3. Evaluate Report of the Department

1. Name of the Department: School of Communication Studies

2. Year of establishment: 1941

3. Is the Department part of a School/Faculty of the university?: Yes

4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.): PG & Ph.D

5. Interdisciplinary programmes and departments involved

   Interdisciplinary programmes
   - Inter-cultural Communication, Communication Skills, Interpretative Journalism

   Departments programmes
   - Fashion design, Economic, Sports Communication, English Communication, Business Communication

6. Courses in collaboration with other universities, industries, foreign institutions, etc.: No

7. Details of programmes discontinued, if any, with reasons

   PG Diploma in Hindi Journalism & PG Diploma in Punjabi Journalism
   1. PG Diploma in Hindi Journalism & PG Diploma in Punjabi Journalism should be suspended. The decision, taken with the majority of 6:1, was based on the following reasons:

      a) Both these courses were started in 2008 under the Self-finance scheme with a maximum number of 15 seats in each.

      b) Since their inception six years back, the strength of students in these two courses has been as follows:

<table>
<thead>
<tr>
<th>Session</th>
<th>PGD in Hindi Journalism</th>
<th>PGD in Punjabi Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2009-10</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2010-11</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>2011-12</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>2012-13</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>2013-14</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>
It is clear from the table above that the courses have not been in demand despite the efforts of SCS to promote them.

2. The courses are not viable as they have attracted very few students on one hand and the School was required to spend substantial amount towards remuneration for guest faculty on the other.

3. It is pertinent to mention here that the entire faculty of SCS had a meeting in 2011 with the then DUI, Prof. B.S. Brar on the issue of running these two courses. Even Prof. Brar opined that these courses should be discontinued as they are not in demand.

8. Examination System: Annual/Semester/Trimester/Choice Based Credit System
   Semester

9. Participation of the department in the courses offered by other departments
   No

10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

<table>
<thead>
<tr>
<th></th>
<th>Sanctioned</th>
<th>Sanctioned</th>
<th>Actual (including CAS &amp; MPS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor</td>
<td>2(1+1*)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>*kept in abeyance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Professor</td>
<td>4(3+1*)</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>*kept in abeyance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asst. Professors</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>Designation</th>
<th>Specialization</th>
<th>No. of Years of Experience</th>
<th>No. of Ph.D./M.Phil. students guided for the last 4 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanjay Wadwalkar</td>
<td>MCJ, Ph.D.</td>
<td>Professor</td>
<td>Advertising &amp; Communication, Advertising Copy Writing: Theories of Hopkins &amp; Ogilvy</td>
<td>35</td>
<td>9</td>
</tr>
<tr>
<td>Jayanth N.Pethkar</td>
<td>MCJ</td>
<td>Associate Prof.</td>
<td>Public Relations, Broadcasting, Radio &amp; TV, Corporate Communication</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>Archana R.Singh</td>
<td>MJ, Ph.D.</td>
<td>Associate Prof.</td>
<td>Media Management, History of Print Media, Print Media Journalism, Health Communication, Online Journalism</td>
<td>18</td>
<td>8.5</td>
</tr>
<tr>
<td>Mohanmeet Khosla</td>
<td>MA (Eng.), MMC, Ph.D.</td>
<td>Associate Prof.</td>
<td>Media Ethics &amp; Laws, Feature Writing, Graphic Designing, Print Media, New Media &amp; Computer Mediated Communication</td>
<td>18</td>
<td>8</td>
</tr>
</tbody>
</table>
12. List of senior Visiting Fellows, adjunct faculty, emeritus professors : Nil

13. Percentage of classes taken by temporary faculty – programme-wise information
   - PG Diploma in Hindi Journalism  50%
   - PG Diploma in Punjabi Journalism  50%

14. Programme-wise Student Teacher Ratio
   - Ph.D 1:8
   - MA 1:10.6
   - PG Diploma in Advertising & Public Relations 1:15
   - PG Diploma in Hindi Journalism 1:5
   - PG Diploma in Punjabi Journalism 1:5

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

<table>
<thead>
<tr>
<th>Name of Post</th>
<th>Filled</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHOOL OF COMMUNICATION STUDIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sr. Assistant/Assistant Section Officer</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Steno-typist</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Clerk</td>
<td>1 (Daily Wage)</td>
<td>-</td>
</tr>
<tr>
<td>Jr. Technician (G-IV)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Daftri</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Peon</td>
<td>1 (Daily Wage)</td>
<td>-</td>
</tr>
</tbody>
</table>
### COMMUNITY RADIO STATION

<table>
<thead>
<tr>
<th>Position</th>
<th>Number</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Manager</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Technician</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Part-time Technician –I</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Clerk</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

### EDUCATION MULTIMEDIA RESEARCH CENTRE

<table>
<thead>
<tr>
<th>Position</th>
<th>Number</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Engineers</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Technicians</td>
<td>1 (contract)</td>
<td>2</td>
</tr>
<tr>
<td>Librarian</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Sr. Assistant/Assistant Section Officer</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Steno-typist</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Clerk</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Lab Assistant</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Peon</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Cleaner</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

16. Research thrust areas as recognized by major funding agencies
   No

17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise.
   1 Faculty member, National:
   **Awarded of senior fellowship by the ICSSR to Dr. Archana R. Singh for two years to work on “Affective” news and changing news values in social media: An analysis of conversation flow on Twitter and transference of issues to mainstream newspapers.**

18. Inter-institutional collaborative projects and associated grants received
   a) National collaboration          b) International collaboration
   No
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. 
No

20. Research facility / centre with
- state recognition 
- national recognition 
- international recognition 
No

21. Special research laboratories sponsored by / created by industry or corporate bodies 
No

22. Publications:

- Number of papers published in peer reviewed journals (national / international)
- Monographs
- Chapters in Books
- Edited Books
- Books with ISBN with details of publishers
- Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)
- Citation Index – range / average
  - SNIP
- SJR
- Impact Factor – range / average
  * h-index

1. Dr. Mohanmeet Khosla
   Number of papers published in peer reviewed journals (national / international)

National =1,  
International = 1 (listed in 15 international databases including SCOPUS) 
No. listed in international database = 1
Impact factor = 3

2. Ms. Bhavneet Bhatti
   Number of papers published in peer reviewed journals (national /


23. Details of patents and income generated : No

24. Areas of consultancy and income generated : No

25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad : No

26. Faculty serving in
   a) National committees b) International committees c) Editorial Boards d) any other (please specify)
   Dr. Mohanmeet Khosla serving on an Editorial Board

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).
   • The faculty, so far, has been sent for Refresher / orientation programs, workshops.
   • The dept. is going to organise another workshop in collaboration with PRSI on 21/04/2014.
   • The faculty is also involved in the production of program at our own Community Radio Station 91.2 Mhz.

28. Student projects
   • percentage of students who have done in-house projects including inter-departmental projects
   • percentage of students doing projects in collaboration with other universities / industry / institute
     Nil

29. Awards / recognitions received at the national and international level by
• Faculty
• Doctoral / post doctoral fellows
• Students

Nil

30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.
A Seminar by the Public Relations Society of India on Preservation of Indian Values, Tradition and Culture and Role of Public Relations.

31. Code of ethics for research followed by the departments
Code of ethics for research followed by the School of Communication Studies is the same as stipulated by the UGC including the screening of dissertation/thesis through anti-plagiarism software.

32. Student profile programme-wise:

<table>
<thead>
<tr>
<th>Name of the Programme (refer to question no. 4)</th>
<th>Applications received</th>
<th>Selected</th>
<th>Pass percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>MA (Journalism &amp; Mass Communication))</td>
<td>158</td>
<td>6</td>
<td>28</td>
</tr>
<tr>
<td>PG Dip. in Advertising &amp; Public Relations</td>
<td>41</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>PG Dip. in Hindi Journalism</td>
<td>05</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>PG Dip. in Punjabi Journalism</td>
<td>10</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

33. Diversity of students

<table>
<thead>
<tr>
<th>Programme (refer to question no. 4)</th>
<th>% of students from the same</th>
<th>% of students from other universities within the</th>
<th>% of students from universities outside the</th>
<th>% of students from other universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>university</td>
<td>State</td>
<td>State</td>
<td>countries</td>
<td>countries</td>
</tr>
</tbody>
</table>
34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

3 (General Category)

35. Student progression

<table>
<thead>
<tr>
<th>Student progression</th>
<th>Percentage against enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG to PG</td>
<td>NA</td>
</tr>
<tr>
<td>PG to M.Phil.</td>
<td>NA</td>
</tr>
<tr>
<td>PG to Ph.D.</td>
<td>None</td>
</tr>
<tr>
<td>Ph.D. to Post-Doctoral</td>
<td>NA</td>
</tr>
<tr>
<td>Employed</td>
<td></td>
</tr>
<tr>
<td>□ Campus selection</td>
<td>90%</td>
</tr>
<tr>
<td>□ Other than campus recruitment</td>
<td>10%</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>Data not available</td>
</tr>
</tbody>
</table>

36. Diversity of staff

<table>
<thead>
<tr>
<th>Percentage of faculty who are graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>of the same university</td>
</tr>
<tr>
<td>from other universities within the State</td>
</tr>
<tr>
<td>from universities from other States from</td>
</tr>
<tr>
<td>Universities outside the country</td>
</tr>
</tbody>
</table>

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the
assessmnt period

One

38. Present details of departmental infrastructural facilities with regard to

a) Library
   Over 1450 books are available in the School library and over 2000 in the University Central Library. The School also subscribes to over 15 newspapers and magazines besides research journals. An extensive collection of books and journals related to the discipline of Journalism & Mass Communication are available in the Main Library.

b) Internet facilities for staff and students
   - One library rich with latest books
   - State of the art Computer Lab, Print Media Lab, Video Editing Lab for students
   - Community Radio Station for faculty and students
   - Access to computer and internet to faculty and students

c) Total number of class rooms
   5

d) Class rooms with ICT facility
   One

e) Students’ laboratories
   3

f) Research laboratories
   NA

39. List of doctoral, post-doctoral students and Research Associates
   a) from the host institution/university
      8

   b) from other institutions/universities
      14

40. Number of post graduate students getting financial assistance from the university.
   Nil

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

42. Does the department obtain feedback from
   a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
      Yes. The dept utilizes the feedback for revision & improvement of syllabi
b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
Yes. The dept. feedback is taken, which is utilized for continuous improvement in teaching & Public Relations

c. alumni and employers on the programmes offered and how does the department utilize the feedback?
Yes. The suggestions received for feedback are incorporated in ongoing improvement.

43. List the distinguished alumni of the department (maximum 10)
   a. Mr. H.K. Dua
   b. Mr. Shekhar Gupta
   c. Mr. Pankaj Paul
   d. Mr. Kanwar Sandhu
   e. Ms. Shireen Sethi
   f. Mr. Naveen Grewal
   g. Ms. Balpreet Kaur
   h. Ms. Yojna Yadav
   i. Ms. Neerupama Dutt
   j. Mr. Surinder Malik
   k. Mr. Jyoti Kamal
   l. Mr. Ritish Lakhi
   m. Mr. Vikrant Gupta
   n. Mr. Kuldeep Nayar

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
   Special Lectures
   1. PIB organised a workshop on Women and Children at 21/04/2014.
   2. Public Relations Society of India organised a seminar on Preservation of Indian Values, Tradition and Culture and Role of Public Relations
   3. Community Radio Station Programs

45. List the teaching methods adopted by the faculty for different programmes.
Classroom teaching, Over Head Projector presentations, field surveys, practicals, field trips, internship, street plays, role play, case study, Major Project Report, Minor Project Report, Documentary, Radio Programs, Lab News Paper (Student Reporter), Wall News Paper (Tele-news board).

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
Programme objectives
   • Continuous assessment of class room teaching
   • Periodic review of goals achieved in Academic & Administrative meeting
Learning outcomes
- Through continuous internal assessment
- Through class test, snap test, assignments.

47. Highlight the participation of students and faculty in extension activities.
Radio programs, Documentaries

48. Give details of “beyond syllabus scholarly activities” of the department.
Communis Club, 70M Club

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.
Yes. The department is accredited to UGC-NAAC

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
Contribution can be recognised through our alumni database, visiting experts, Meeting industry experts

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths
Comprehensive program Bouquet of MA
Multi-faceted faculty base
Industry-academia interface
Judicious mix of theory & practice
Overarching curriculum

Weaknesses
Limited infrastructure
Limited faculty strength
Unfilled seats
Limited equipment
Shortage of space

Opportunities
The discipline itself – Media & Communication has limitless opportunities to innovate & experiment
In-numerous funding opportunities from various agencies
Chandigarh being 2nd largest publishing centre in North India plus its close proximity to Delhi, there is a potential talent base to tap regarding experts.

Challenges
To attract students from all over the country & globe
To continue offering quality education despite limited infrastructure and staff shortage
Keeping ourself abreast of the latest technological developments – digital devices, equipment etc.
To have a separate University School of Communication Studies (USCS) with its attendant infrastructure and faculty. This would include independent departments offering both basic and optional courses such as:-

i. Dept of Communication
   - Communication Theory
   - Communication Research Methodology

ii. Dept of Journalism
   - Print journalism
   - Online Journalism

Capsule courses in the following areas:

   - Science and Technology
   - Business Journalism
   - Sports Journalism
   - Feature Writing

iii. Dept of Advertising
   - Copy Writing
   - Layout and Design
   - Media Planning
   - Client Servicing
   - Brand Communication

iv. Dept of Public Relations
   - Corporate Communication
   - Customer Relations
   - Media Relations
   - Event Management

v. Dept of Broadcast Communication
   - Radio communication
   - TV Communication

Capsule courses in documentary Production, Single-camera Production; Multi-Camera production; Radio features Production; Script Writing.

vi. Dept of Cinema Studies
   Theory and practicals such as

   - Documentaries
   - Film appreciation

vii. Dept of Visual Communication & Technology
   - Graphic Design
   - Computer Applications

viii. Dept of International and Development Communication
   - International Communication
   - Development support Communication
   - Rural Communication
ix. Refresher courses for in-service Media professionals in various courses from i) to viii) above.

Presently the department plans to start new diploma courses in the evening so that the training can be provided to in-service professionals in the field and also to students of the department who are interested in gaining specialized qualification in a specific area of mass communication after completion of the Master degree. The proposed courses are as follows:

a) One year Diploma courses in the following:
   - Radio and TV Journalism
   - Advertising and Public Relations
   - Communication Skills
   - Corporate Communications
   - Health Communications
   - Business Journalism
   - Graphic Design and Computer Applications
   - Print Journalism
   - Video Production
   - Science Journalism

91.2 MHz, Jyotirgamaya, the CRS (Community Radio Station) of the Panjab University is being run by the School of Communication Studies. It was inaugurated on 13th February, 2011. Having started its journey with just a half-an-hour broadcast per day, today the station proudly offers four broadcasts a day that include a total of nine programs running for over 10 hours. We plan to take the total broadcast to a 24 hour one; and provide a better and more efficient training ground for the community and also for the students of electronic media.

An Educational Multimedia Research Centre (EMMRC) is on its way to be set up in the School of Communication Studies. The foundation stone of the Centre was laid on 13th February, 2011. The EMMRC will be linked with the EMMRCs all over the country for making education more inclusive. The centre will also be able to produce socially relevant documentaries. We plan to make the EMMRC functional in the coming year.