



10.4.3 Department of Media Studies

1. **Name of the Department:** Media Studies
2. **Name of the Head/ Chairperson/ Incharge of the Department:** Prof. Dr. Rakesh Kumar Yogi
3. **Faculty Profile with Name, Qualification, Designation, Specialization:**

Name	Qualification	Designation	Specialization
Prof. Dr. Rakesh Kumar Yogi	Ph.D.	Professor	Electronic Media
Dr. Mandev	NET, JRF, Ph.D.	Assistant Professor	Media Effects
Mr Aniruddh Subhedar	MAMC, NET	Assistant Professor	Media and Social Issues

4. **Curricular Aspects**

Programmes/Courses offered:

Program name	Duration of Program	Year of start of Program
MAMC Integrated	5 Years	2022
B.Sc. Animation and Multimedia	3 Years	2022
MAMC	2 Years	2022

5. **Student enrollment and profile:**

(i). Demand ratio during the year (2022-23)

Name of the Program	Number of seats available (Intake)	Number of applications received	Students enrolled
MAMC Integrated	40	26	20
B.Sc Animation and Multimedia	40	31	12
MAMC	20	13	12
MAJMC	30	21	21

(ii). Student strength:



Name of Course	Student Strength	
	Male	Female
UG	11	1
PG	17	16
PG (Integrated course)	10	10
Grand Total	38	27

(iii) Pass percentage of students:

Programme name	Number of students appeared in the final year examination	Number of students passed in final year examination	Pass percentage
MAJMC	8	7	87.5%

6. Research, Innovations and Extension Activities of the Department/Centre

(A) Research Supervision:

Name of the Faculty Member	Number of Ph.D Students		Number of Dissertations / Projects Supervised	
	Awarded	Registered	M.Tech / M.Pharm. Dissertations	PG Projects
	-	-	-	3
Grand Total	-	-	-	3

(B) Research Papers/Review Articles Published (Provide the details of research/review paper as Annexure A at the end of document):

Name of the Faculty Member	Number of publication				Indexing				
	Research Article		Review Article		Web of science	Scopus	Indian citation index	UGC listed journal	Others
	National	International	National	International					
Prof Dr. Rakesh Kumar Yogi	-	1	-	-	-	-	-	-	-
Total number of Publications	-	1	-	-	-	-	-	-	-



(C) Books Published:

i. Book publications:

Name of the Faculty Member	Title of book	ISSN/ISBN No.	Publisher
Prof. Rakesh Kumar Yogi	Yogi Adityanath-Drishti-Samvad	978-93-5518-014-8	Vaani Prakshan New Delhi

(D) Faculty Participation in Conferences/ Invited Talks /Extension Lectures, etc.:

Name of Faculty member	Participation / presentation of paper in conferences/seminars/workshops etc			Participated as a resource person in conferences/seminars/workshops / refresher courses etc.			Number of radio talks	Number of extension lectures delivered
	National	International	State level	National	International	State level		
Prof. Rakesh Kumar Yogi	1	1	-	1	-	-	-	2
Grand Total	1	1	-	1	-	-	-	2

(E) Awards/ Recognition Received by Faculty Members:

Name of the Faculty Member	Name of the Award	Status of the Award (Nat./Int.)	Name of the Conferring Agency	Date of the Award	Field/ Contribution	Whether it is award for innovation
Prof. Rakesh Kumar Yogi	Selected as Jury member	National	Bharatiya Chitra Sadhna	16-17 April 2022	Jury member in film festival	-
Prof. Rakesh Kumar Yogi	Selected as Jury member	State	Vishwa Samvad Kendra and	4-5 February, 2023	Jury member in film festival	-



			Cine Foundation, Haryana			
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(F) Details of seminars/conferences/workshops/extension lectures/study tour etc organized by the Department/Centre.

Name of the Activity	Title	Level (National/ International)	Date	Funding Agency
Conferences/Seminars etc.	National Media Dialogue	National	30-31 st March 2022	GUG
	Film Making Workshop	-		
	Orientation Program on National Press Day	-	16 th November 2022	GUG
Extension Lecturers	Audio Visual Production and Broadcast Technology in New Age (by Ms Aditi Yadav, Associate Executive Producer, NDTV)	-	29 th April 2022	GUG
	De-Mystifying Numbers: Making Sense of Financial & Economic Data (by Sh. K.A. Badarinath, Principal Advisor Ministry of I&B)	-	13 th May, 2022	GUG
	Essential Skills Success (by Dr. Puja Chhabra Sharma, Professor, Management)	-	20 th May, 2022	GUG



Study Tour/ Field Tour/Educational Tour National Seminar	Educational Tour to McLeod Ganj	-	31 st May-4 th June 2022	GUG
	Bharatiya sanskriti ka vaishvik paripekshya	National	14-15 May 2022	Kendriya Hindi Sansthan
International film festival	Aravali film festival	International	16-17 Apr 2022	Bhartiy chitra sadhna

(G) Participations of Students in ExtraCurricular Activities:

Name of the Activity (Sports, Cultural, NSS & Other Events)	Level of the Activity (National/International)	No. of Students who Participated	Position Achieved
Youth Festival	Zonal	7	1 st
Film Festival	State	20	4 positions

7. Infrastructure and Learning Resources

(A) Details of augmentation in infrastructure facilities during the year

Facilities	Existing	Newly added
Class rooms	5	NA
Laboratories	-	Multimedia Lab, 'Srijan', Media Studio
Class rooms with LCD facilities	-	1
Others	1 Studio	-

8. Faculty empowerment strategies

(A) Number of professional development/administrative training program organized by the University for teaching and non-teaching staff during the year

Title of professional development programme organized for teaching staff	Title of administrative training programme organized for non-teaching staff	Date (From - To)	Number of participants (Teaching staff)	No. of participants (Non-teaching staff)
NA	capacity building training program in administrative skills	23-5-22 To 27-5-2022	NA	1



9. Participation of Faculty in Extra Curricular Activities/ Administrative Assignment:

Name of the Faculty Member	Name of the Activity(Sports, Cultural, Social, Examinations, Educational Tour & Any other Administrative Assignment)	Nature of the Duty Assigned	Dates	Level of the Activity (National/ International)
Prof. Rakesh Kumar Yogi	Flying Squad, Nodal Officer Dhakad, Members of different committees, Dean Law and Humanities, coordinator Leadership Club, Member executive council, member coffee table book committee, member Academic council, Member University court,	As professor	-	University level
Dr Mandev	Duty assigned for NAAC at dept level, Nominated member IQAC, Invigilator	Nominated member IQAC	Jan. 2023	University Level
Mr. Anirudh Subhedar	invigilator, administrative works at dept level	NA	Jan 2023	University level

10. Best practices :

1. Interaction between industry and academia.
2. Special lectures and workshops for job orientation

11. Future plans for next Academic year

1. The department has the plan to organize an international film festival.
2. The department of media studies will organize National Media dialogue series 2
3. The department is also keen to invite professionals to impart education as per the market need.
4. The department also has the vision to sign MOU's with different media institutions.



Annexure A

Yogi, Rakesh Kumar & Mishra, Vijay Kumar (2022) "Framed Discrimination by the Media with Special Reference to News Coverage of Citizenship Amendment Act 2019" *Empirical Economics Letters*, Special issue 3, ISSN 16818997, PP26-49