



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

THE BYLINE- ILLUMINATING IDEAS IN INK

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

NEWSLETTER JANUARY TO MARCH 2025



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FROM THE EDITOR'S DESK

Dear Readers,

The last semester at the School of Journalism and Mass Communication (SJMC), K.R. Mangalam University, has been a vibrant blend of academic innovation, student achievements, industry engagement, and impactful outreach. I am delighted to share some key highlights that define our collective journey and growing legacy.

Our flagship academic conference, Connect 360 – the International Conference on Sustainability and Innovation, will bring together eminent scholars, practitioners, and students from across the country and beyond. It will stand out as a platform for interdisciplinary dialogue and knowledge exchange, setting a new benchmark for academic events at KRMU.

Innovation and research continued to be at the forefront, with three of our faculty members publishing patents. Several others contributed book chapters and edited volumes with reputed publishers. Our faculty were also recognized with academic awards and invitations to national platforms for paper presentations and expert sessions.

In keeping with our commitment to industry-aligned education, SJMC hosted a Short-Term Training Program (STTP 2025) focused on emerging tools and pedagogies in digital communication. We signed new MoUs with Purple Wings and Karma Foundation to promote experiential learning, internships, and collaborative projects.

Our students not only made us proud through active podcast production (10+ new episodes published on Spotify and YouTube), but also by attending landmark events such as the What India Thinks Today (WITT) conclave, where they witnessed the inspiring addresses of the Hon'ble Prime Minister and Home Minister of India. Select students also joined interdisciplinary research and creative projects with the School of Engineering and Technology. SJMC took pride in co-hosting the SheRo Campaign with the Admissions team, amplifying conversations around women's leadership and inclusivity. These collaborations reflect our vision of building engaged media citizens.

We also revised our syllabi across programs in line with NEP 2020 and industry demands, post approvals by the Board of Studies. Our academic credibility continues to strengthen, as we await the final outcome of the NAAC Peer Team visit conducted in November 2024.

Our placement efforts bore significant fruit with students securing roles at Zee Media and other reputed organizations. The school also witnessed over 100% growth in admissions this year—an encouraging sign of our growing appeal among aspiring media professionals.

As we conclude this edition, the SJMC team is working diligently on end-semester examinations and preparing for an even more dynamic academic session ahead.

I extend heartfelt thanks to our students, faculty, industry partners, alumni, and university leadership for your unwavering support and dedication.

Warm regards,



Editor in Chief

Prof. (Dr.) Amit Chawla

Dean, School of Journalism and Mass Communication

K.R. Mangalam University

Editorial Team
Mr. Karan Singh, Assistant Professor SJMC
Dr. Aaqib, Assistant Professor SJMC
Dr. Shikha Dutt Sharma, IQAC Coordinator

WORDS FROM THE LEADERSHIP



Dear Students, Faculty, and Esteemed Readers of the School of Journalism and Mass Communication

It is my extreme pleasure to have the opportunity to extend my wishes via this edition of The BYLINE, the newsletter of the School of Journalism and Mass Communication, having just begun a new academic semester in January 2025.

A new semester signifies a new chapter of academic endeavors, but it also presents new avenues for discovery, questioning, and invention in the exciting media and communication landscape. As we know, in an age of constant change, the role of journalism and mass communication professionals is ever more crucial, especially in a time when news, content, and opinion are blurred. As an institution, our responsibility for our students is to provide them with independent, ethical thinking and meaningful audience engagement.

At K.R. Mangalam University, we pride ourselves on training media professionals who are not only highly trained but socially responsible. The emphasis for this semester will be experiential learning - through projects, fieldwork, internships, media labs, and interactions with professionals; preparing students for real-world situations.

I commend the School of Journalism and Mass Communication for its consistent intention in creating a Newsletter like The BYLINE. It is a timely place for us to celebrate the academic and creative work our students and faculty continue to produce, as well as to embrace the rhythm of the times as we explore a new note on contemporary media education. This edition identifies valuable events, research, and student points of view collected over the past quarter, and I believe that The BYLINE will continue to inspire its readership.

Let this semester be a global celebration of ideas, collaboration, and critical thought! I urge all students to maximize their opportunities by taking advantage of the resources they have been given, to fully engage with the people mentoring us, and to maintain our well-meaning commitment to truth, fairness, and creativity at the heart of what journalism is all about.

I wish the academic faculty and students a productive and fruitful semester! Curiosity, courage, and clarity of mind are all key features to a rewarding academic experience!

Best Wishes!

Prof. Raghuvir Singh,

Vice Chancellor

K.R. Mangalam University

ABOUT SCHOOL: VISION & MISSION

SJMC Vision

School of Journalism and Mass Communication aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation building through research and innovation.

Mission Statement

- To provide excellence in education by focusing on futuristic curriculum, progressive, outcome based hands-on education.
- Foster employability and entrepreneurship through industry interface and live projects.
- Instill the notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.
- Enhance leadership qualities among the youth having an understanding of ethical values and environmental realities.

Core Values

The KASAM approach is a core value of KRMU that stands for:

K: Knowledge

A: Attitude

S: Skills

A: Ambition

M: Moral Value



MESSAGE FROM ADVISORY COMMITTEE



It is an honour to share a few words as a member of the Advisory Committee for the School of Journalism and Mass Communication at K.R. Mangalam University through this edition of The BYLINE.

In today's fast-changing media environment, the role of academic institutions in shaping responsible, ethical and innovative media professionals is more important than ever. As we begin a new semester, I encourage students to view journalism not just as a profession, but as a powerful tool to inform, educate, and empower society.

The digital age offers limitless opportunities—but also significant challenges. The spread of misinformation, the speed of news cycles, and the need for fact-based reporting call for journalists who are well-trained, thoughtful, and resilient. As future leaders in media and communication, you must develop critical thinking, strong ethical foundations, and a deep understanding of the responsibilities you carry.

I commend The BYLINE for providing a platform to reflect on your academic journey, showcase student voices, and document the vibrant activities of the department. Such initiatives foster a culture of dialogue, creativity, and expression—qualities that are at the heart of good journalism. As a member of the Advisory Committee, I look forward to seeing the continued growth of this institution and its students, who will go on to shape the future of media with courage and integrity.

Wishing you all a meaningful and enriching semester ahead.

Warm regards,

Anuradha Prasad

Editor-in-Chief, News 24

CMD, BAG Network

OUR ACHIEVERS- STUDENTS

SJMC Students Excel in Inter-University 48-Hour Mobile Filmmaking Competition

Students of the School of Journalism and Mass Communication (SJMC), K.R. Mangalam University brought pride to the institution by excelling in the Inter-University 48-Hour Mobile Filmmaking Competition, organized by the Mediaverse Club from March 18 to 20, 2025. Demonstrating outstanding creativity, technical expertise, and storytelling skills, SJMC students stood out among participants from various universities. The highlight of their achievement was the Cinematic Sprinters Team, comprising SJMC students, securing First Place for their compelling short film that impressed the jury with its narrative strength, direction, and impactful execution.

The competition provided a unique platform for students to apply theoretical knowledge in a time-bound, practical environment. Over 48 hours, they successfully navigated through all filmmaking phases—scriptwriting, pre-production, shooting, and post-production—using only

mobile phones. Their films reflected core principles taught at SJMC, including ethical storytelling, mobile journalism, and digital content creation. Several other SJMC teams also received special mentions for their excellence in cinematography, editing, and creative concepts.

Students benefited from mentorship sessions and received constructive feedback from distinguished industry professionals and judges, Dr. Ujjval Chandra Das and Ms. Aditi Agarwal. The experience not only enhanced their technical and creative abilities but also encouraged collaboration, time management, and networking with peers from other institutions. This achievement reaffirms SJMC's commitment to nurturing media professionals who are both creatively driven and socially responsible. The school congratulates all its participating students for their exemplary performance and looks forward to their continued success in future creative endeavors.



(1st Prize Winners of the 48-Hour Filmmaking Challenge celebrating their achievement)



(2nd Prize Winner of the 48-Hour Filmmaking Challenge with judge and their award)

OUR ACHIEVERS- FACULTY

SJMC Faculty of K.R. Mangalam University Excel at 19th Media Excellence Awards 2025

March, 08, 2025: K.R. Mangalam University proudly congratulates two esteemed faculty members from the School of Journalism and Mass Communication, Ms. Aditi Agarwal and Dr. Aaqib Anwaar Butt, on receiving the Best Media Educator Award in their respective categories. The awards were presented at the esteemed 19th Media Excellence Awards 2025 organized by the Media Federation of India. Ms. Aditi Agarwal won for her impactful work in TV Journalism and Dr. Aaqib Anwaar Butt was awarded for his impactful works in the area of Media and Communication Research. These awards demonstrate their tremendous accomplishments and commitment to academic excellence

and innovation as members of the journalism and media studies faculty with K.R. Mangalam University, Gurugram.

The award ceremony proceeded with distinguished dignitaries such as Shri Harsh Malhotra, Member of Parliament (MP) & Minister of State for Corporate Affairs & Transport, Prof. (Dr.) Sanjay Dwivedi, Former Director General, IIMC, Mr. K.G. Suresh, Former Vice Chancellor, MCU Bhopal, Mr. Sandeep Marwah, President, AAFT and many notable academicians and media professionals across India. This award not only brings pride to the university but confirms their commitment to develop leaders and change-makers in the field of media and communication.



(SJMC faculty honoured with Best Media Educator Award at 19th Media Excellence Awards 2025)

COLLABORATIONS

SJMC, KRMU and Karma Foundation Forge Alliance to Empower Students and Drive Social Change

On January 11, 2025, School of Journalism and Mass Communication, KRMU formalized a strategic partnership with the Karma Foundation through the signing of a Memorandum of Understanding (MoU) aimed at advancing social impact, community engagement, and academic collaboration. The MoU signing ceremony witnessed the presence of Ms. Dhvani Jain, Founder of Karma Foundation; RJ Mehak, Foundation Member; Prof. Raghuvir Singh, Vice-Chancellor of KRMU; Dr. Rahul Sharma, Registrar; and Prof. Amit Chawla, Dean of the School of Journalism and Mass Communication (SJMC).

The partnership seeks to integrate Karma Foundation's grassroots initiatives with KRMU's academic strength, offering students hands-on experience in addressing real-world social issues. The School of Journalism and Mass Communication (SJMC) will play a pivotal role in this collaboration, with its students participating in storytelling

projects, field assignments, and media production focused on community development and social awareness.

Speaking on the occasion, Prof. Raghuvir Singh highlighted the importance of connecting academic learning with social responsibility. Dr. Rahul Sharma reiterated the university's commitment to nurturing individuals who are both academically strong and socially conscious. Prof. Amit Chawla underlined the value this partnership brings to SJMC students by giving them opportunities to create impactful content that contributes to meaningful change.

Key initiatives under the MoU include joint academic programs, seminars, CSR-based projects, internships, and research in critical areas such as education, healthcare, sanitation, and environmental sustainability. The collaboration aims to shape responsible professionals and communicators dedicated to building a better and more equitable society.



(SJMC (KRMU) and Karma Foundation officials at the MoU signing ceremony to advance social impact and academic collaboration.)



(KRMU and Karma Foundation representatives formalize their partnership during the MoU signing ceremony.)

SJMC, KRMU Signed Landmark MoU with RJ Naved's Purple Wings Entertainment

January 2025, In a significant industry-academia collaboration, K.R. Mangalam University has signed a Memorandum of Understanding (MoU) with Purple Wings Entertainment Pvt. Ltd., founded by the celebrated radio personality RJ Naved, best known for his iconic show Michi Murga. This marks the first-ever MoU that Purple Wings has signed with any university, making it a historic moment for both institutions.

The agreement was formalized by the School of Journalism and Mass Communication (SJMC) under the leadership of Prof. (Dr) Amit Chawla, Dean, SJMC, who believes this partnership will provide students with meaningful, industry-relevant exposure. Through this collaboration, students of SJMC will gain access to practical learning experiences such as internships, mentorship from leading media

professionals, and opportunities to contribute to real-time content creation. In fact, several students are already interning with Purple Wings, producing creative content that is gaining traction among global audiences.

RJ Naved expressed his enthusiasm about the partnership, highlighting its potential to nurture emerging media talent and promote innovation in digital storytelling. "This MoU is a step towards building a stronger bridge between education and the ever-evolving media industry," he said. The initiative reflects K.R. Mangalam University's commitment to fostering experiential learning and equipping students with the skills and confidence needed to excel in today's media landscape. The collaboration is expected to open new pathways for creative growth, professional development, and industry-integrated education.



(RJ Naved and Prof. (Dr) Amit Chawla, Dean SJMC formalizing the MoU between Purple Wings Entertainment and SJMC, KRMU



(RJ Naved and Prof. (Dr) Amit Chawla, Dean SJMC formalizing the MoU between Purple Wings Entertainment and SJMC, KRMU

OPINION COLUMN

The Alarming Rise of Deepfakes – Where Do We Draw the Line?

Dr. Ritika Choudhary

In the age of artificial intelligence, what you see is no longer what you get. Deepfakes technology — once a futuristic concept — has now become disturbingly accessible. With AI-generated videos mimicking voices and faces with near perfection, Deepfakes have moved from amusing celebrity face-swaps to dangerous political propaganda and character assassination tools. Recently, India witnessed a surge in deepfake videos targeting actors and political leaders, raising questions about privacy, consent, and truth. These manipulated clips are often shared across social media platforms without context or verification, leaving viewers confused and misinformed. In a country where digital literacy is uneven, deepfakes can easily trigger mass outrage, communal disharmony, or even influence elections. The core of the debate lies in balancing freedom of expression with the need for regulation. While we must protect artistic

freedom and parody under free speech, there is an urgent need for laws that penalize malicious and non-consensual deepfake usage. India's current IT laws are not adequately equipped to deal with the fast-evolving nature of AI-generated misinformation. Moreover, the role of media literacy cannot be overstated. Citizens must be empowered to critically evaluate digital content. Educational institutions, media houses, and tech companies should collaborate to build public awareness around spotting deepfakes and verifying online content. Ultimately, the challenge is not just technological — it is ethical and civic. If left unchecked, deepfakes could erode public trust in media, institutions, and even each other. Regulation, awareness, and collective responsibility must come together before the line between reality and fiction vanishes entirely.

Note: The views expressed in this article are personal and do not represent the official stance of any organization.

CAMPUS BULLETIN

KRMU Students Attend Industry Exposure Visit at Bharat Mandapam During PM Modi's Address



(SJMC faculty and students of KRMU at Bharat Mandapam for PM Modi's industry interaction session.)

Students from the School of Journalism and Mass Communication (SJMC), K.R. Mangalam University, along with 82 students from other schools of the university, participated in a two-day industry exposure visit to the WITT Summit held at Bharat Mandapam, Pragati Maidan, New Delhi, on March 28–29, 2025. The event aimed to provide students with hands-on experience in media and industry interactions, as part of an experiential learning initiative. A major highlight was the keynote address by Hon'ble Prime Minister Shri Narendra Modi, who spoke on India's economic roadmap, digital transformation, and global leadership. The summit also featured panel discussions with policymakers, industry experts, and corporate leaders, offering students deep insights into real-world challenges and solutions. The

SJMC visit was coordinated by Dr. Ujjval C. Dash, Mr. Trilok Singh, and Mr. Ujjwal Kumar, under the mentorship of Prof. (Dr.) Amit Chawla, Dean SJMC. Journalism students actively engaged in live media documentation, on-site photography, and interactive sessions with media professionals and delegates. Faculty members facilitated these interactions, enhancing students' understanding of broadcast media practices. The event received coverage from leading channels like TV9 and News9, giving students first-hand exposure to live media operations and professional newsroom environments. The visit served as a dynamic platform for students to observe, learn, and participate in high-level media and policy discourse, bridging the gap between academic theory and professional practice.



SJMC and other School students during an industrial visit to CNN-News18 Network, Noida, for industry exposure and media interaction.

EVENT CORNER

Alumni Connect Event Inspires SJMC Students with Industry Insights



Ms. Dhara Chawla interacts with SJMC students during the Alumni Connect session on "Industry Trends and Future Opportunities"

February 28, 2025 — The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized an enriching Alumni Connect event, under the theme "Industry Trends and Future Opportunities." The session was held offline in C-104 and witnessed the participation of 22 enthusiastic students.

The highlight of the event was the presence of distinguished alumna Ms. Dhara Chawla, currently serving as Social Media Manager at Alpine Convent School and a Media Teacher. A 2021–24 graduate of SJMC, Ms. Chawla shared her professional journey and shed light on the evolving landscape of the media industry. She emphasized the

significance of adaptability, innovation, and lifelong learning in media careers.

The interactive session bridged the gap between alumni and current students, offering practical insights into emerging trends and career opportunities. Ms. Chawla's transition from corporate media roles to teaching inspired students to explore diverse pathways in communication. The event concluded with a dynamic Q&A session, where students engaged meaningfully with the speaker. Organized by faculty coordinators Mr. Karan Singh and Mr. Ritwik Ghosh, the session fulfilled SDG Goals 8 and 9.2, promoting employability and industry-academia collaboration.

SJMC Students Gain Hands-On Experience at All India Radio, New Delhi

The School of Journalism and Mass Communication (SJMC) organized an educational visit to All India Radio (AIR), New Delhi, on March 18, 2025, to offer students valuable industry exposure and practical insights into radio broadcasting and production. The visit was designed to familiarize students with the inner workings of a professional radio station and deepen their understanding of both the technical and creative dimensions of radio journalism. The tour began with a visit to the recording booth, where students were introduced to soundproofing techniques, microphone handling, and professional voice recording processes.

A key highlight of the visit was the stop at the historic Bapu Studio in the Heritage Section—famous as the site where Mahatma Gandhi delivered his first address to the nation via AIR. The studio's historical relevance and preserved equipment offered a unique learning moment for the students. The students then visited the programming section and duty room, observing how content is planned, scheduled, and managed in real-time. They gained insight into the critical functions of scriptwriting, broadcast

management, and content monitoring. At the Earth Station, engineers demonstrated satellite transmission systems, explaining how AIR broadcasts its signals nationwide and internationally. Students also received practical exposure through:

- Radio Assist Editing Software, where they learned audio editing and sound mixing;
- Live Radio Jockeying, allowing them to practice voice modulation and on-air presence;
- Live Programming, giving them a behind-the-scenes view of real-time broadcast production.

Interactive sessions with radio professionals, sound engineers, and RJs further enriched the experience. Students asked questions about career opportunities, technological advancements, and the evolving nature of radio media. The visit offered a comprehensive blend of theory and practice, significantly enhancing students' knowledge of the broadcasting landscape.



(SJMC students and faculty during their educational visit to All India Radio, New Delhi, gaining hands-on exposure to radio production and live broadcasting)

SJMC Celebrates World Radio Day with Theme From AM to AI: Journey and Opportunities in Radio

13 February, 2025, The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University marked World Radio Day with a thought-provoking event titled "From AM to AI: Journey and Opportunities in Radio". The celebration aimed to offer students a panoramic view of radio's evolution—tracing its trajectory from traditional AM transmission to cutting-edge, AI-integrated audio platforms. The event began with a welcome address by Prof. (Dr.) Amit Chawla, Dean, SJMC, who greeted the distinguished guest, Mr. Bhim Prakash Sharma, Former Programme Head of All India Radio, Delhi. The keynote address delivered by Mr. Sharma was the highlight of the event.

He provided an engaging account of radio's historical significance and its transformation across decades—from AM and FM broadcasting to the rise of digital and AI-powered radio services. Emphasizing the enduring power of audio media, Mr. Sharma discussed the growing relevance of podcasting and algorithm-based content

personalization. He encouraged students to explore emerging roles in radio programming, podcast production, and AI-enhanced broadcasting. A key feature of the event was a live podcast recording session with Mr. Sharma, conducted by the students. This hands-on exercise allowed participants to experience various stages of podcast production, including scripting, recording, and post-editing. Mr. Sharma also shared practical advice on content creation and audience engagement. The interactive session that followed gave students the opportunity to pose questions and gain deeper insights into the radio industry's current trends and future potential. In a gesture of appreciation, Mr. Sharma presented certificates to student volunteers who had contributed to the NAAC Peer Team visit in November 2024. The celebration successfully blended historical reflection with future-forward learning, reinforcing the significance of radio in the digital communication landscape.



(Mr. Bhim Prakash Sharma, Former Program Head, All India Radio sharing his views on world Radio Day)

SJMC Students Gain Practical Insights during Industry Visit to News 24 Studio

15 January, 2025: The School of Journalism and Mass Communication (SJMC), K.R. Mangalam University, organized an insightful industry visit to News 24 Channel, located in Film City, Noida. The visit was part of SJMC's Industry Connect Programme aimed at bridging academic learning with real-world media practices. Coordinated by Mr. Trilok Kumar Singh and Mr. Ujjwal Kumar, the visit involved 15 students who were given a comprehensive tour of the news channel's infrastructure, including the Prime-Time Studio, Production Control Room (PCR), Master Control Room (MCR), and Radio Studio. The visit also included participation in the live Manthan Conclave, offering students a unique opportunity to observe live news production in action. Mr. Ashraf Ali, faculty member at ISOMES (International School of Media & Entertainment Studies), conducted an informative walkthrough of

the newsroom. He explained the critical role of studio lighting, camera placements, and teleprompters in creating a professional news environment. Students also learned the distinctions between input and output departments and explored how live broadcasts are managed through technical coordination in the PCR and MCR. The interactive experience allowed students to witness first-hand the complexities of news production, providing them with valuable practical knowledge about the broadcasting workflow and newsroom dynamics. This educational exposure significantly enriched the students' understanding of television journalism, reinforcing classroom learning with real-time industry application. The visit emphasized the importance of experiential learning and professional interaction in preparing students for careers in media and communication.



(SJMC students during their industry visit to News 24, gaining hands-on insights into live studio operations and news production workflows)

SJMC Hosts Week-Long STTP on Enhancing Research Impact and Publishing Excellence

The School of Journalism and Mass Communication (SJMC), K.R. Mangalam University, successfully conducted a one-week Short-Term Training Program (STTP) titled "Enhancing Research Impact: Tools & Techniques for Effective Publishing" from February 3 to 10, 2025. The training aimed to empower researchers, faculty members, and scholars with essential skills in research writing, data analysis, collaboration, and ethical publishing practices.

The inaugural session was graced by Vice Chancellor Prof. (Dr.) Raghuvir Singh and Pro Vice Chancellor Prof. (Dr.) Amit Chawla. The opening remarks set the tone for the week, emphasizing the importance of research in academic growth and knowledge dissemination. Across six intensive days, over 135 participants engaged in expert-led sessions and hands-on workshops. Key themes included:

Effective Research Publishing by Dr. Sailesh Iyer

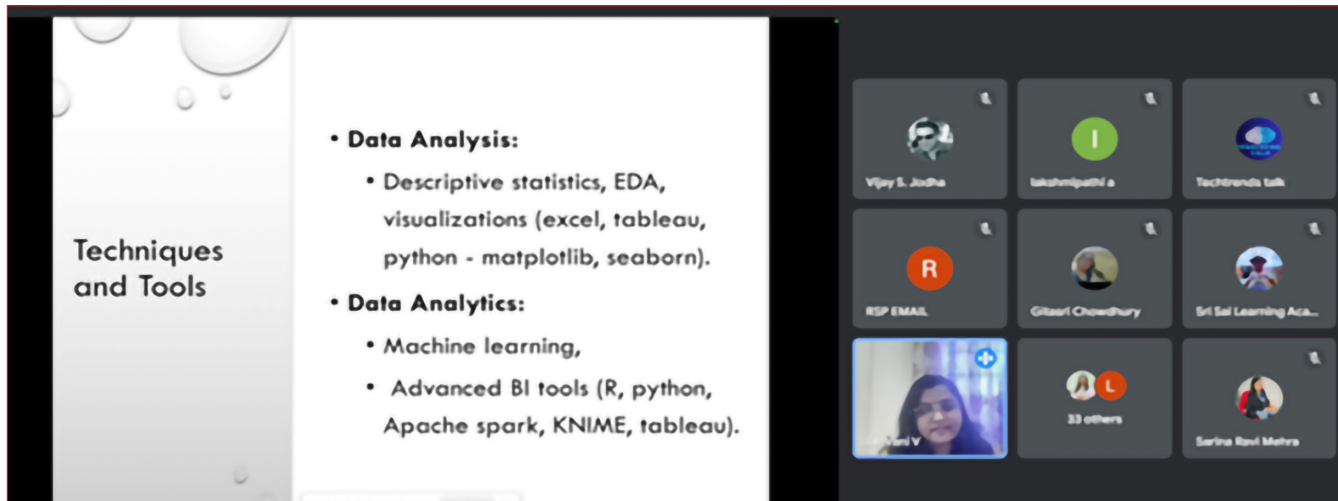
Tools for Literature Review by Dr. Abhilasha Sharma

Data Analysis & Visualization by Dr. Vani Vasudevan

Research Visibility and Ethics by Dr. Ashneet Kaur

Collaboration & Funding by Dr. Sudhanshu Maheshwari

Participants received practical training using tools like Mendeley, Zotero, SPSS, Excel, Tableau, and platforms such as Scopus and Research Gate. Activities included drafting proposals, peer reviews, creating ORCID IDs, and exploring publishing trends like open access and preprints. The STTP concluded with a quiz and valedictory session recognizing top performers. Faculty members appreciated the highly interactive format and emphasized the value of such programs in enhancing academic output. Coordinated by Dr. Ritwik Ghosh and Mr. Trilok Singh, the STTP proved to be a significant step in building research capacity and fostering a collaborative research culture at SJMC.



SJMC Students Explore Indian Culture at Surajkund International Crafts Mela

On 14 February 2025, students from the School of Journalism and Mass Communication (SJMC), K. R. Mangalam University, visited the Surajkund International Crafts Mela in Haryana. The experiential learning visit aimed to expose students to practical fieldwork in photography, videography, and cultural reporting, while deepening their understanding of India's rich heritage. The mela, a vibrant celebration of Indian and global traditions, featured diverse handicrafts, handlooms, folk music, dance, and cuisine. Students documented these elements through photographs, videos, and interviews with artisans and performers. The event offered them a platform to practice journalistic skills in a real-world cultural setting.

From intricate woodwork and textiles to live folk performances, students explored and recorded stories behind the crafts and their creators. Many also captured

visuals of international artisans from countries like Bangladesh, Sri Lanka, and Nepal, adding a global dimension to their documentation. The visit fostered skill development in cultural journalism, storytelling, and digital media, while also encouraging collaboration and communication. Students created detailed reports, incorporating interviews and observations, enhancing their ability to analyze and document cultural phenomena. This enriching field visit not only honed media production skills but also instilled a deeper appreciation of India's diverse art forms and their relevance in contemporary society. The SJMC faculty coordinated the event, ensuring students benefited academically and creatively. The department extends its gratitude to the Surajkund Mela authorities for facilitating this cultural immersion experience.



(SJMC students at Surajkund Mela 2025 for cultural immersion and experiential learning.)

SJMC Students Participate in Vani: The Power of Words Literary Festival as Knowledge Partner

The School of Journalism and Mass Communication (SJMC), K.R. Mangalam University, actively participated in Vani: The Power of Words, a one-day literary festival organized by the KARMA Foundation on January 10, 2025, at the Constitution Club of India, New Delhi. The festival celebrated literature as a powerful tool for advocacy and social change, drawing together an esteemed line-up of authors, poets, academicians, policymakers, and social activists. As the Knowledge Partner, SJMC played a key role in contributing to the academic discourse of the festival. The event featured panel discussions, workshops, and storytelling sessions that underscored the influence of literature in shaping public thought and cultural narratives. Students and faculty had the enriching opportunity to engage with

distinguished personalities including Dr. Sachchidanand Joshi (IGNCA), Amb. Amarendra Khatua (Poet/Author), Padmashri Shovana Narayan (Kathak Guru/Author), Shri Pratap Somvanshi (Hindustan Hindi Daily), Gunja Kapoor (Policy Analyst/Author), Dr. Amna Mirza (Academician/Social Entrepreneur), and RJ Mehak from Singapore. Beyond learning, SJMC students showcased their journalistic and media production skills by conducting exclusive guest interviews, capturing audience responses through vox pops, and producing short videos highlighting the event's key moments. The experience provided hands-on exposure to reporting, storytelling, and digital content creation—reinforcing the school's emphasis on practical learning and engagement with real-world media events.



(SJMC students and faculty at the 'Vani: The Power of Words' Literary Festival, held at the Constitution Club of India, New Delhi.)



(Riya Singh, SJMC student interviewing a guest at the 'Vani: The Power of Words' Literary Festival, New Delhi.)

SJMC Organizes Poster Making Competition on Gender Equality at K.R. Mangalam University

The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized a Poster Making Competition on Gender Equality on 21st February 2025. This event aimed at spreading awareness and promoting dialogue on gender equality, the competition provided a creative platform for students to express their thoughts and artistic talents. Participants presented compelling posters highlighting crucial issues such as women's empowerment, equal opportunities, and the need to break societal stereotypes. The event was judged by Ms. Varsha Verma and Dr. Nudrat Jahan, who evaluated the entries on creativity, clarity of message, artistic quality,

and thematic relevance. The judges praised the students' ability to communicate powerful social messages through their artwork. Dr. Aaqib Anwaar Butt and Mr. Karan Singh coordinated the event, ensuring its smooth execution and student engagement.

The competition concluded with the announcement of winners, who were awarded certificates and prizes in recognition of their outstanding work. In her remarks, Dr. Jahan appreciated the initiative and stressed the importance of such events in shaping socially aware individuals. Ms. Verma also encouraged students to use art as a medium for advocacy and social change.



(Students participating in the Poster Making Activity on Gender Equality organized by SJMC at K.R. Mangalam University.)



(Winners felicitated during the Gender Equality Poster Making Activity at SJMC, K.R. Mangalam University.)

SJMC Hosts Guest Lecture on Digital Mental Health for Media Students

The School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized an engaging guest lecture on Digital Mental Health on 21st February 2025. The session was conducted in offline mode and attended by 30 students from the department. The lecture was delivered by Dr. Nudrat Jahan, Associate Professor and trained psychologist, who offered valuable insights into how the digital world influences mental health. Key topics discussed included internet addiction, phubbing, digital anxiety, and the psychological impact of constant online engagement. Dr. Jahan also addressed coping strategies and emphasized the importance of maintaining digital boundaries. In the concluding segment of the session, Dr. Jahan introduced

students to mental wellness apps and highlighted free tele-counselling services available for support, making the session not just theoretical but also solution-oriented. The event was well-coordinated by Ms. Aditi Agarwal and Mr. Trilok Kumar Singh, who ensured smooth execution. The students actively participated and appreciated the interactive nature of the session. Many expressed that the talk was highly relevant and thought-provoking, particularly in the context of today's digitally driven lifestyle. The session contributed to increasing awareness around mental well-being and encouraged students to adopt healthier digital habits. SJMC continues to prioritize student wellness by hosting such informative and practical sessions.



(Dr. Nudrat Jahan addressing SJMC students during the session on Digital Mental Health.)

SJMC Organizes TV Debate on Unpaid Domestic Labour on World TV Day

On the occasion of World TV Day, the School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University organized an insightful TV Debate on the theme "Unpaid Domestic Labour with Reference to Mrs Movie" on Thursday, 27th February 2025. The debate explored the portrayal and socio-economic implications of unpaid domestic labour, focusing on caregiving, household work, and emotional responsibilities often carried out by women without compensation. The discussion was inspired by the film "Mrs", which powerfully highlights the struggles and overlooked contributions of housewives. SJMC students Palak Verma, Riya Singh, Ishmeet Kaur Bains, Jaya Mishra, and Sakshi Gupta participated in the debate, analyzing how unpaid domestic labour remains invisible in

formal economic evaluations despite being critical to the functioning of households and society. The participants discussed the gendered nature of domestic responsibilities, how societal norms perpetuate inequality, and how media, like "Mrs", can challenge stereotypes and foster awareness. Emphasis was also placed on the importance of media advocacy, public discourse, and policy reform in recognizing and valuing domestic labour. Coordinated by Ms. Aditi Agarwal, Dr. Sarina, and Mr. Trilok Kumar Singh, the event witnessed active student participation and meaningful dialogue. The debate concluded with a collective call for increased visibility, respect, and structural support for unpaid domestic labour, reinforcing SJMC's commitment to socially conscious journalism and gender equity.



(SJMC students debate the issue of unpaid domestic labour on World TV Day.)

FEATURE STORY

Creator Economy Redefines Media Power: A Paradigm Shift with Ethical Challenges Ahead

Mr. Trilok Singh, Research Scholar, KRMU

25 March 2025, The Creator Economy (CE) is rapidly transforming the global media landscape, offering individuals unprecedented power to monetise their skills through platforms like YouTube, Instagram, and Facebook. Once dominated by legacy media houses, content creation is now driven by independent creators whose relatable, niche-driven storytelling attracts vast audiences and brand partnerships. With the CE nearing the \$100 billion mark, creators are becoming key players in advertising and culture, giving rise to a new class of "Creatrepreneurs."

The influence of creators is backed by data. According to a 2023 Influencer Marketing Hub report, the influencer marketing industry was valued at \$21.1 billion. Brands now prefer collaborations with creators over traditional advertising, gaining access to highly engaged, targeted audiences.

Despite its promise, the Creator Economy faces pressing challenges. Content visibility is heavily dependent on platform algorithms, which are often opaque and volatile. A single tweak in the algorithm can dramatically affect a creator's reach and income. Additionally, concerns around data privacy, disproportionate revenue sharing, and mental health strain—such as burnout reported by 68% of creators in a 2024 survey—threaten the ecosystem's long-term viability. Experts suggest the way forward lies in ethics and



<https://www.londondaily.news/creator-economy-market-to-hit-usd-1072-8-billion-by-2034/>

transparency. Platforms must offer clear insights into how algorithms and monetisation systems operate. Tools like YouTube Creator Analytics are steps in the right direction, but broader industry standards and third-party audits are needed. Stronger data privacy laws, modeled on the EU's GDPR, can also empower both creators and audiences.

The Creator Economy is not just a digital trend but a structural shift in culture, commerce, and communication. As the line between creation and entrepreneurship blurs, stakeholders must work together to build a fair, inclusive, and sustainable digital future.

RESEARCH & INNOVATION

Research paper

Authors Name	Paper Title	Journal Name	Publication Date
Dr. Sarina	A Study on Bollywood Driven Fashion Trends in Urban India	Madhya Pradesh Journal of Social Sciences, UGC Care-1	30/01/2025
Mr. Karan Singh	An Analytical Study on Smartphone Usage and Its Effects among the Youth	Madhya Pradesh Journal of Social Sciences, UGC Care-1	31/01/2025
Dr. Ritwik Ghosh	Guerrilla Journalism in India: Evolution, Impact and Challenges	Pragyaan - Journal of Mass Communication, UGC Care-1	31/01/2025

Book Chapter

Authors Name	Chapter Title	Publisher Name	Publication Date
Dr. Ritwik Ghosh	Tracing Football's Socio-Political Evolution Through World Cups	IGI Global Scientific Publishing, Scopus Index	11/01/2025

PLACEMENTS

Name	Designation	Industry Name
SNEHA SHRIVASTAVA	Content Writer	My Pranay Cinematic word
LOVE SINGH	Social Media Management	Redsi Fashion
AASTHA	Social Media Management	Seaway Tours and Travels
JOY ATUL KERKETTA	Social Media Management	Tirupati Multispeciality Clinic
PAYAL KUMARI	Sr. Executive - Telecalling	Asset Amplifiers
VANSHIKA TAYAL	Social Media Engagement Intern	Pro Housy Point Tech Sol. Pvt. Ltd.
AKRUR SHARMA	Social Media Management	Tirupati Multispeciality Clinic
GARIMA	Social Media Associate	Bombey Boy
ANUPAM NATH	Multimedia Editor	The Edge UCS Media pvt. Ltd.
SAKSHI SHUKLA	Graphic & Motion Designer	AdTractive Internet Private Limited
RIYA NANDAL	Social Media Manager	HYPD

COMMUNITY CONNECT

Empowering Rural Voices: A Community Connect Initiative on Media Literacy

Dr. Ritika Choudhary

In an effort to bridge the gap between rural communities and digital awareness, the School of Journalism and Mass Communication (SJMC) at K.R. Mangalam University, in collaboration with the National Service Scheme (NSS), organized a media literacy awareness programme in Sohna village on 28 January 2025.

The event, titled "Media and Information Literacy: Awareness Against Cyber Frauds and Misinformation", was conducted in offline mode and saw enthusiastic participation from 50 students of SJMC. The activity was coordinated by Dr. Ritwik Ghosh and Dr. Ritika Choudhary, who guided the students in engaging with the local community. The initiative focused on spreading awareness about the growing dangers of cyber fraud, fake online connections, and misinformation on social media platforms. Through public addresses, interviews, and structured surveys, students interacted with villagers and shared information on identifying and avoiding digital traps.

Students conducted video interviews to record the

experiences of individuals who had faced online scams. These real-life accounts highlighted the increasing need for digital literacy in rural areas. In addition, the surveys conducted during the visit revealed a low level of awareness about online safety and a strong desire among residents for regular educational drives.

"The villagers were eager to learn and share. Many had been affected by cyber frauds but didn't know whom to talk to or how to prevent them," said a participating student. "This activity helped us see how important media education is outside our university walls." This field visit not only helped raise awareness in the community but also gave journalism students hands-on exposure to social realities, aligning with the objective of community engagement and experiential learning. The initiative was appreciated by locals and reinforced the importance of equipping rural citizens with the knowledge to navigate the digital world safely. The event concluded with a collective agreement to continue such outreach programmes in the future, with a focus on digital empowerment and responsible media consumption.



(Students of SJMC conducted field activities under "Empowering Rural Voices: A Community Connect Initiative on Media Literacy," promoting media awareness through ground reporting and community interaction.)

ALUMNI GUILD

Beyond Books and Broadcasts: A Transformative Media Experience

My time as a Master's student in Journalism and Mass Communication at K.R. Mangalam University has been a transformative process of personal growth, learning, and self-discovery. These two years have developed me not only as a media professional but as a more confident and aware human being. The course struck a good balance between theory and practical applications. I was able to explore deeper topics, such as the G20 Summit and Violence in Bollywood that developed the analytical thinking and broadened my understanding of the media ecosystem. Alongside the in class instruction I attended many workshops, boot camps, and internships, which enabled me to gain real world experience in photography, podcasting, content creation, and broadcast journalism. My most memorable activities involved working on producing the podcasts which helped me develop my personal style, anchoring news bulletins, and meeting with media professionals. Interviews with personalities such as Dr. Narendra Gupta (CID) and RJ Neerja Chaturvedi extended my comfort level and taught me how to think quickly when communicating and working in groups. Field visits to locations like All India Radio, News 24, and ISOMES provided an added perspective of the behind-the-



scenes aspects of newsrooms. One project I thoroughly enjoyed was Starbuzz—a Bollywood-inspired social media project in which I utilized creative digital tactics and explored various content options. The enjoyment also stemmed from participation in sustainability awareness campaigns and attendance at the Global Peace Leadership Conference; these experiences placed my mind on larger global issues and the role of youth in leadership. Every experience has helped me grow whether I was engaged in reporting from the field, participation in ad campaign development, or even simply joining a classroom debate. Their support has made a significant difference. As I leave K.R. Mangalam University, I feel grateful for more than just a degree. I feel I am leaving with confidence in myself and direction for the future; I am leaving with a productive toolkit of skill sets to accompany me on my journey as a professional communicator. Most importantly, I leave excited about storytelling and inspired to influence the world through media.

Mahima Bhardwaj

MAJMC

Batch 2022-24

VISUAL ARCHIVES





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