



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

THE BYLINE- ILLUMINATING IDEAS IN INK

NEWSLETTER BY SCHOOL OF JOURNALISM AND MASS COMMUNICATION

OCT - DEC 2024



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FROM THE EDITOR'S DESK



This issue is a reflection of the dynamic nature of our field. From exploring the evolving role of media in society to highlighting ground-breaking innovations in communication technology, we aim to keep you at the forefront of industry trends. We also celebrate the achievements of emerging journalists and communicators, whose work inspires us to push boundaries and challenge conventions.

Dear Readers,

In the fast-paced world of journalism and mass communication, staying informed and connected is more important than ever. As we present this edition of our newsletter, I am filled with pride at the dedication and creativity of our team, who work tirelessly to bring you stories that matter.

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In an era of information overload, our mission remains clear: to deliver accurate, impactful, and thought-provoking content. Whether it's through in-depth analyses, interviews with industry leaders, or insights into the ethical challenges facing media professionals, we strive to empower you with knowledge and spark meaningful conversations. I extend my heartfelt thanks to our contributors, readers, and supporters for being part of this journey. Your engagement and feedback drive us to continually raise the bar. Let's continue to champion the power of storytelling and the vital role of journalism in shaping a better world.

Editor in Chief

Prof. (Dr.) Amit Chawla

Dean, School of Journalism and Mass Communication

K.R. Mangalam University

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Mr. Karan Singh, Assistant Professor SJMC

Dr. Aaqib, Assistant Professor SJMC

Dr. Shikha Dutt Sharma, IQAC Coordinator

Ms. Sreelekha Venugopal (MAJMC 1st year)

WORDS FROM THE LEADERSHIP



As we approach the examination season, I extend my heartfelt wishes to all our students for success in their academic endeavors. This is a time to showcase the knowledge, skills, and dedication you have cultivated throughout the year. Remember, exams are not just a test of what you know but also an opportunity to demonstrate your resilience, critical thinking, and ability to rise to challenges.

Dear Students, Faculty, and Esteemed Readers,

As we approach the examination season, I extend my heartfelt wishes to all our students for success in their academic endeavors. This is a time to showcase the knowledge, skills, and dedication you have cultivated throughout the year. Remember, exams are not just a test of what you know but also an opportunity to demonstrate your resilience, critical thinking, and ability to rise to challenges.

To our students in Journalism and Mass Communication, your journey is unique. You are not just learners but storytellers, truth-seekers, and voices of change. As you prepare for your exams, take pride in the fact that you are shaping the future of media and communication. Stay focused, believe in your abilities, and approach your exams with confidence.

To our faculty, I extend my gratitude for your relentless efforts in guiding and inspiring our students. Your mentorship is the foundation of their success.

Let us remember that education is not just about grades but about growth, curiosity, and making a difference. I have no doubt that each of you will excel and make us proud.

Wishing you all the very best for your exams and a bright academic future ahead!

Prof. Raghuvir Singh

Vice Chancellor

K.R. Mangalam University

ABOUT SCHOOL: VISION & MISSION

School 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.



School Mission

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



MESSAGE FROM ADVISORY COMMITTEE



As we approach the examination season, I extend my heartfelt wishes to all our students for success in their academic endeavors. This is a time to showcase the knowledge, skills, and dedication you have cultivated throughout the year. Remember, exams are not just a test of what you know but also an opportunity to demonstrate your resilience, critical thinking, and ability to rise to challenges.

Dear Esteemed Readers,

It is an honour to address you as a member of the Advisory Committee for this Journalism and Mass Communication newsletter. With over two decades of experience in journalism, including my current role as Deputy Editor at Dainik Bhaskar, I have witnessed the transformative power of media and the responsibility it carries.

Journalism is not just a profession; it is a commitment to truth, integrity, and public service. My journey, from being a reporter at Amar Ujala to covering national assignments across India, has taught me the importance of perseverance, ethical reporting, and adapting to the ever-changing media landscape. My fellowships with WHO and recognition in road safety reporting have further reinforced the role of journalism in driving societal change.

To the students, I urge you to embrace curiosity, ask the right questions, and use your voice to make a difference. The field of mass communication offers endless opportunities to innovate and inspire.

I commend the faculty for their dedication to nurturing future media professionals. Your guidance is invaluable in shaping the next generation of storytellers.

Let us continue to uphold the principles of ethical journalism and work together to create a more informed and connected world.

Warm regards

Anirudh Sharma

Advisory Committee Member

OUR ACHIEVERS- STUDENT

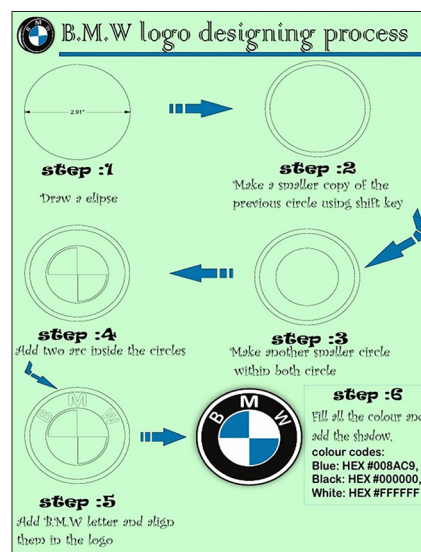
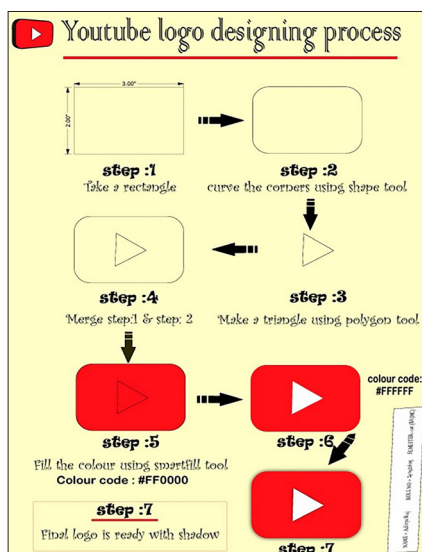
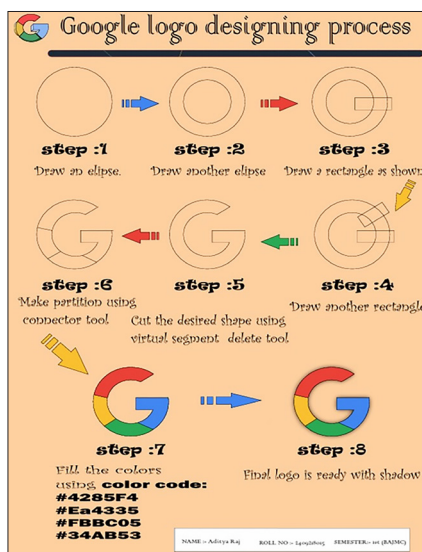
SJMC Students Enhance Skills through Experiential Learning

Students at the School of Journalism and Mass Communication (SJMC) are actively engaged in skill development under the guidance of their faculty. Through various courses, they gain practical experience and theoretical knowledge, aligning their learning with Bloom's Taxonomy—a hierarchical model that fosters critical thinking and mastery of concepts.

Faculty members play a crucial role in mentoring students, ensuring they acquire expertise through hands-on learning, research, and real-world applications. Different courses within SJMC integrate experiential learning methods, allowing students to apply theoretical knowledge to practical scenarios. This approach enhances their cognitive abilities, from basic understanding to advanced levels of analysis and evaluation. Bloom's Taxonomy, which categorizes learning into six levels—Remember, Understand, Apply, Analyze, Evaluate, and Create—guides the curriculum structure. Students begin by acquiring foundational knowledge before

progressing to complex problem-solving and creative thinking. This systematic approach helps them develop critical skills required in journalism, media production, and communication fields.

The emphasis on experiential learning enables students to work on real-time projects, internships, and media productions under expert supervision. These activities refine their storytelling, research, and technical abilities, preparing them for professional challenges. With faculty expertise and structured learning strategies, SJMC students are well-equipped to excel in the evolving media landscape. By integrating theoretical frameworks with hands-on practice, SJMC fosters an innovative learning environment that nurtures future media professionals. This holistic educational model ensures that students not only gain academic knowledge but also develop the skills necessary to thrive in their respective careers.



(SJMC students explore logo design concepts in the JMBJ156 course under the guidance of Mr. Karan Singh, Assistant Professor.)



(SJMC students gain hands-on experience in Broadcast News Production during the SJMJ803A course under the guidance of Ms. Aditi Agarwal, Assistant Professor.)

OUR ACHIEVERS- FACULTY

SJMC Faculty Emphasizes Quality Research and Publications in Renowned Journals and Publishing Houses

The faculty at the School of Journalism and Mass Communication (SJMC) are deeply committed to producing high-quality research, consistently publishing their work in renowned journals and prestigious publishing houses. With a strong emphasis on academic excellence, SJMC faculty members have collectively published over 6 papers and book chapters, showcasing their expertise and dedication to advancing knowledge in journalism and mass communication. Their research covers a wide range of critical topics, including media ethics, digital communication, political communication, public relations, and emerging global media trends. By addressing contemporary challenges and exploring innovative solutions, their work not only enriches

academic discourse but also provides valuable insights for media professionals and policymakers. Publishing in high-impact journals and contributing to edited books by leading publishing houses reflects the faculty's rigorous research standards and their ability to produce work that resonates with both academic and industry audiences. These publications undergo a stringent peer-review process, ensuring credibility, relevance, and impact. Through their prolific research output, SJMC faculty members are shaping the future of media studies, inspiring students, and contributing to the betterment of society. Their achievements underscore SJMC's commitment to nurturing thought leaders and innovators in the ever-evolving field of journalism and mass communication.



OPINION COLUMN

Fast Fashion Wreak Havoc on Environment and Fashion

Who doesn't want trendy items for cheap price? Who doesn't want the clothes the actors and influencers are wearing? Overconsumption is at the all-time high, with big companies like 'forever 21' and 'Shein' thriving on it. But what happens when the new dress one bought is out of fashion, no celebrity is seen wearing it anymore? It goes in landfills. Approximately 15% of textile waste is recycled annually. The remaining 85% ends up in landfills—equating to 17 billion pounds of unnecessary clothing waste each year. Over time, landfills produce greenhouse gases, ultimately contributing to climate change.

We know branded items are not affordable for the masses; they invest in cheap, low-quality clothes which will keep them relevant and doesn't burn a hole in their pockets. According to an analysis by Business Insider, fashion production comprises 10% of total global carbon emissions, as much as the emissions generated by the European Union. According to the UN Framework Convention on Climate Change, emissions from textile manufacturing alone are projected to skyrocket by 60% by 2030. These are some of the many research that talks about the massive impact fast fashion has on the environment. Major fast fashion companies are superficially sitting on a giant pile of money, while the landfills are filled with last week's trendy t-shirts. The cheap nylon used in these clothes is not sustainable and

create environmental crises. Statistics demonstrate an enormous growth in the fashion industry. The apparel industry market has increased by almost 100 percent for the previous five years (Singh 2017). The fast fashion encourages a twisted consumer culture forcing them to buy based on trends rather than personal style. Many fast fashion companies have built their business models around replicating the designs of high-end designers and trendsetters, but they do it at a fraction of the cost.

They closely follow what's hot on the runway, and within weeks, they have similar designs ready for the masses at much lower prices. nowadays, many celebrities and influencers are promoting these fast fashion companies and indulging in fast fashion 'hauls'. Celebrities have changed the image of fast fashion brands. the rapid changes in trends suffocated the lands and the minds of the youth who have no subjective style anymore. How to be a sustainable consumer? Beginning with Recycling. Recycling clothes can help reduce waste in a significant amount. Supporting sustainable brands is one more way to be responsible consumer. If we stop buying poor quality, it will push brands to improve the quality of their garments. It will also allow us to keep our clothes longer, which is good for our wallets and for the environment.

Sreelekha Venugopal

MA (JMC) 1st year



FEATURE STORY

Bridging the Gap: How Media Practices and Practical Learning Shape Future Careers

In today's fast-evolving media landscape, theoretical knowledge alone is not enough. As students of K.R. Mangalam University's School of Journalism and Mass Communication (SJMC), we recognize the importance of practical learning and hands-on media training in preparing us for real-world challenges.

From broadcast production and social media management to investigative journalism and content creation, our curriculum is designed to equip us with industry-relevant skills. Live projects, newsroom simulations, photography workshops, and video editing assignments allow us to apply classroom theories to real-world scenarios. Working on university campaigns and covering live events enhances our ability to meet deadlines and think on our feet—essential traits for a successful media career. Internships and fieldwork further enrich our learning experience. Collaborating with professionals, managing digital platforms, and conducting research-based reporting provide us with exposure to industry expectations. Faculty mentors, who bring years of media expertise, guide us in refining our storytelling, technical proficiency, and ethical judgment. The shift towards digital journalism and multimedia storytelling makes it



crucial for us to be adaptable. Learning SEO, analytics, content strategy, and audience engagement helps us stay ahead in the competitive media landscape. By the time we graduate, we are not just media students—we are industry-ready professionals capable of making an impact. At SJMC, media education is not confined to textbooks; it is an immersive experience that empowers us to become storytellers, content strategists, and media leaders of tomorrow.

RESEARCH & INNOVATION

Authors Name	Paper Title	Journal Name	Publication Date
Dr. Ritika Choudhary	Influence of media and entertainment on the preservation of Indian mythology and folklore	Annals of the Bhandarkar Oriental Research Institute	10/10/2024
Dr. Aaqib Anwaar Butt	Digital Media Dominance: Unveiling the Spatial Dynamics of Political Economy of Media	Indian journal of natural sciences (ijons)	15/10/2024
Dr. Aaqib Anwaar Butt	Investigating Women Entrepreneurs: Navigation of Online Marketplaces and E-Commerce Platforms	Journal of East-West Thought	25/10/2024
Dr. Amit Chawla	-	Recoletos Multidisciplinary Research Journal	23/12/2024
Dr. Amit Chawla	Ethical Perspectives and Planetary Sustainability: Exploring the Impact of Economic Factors on Media Students	Nanotechnology Perceptions	12/12/2024

Book Chapter

Dr. Ritwik Ghosh	Tracing Football's Socio-Political Evolution Through World Cups	Global Perspectives on Soccer and the Media and Entertainment Industry	05/12/2024
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PLACEMENTS

Name	Designation	Industry Name
Ms. Ekta singh	Content Writer	Flifo Technologies Management
Ms. Rebecca mary reji	Content Writer	Kenresearch
Mr. Khushal malhotra	Graphic Designer	Proplayers Infra Pvt. Ltd.
Mr. Abhinav kumar kanojia	Marketing Executive	Seaway Tours and Travels
Ms. Shrishti	Trainee Graphic Designer	Defence Bakery

COMMUNITY CONNECT

KRMU Journalism Students Initiated Phase Two of E-Governance Awareness Study in Berka Village

K.R. Mangalam University (KRMU) journalism students are set to begin Phase Two of their long-term E-Governance Awareness Study in Berka Village in November 2024. This initiative, conducted under the guidance of Dr. Aaqib Butt, Dr. Sarina, and Dr. Susan Koshy, aims to educate the local community about digital governance, online public services, and technological advancements in governance.

The first phase of the study laid the foundation by assessing the community's understanding of e-governance and identifying key areas that required improvement. With the insights gained, students are now progressing to Phase Two, which focuses on practical implementation and in-depth engagement with the villagers. This phase will include interactive workshops, hands-on digital literacy training, and awareness campaigns to help residents navigate

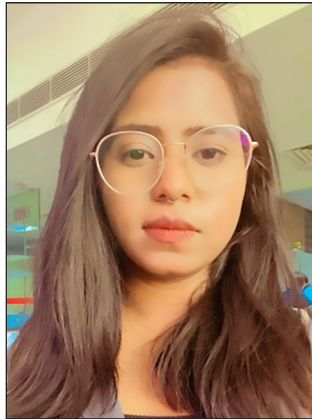
online government portals, access essential services, and understand the benefits of digital governance. Through this initiative, students will gain real-world exposure to rural communication challenges, participatory research methods, and grassroots-level policy implementation. It will also strengthen their ability to conduct field research and develop effective communication strategies tailored to different demographics. The project reflects KRMU's commitment to social responsibility, experiential learning, and community engagement. By equipping villagers with digital knowledge, the initiative not only empowers them but also fosters inclusive growth and digital accessibility. The faculty mentors play a crucial role in guiding students, ensuring that their research and outreach efforts lead to tangible results in bridging the digital divide.



ALUMNI GUILD

SJMC Alumna Dhara Chawla Shares Her Journey from KRMU to a Promising Media Career

K.R. Mangalam University's School of Journalism and Mass Communication (SJMC) takes pride in the success of its alumna, Dhara Chawla, from the 2021-24 batch, who has carved a niche for herself in the media industry. She is currently working as a Social Media Manager and Media Teacher at Alpine Convent School, where she blends her expertise in digital media with her passion for education. During her academic journey at KRMU, Dhara actively participated in practical projects, media campaigns, and digital marketing initiatives, which helped her build a strong foundation in content creation and online brand management. The university's experiential learning approach and guidance from experienced faculty members played a crucial role in preparing her for the professional world. In her



interaction with current students, Dhara highlighted how KRMU SJMC's industry-relevant curriculum, hands-on training, and exposure to real-world projects gave her the confidence to step into the competitive media field. She encouraged students to embrace creativity, stay adaptable, and develop strong communication skills to succeed in today's evolving digital landscape. Dhara's success story serves as an inspiration for aspiring media professionals at KRMU. Her transition from a dedicated student to a professional handling digital platforms and mentoring young learners reflects the university's commitment to nurturing industry-ready talent. Her journey is a testament to how hard work, learning, and the right mentorship can pave the way for a rewarding career in media and communication.

VISUAL ARCHIVES





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