the field by the way of rigorous internship build into the curriculum with adequate weight age, the students get exposed to the actual goings on in the media and become ready to take up media assignments immediately after the completion of the course.

Programme Offered:

Programme	Intake	Duration
M. A. Journalism & Mass Communication	25	2 Years
PhD Journalism & Mass Communication	As per UGC Norms	

Research Areas:

- Print Media
- Communication
- Electronic Media
- Media Management
- Advertising
- Public Relations
- Films Studies
- Development Communication

Infrastructure / Labs / Any other Strengths:

- Computer cum Editing Lab
- Language Lab
- Print Media Lab
- Professional Still and Video Cameras
- LED Projector
- Console

Faculty:

Name	Designation	Specialisation	Experience
Dr.Ranbir Singh	Associate Professor	Mass Communication, Development Communication and Public Relations	15 Years
Dr.Sarabjit Singh	Assistant Professor	Modern Punjabi Poetry	12 Years
Dr.PriyankaMahajan	Assistant Professor	Indian Fiction in English & Literary Criticism	11 Years
Dr.Ekta Mahajan	Assistant Professor	Print Media and Advertising	11 Years

Research Scholars:

Name	Title of Thesis	Funding Agency	Ph.D Supervisor
Balbir Kumar	Digital Inequity in Haryana-A Comparative Study of Semi-Urban Areas of Gurgaon and Ambala	UGC	Dr. Ranbir Singh

Events Organised

- **National Press Day** on 14th November 2017.
- Guest Lecture on "Changing Scenario of **Print Media**" on 3rd November 2017.
- Guest lecture on "**Facets of FM Radio** in India" on 24th August 2017.
- **World Radio Day** on 13th February 2017.

Faculty Paper Presentation in Conferences/Seminars:

- Singh, Ranbir (2018), "Exploring New Discourse: Youth and New Media" presented at VIPS, VJMC conference, New Delhi.
- Singh, Sarabjit (2018), "Aesthetics of Modern Punjabi Poetry", Guru Nanak Dev University, Amritsar.
- Singh, Sarabjit(2017), "Analysis of Poetic language: A Meta Study of linguistic and literary approaches", Guru Nanak Dev University, Amritsar.

Faculty Publications

- Singh, Ranbir (2018), "**Rural Farmers and information Communication Technology**", *Journal of Communication Today*, Vol.24, Issue 1, ISSN .0975-217X.

- Mahajan, Priyanka(2018). “**Shobha De’s Socialite Evenings and Starry Nights: A Fin de Siecle analysis**”. *Consonance: D.A.V International Journal of English Language and Literature.*, Vol. 3 &4, pp.57-62.
- Mahajan, Priyanka (2018) “**A Study of Conflict and Violence through Comparative Analysis of R. K. Narayan’s Lawley Road and Other Stories and Ramesh K. Srivastava’s Under the lamp (Stories)**”*International Journal of English Language, Literature and Humanities (IJELLH)*, Vol. 6, Issue: 1.
- Mahajan, Priyanka (2018), “**Understanding the Patterns of Growth of Indian New Woman through Comparative Analysis of selected fiction of Mahasweta Devi, Manju Kapur, Rupa Bajwa and Shobha De**”. *Lapis Lazuli: An International Literary Journal*, Autumn Issue: 2017, ISSN 2249-4529, (Co-author:Randhawa, Jaideep).
- Mahajan, Ekta (2018),“**Role of regional language in promoting Public Service Advertising**”, *International Journal of Information Movement*, Volume II, Issue: XI,ISSN:2456-0553(In Press).
- Mahajan, Ekta (2018),“**Present trends of Hindi newspapers in Punjab**”, *The Journalist, A media research journal*,ISSN:2231-2943(In Press) (Co-author: Raja, Shiva A.).
- Singh, Ranbir(2017), "**Digital Inequality among the Rural People of Amritsar (A Study)**",*An International Journal of Computer and Electronics*, Vol. 9, No. I, 68-83, **ISSN: 09737383**, (Co-author: Kumar, Balbir).
- Singh,Ranbir (2017), "**GraminKrishakAvmSoochna Sanchar Prodhigiki**"*An International Journal of Information Movement*, Vol. II, Issue II, 15-25, ISSN 2456-0553, (Co-author: Kumar, Balbir).
- Singh, Sarabjit (2017), “**Uttar Aadhunika : Punjabi Chintan de Sandharabhvich**, *Partimaan* ISSN No. 2277-9930, (Co-author: Kaur, Jaswinder).
- Singh, Sarabjit(2017), “**Avtar Jandialvikaav: Suhjatmakadhyian** ,*Partimaan* ISSN No. 2277-9930, (Co-author: Kaur, Rajwinder).
- Singh Sarabjit(2017), “**Prof.Puran Singh-Kaav Di BhashaiVilakhanta** ,*Partimaan*, ISSN No. 7777-9930, (Co-author: Kaur, Harpreet).
- Singh, Sarabjit(2017),“**Post Modernism in Punjabi Literature : Meta-Analysis**”,*World Wide Journal of Multidisciplinary Research and Development*,Vol-3, Issue-11,pp 302-304,ISSN 2454-6615, (Co-author: Kaur, Jaswinder).
- Mahajan, Priyanka (2017) “**New Women in India: Study of Women's Position in Post Colonial Indian Writing Through Analysis of Rupa Bajwa'sThe Sari Shop**”, *The Criterion: An International Journal in English*,Vol. 8, Issue: I,222-32, ISSN- 0976-8165, (Co-author: Randhawa, Jaideep)

Winter School / General Orientation Course Attended:

- Dr Sarabjit Singh, attended *Winter School* from Jan 29- 19 Feb 2018 organized by Human Resource Development Centre, BPS Mahila University, Khanpur Kalan(Sonepat).
- Mrs. Priyanka Mahajan, attended *General Orientation Programme (GOC)* from May 25- June 21, 2016 organized by Human Resource Development Centre, Guru Nanak Dev University Amritsar.

