

**RAMA DEVI WOMEN'S UNIVERSITY
VIDYA VIHAR, BBSR**



**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

**ACADEMIC REPORT FOR THE
SESSION 2022-23**

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RAMA DEVI WOMEN'S UNIVERSITY, VIDYA VIHAR, BBSR**

ACADEMIC REPORT FOR THE SESSION 2022-23

➤ **Name of the Department:** PG Department of Journalism and Mass Communication

➤ **Mission and Vision:**

Mission: Media is regarded as the fourth pillar of democracy and the backbone of any developing nation. In the changing media scenario, the department of Journalism and Mass Communication attempts to equip the students from all strata of society, with the changing media technology and new platforms of media to uplift the marginalized section of society by working as the voice of the voiceless. The department runs with a motto to contribute a fair journalistic practice and media ethics in the profession. The department by imparting effective training among students attempts to adopt innovative approach in the field of media for a proper fusion of the traditional and modern media practices. The students aim to develop themselves as skilled media persons to carve niche in the field of media and communication.

Vision: The contemporary mass media scenario has been revamped. The threshold between print media and electronic media has revolutionized. In the era of new media or the convergent media, the postgraduate students of Journalism and Mass Communication will be trained efficiently to make them industry ready in this integrated media world. The department with a contemporary media shift will produce women graduates with mastery in mass media and enable them as women media entrepreneurs.

Academic Programme:

- MA in Journalism and Mass Communication
- PhD Programme

➤ **Publications/Patents:**

➤ Mishra, A. S. (2022). Copyright Challenges in Courseware Production” in the book CHANGING LANDSCAPE OF NEWS MEDIA & ENTERTAINMENT.

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- Shilpa, K., Kumari, A., Das, M. M., Sharma, T., & Biswal, S. K. (2023, April). Exploring Trauma Literacy Quotient Among Indian Journalists and a Way Forward in Post-Pandemic Era: A Case Study of India. *Journalism & Mass Communication Educator*, 1–22. <https://doi.org/10.1177/10776958231161889> (SAGE) (Scopus and UGC)

- Chakraborty, U., & Biswal, S.K. (2023). Impact of social media participation on female entrepreneurs towards their digital entrepreneurship intention and psychological empowerment. *Journal of Research in Marketing and Entrepreneurship*. <https://doi.org/10.1108/JRME-03-2021-0028> (Emerald). (ABDC-B, Web of Science, Scopus & UGC Indexed)
- Biswal, S.K. (2022). Ethics in Digital Media: Plagiarism, Copyrights and Attribution. In K. S. Kusuma (Ed.), *New Media: Media Content Production on Multiple Platforms* (pp. 89-97). New Delhi: Arshia Publications.
- Bharadwaj, H.S., & Nity. (2023). A Study on Hallyu: The Influence of K-Pop Group Among Bhubaneswar Youth. In Chatterjee, M., Acharya, B., & Roy, A (Eds.) *.Manthan*, (3), (pp. 40-50). IIMC.

➤ **Projects:** NIL

➤ **Teachers' Achievement:**

- Dr. Ambika Shankar Mishra contributed as a chair person in 3 days International conference on “New age communication technologies and Tools in Higher education.” Organized by CEC-UGC, New delhi in collaboration with the Birla school of communication, Birla global university, Bhubaneswar, Odisha from 23-25 March 2023.
- As a speaker, Dr. Ambika Shankar Mishra attended the two days National workshop on “Multimedia content development and Delivery” organized by CEC-UGC, New delhi in collaboration with the Birla school of communication, Birla global university, Bhubaneswar, Odisha from 03-04 November 2022.

To,
Dr. Anubha Shankar Mishra
Associate Professor
Ramadevi Women's University
Bhubaneswar

30 March 2023

Sub: Appreciation for your remarkable contribution as session Chair in the International Conference.

Dear Sir,

I would like to thank you for your contribution as a session Chair during the three days' international conference on "New Age Communication Technologies and Tools in Higher Education" organized by CEC-UGC, New Delhi in collaboration with the Birla School of Communication, Birla Global University, Bhubaneswar, Odisha from 23-25 March 2023. The analysis of the papers presented by participants done by you really helped all of us to understand how the higher education institutions have in the digital transformation have an opportunity to facilitate access to education for individuals of different social backgrounds and at the same time, it will provide them with the necessary tools and skills to face current global problems from a transdisciplinary perspective.

We are eager to continue our association with you through academic collaborations in the near future.

Wish you all the best in your future endeavors.

Thanking you,

Dr. Gyanaranjan Mishra
Coordinator
International Seminar



To,
Dr. Anubha Shankar Mishra
Associate Professor
Ramadevi Women's University
Bhubaneswar

10 November 2022


Sub: Appreciation for your remarkable contribution to the National Workshop on MOOCs.

Dear Sir,

I would like to thank you for your outstanding deliberation during the two days National Workshop on "Multimedia Content Development & Delivery" organized by CEC-UGC, New Delhi in collaboration with the Birla School of Communication, Birla Global University, Bhubaneswar, Odisha from 03-04 November 2022. You had been an amazing speaker and we were able to think out of the box. The topic "Copyright Challenges in Courseware Production" presented by you helped the participants to understand how the higher educational institutions have in the digital transformation have an opportunity to facilitate access to education for individuals of different social backgrounds and at the same time, it will provide them with the necessary tools and skills to face current global problems from a transdisciplinary perspective.

We are eager to continue our association with you through academic collaborations in the near future.

Wish you all the best in your future endeavors.

Thanking you,

Dr. Gyanaranjan Mishra
Coordinator



- Ms. Nity presented a paper titled 'A Study on Hallyu: The Influence of K-Pop Group Among Bhubaneswar Youth' at Filmi Chakkar 4.0, seminar titled 'Stardom' organized by Indian Institute of Mass Communication (IIMC) on 14th January 2023.

2. Ms. Nity presented a paper titled 'Social Media Strategies of Odisha Government during Covid-19 Pandemic at the National Media Conclave 2022, Media and Culture on November 21-23 at Bhubaneswar, Odisha.

3. Ms. Nity presented a paper titled 'A Study on the Role and Problems of Women Journalists in Odisha at the National Media Conclave 2022, Media and Culture on November 21-23 at Bhubaneswar, Odisha.

4. Joined as a resource person in the awareness programme organized by the P.G.



Department of Gender Studies, Journalism and Mass Communication and English in collaboration with SAKHA at Rama Devi Women's University on 19th April 2023.

- Ms. Ahaana Mansai presented a paper titled "Educational apps and its impact on students' at International seminar, titled 'New age communication, learning technology and tools in Higher Education' at Birla Global University, Bhubaneswar on 23rd March, 2023.

2. Ms. Ahaana Mansai Attended as Jury Member in the "State Level Public Hearing on violence against Dalit Women in India" organized by AIDMAM-NCDHR on 25th September 2022 at CYSD, Bhubaneswar, Odisha.



- Mr. Narsingh Majhi attended a two-day National Workshop on Multimedia Content Development & Delivery for MOOCs organized by Birla School of communication, Birla global university, bbsr and sponsored by Consortium for Educational Communication (CEC), New Delhi (An Inter University Centre set up by the University Grants Commission-UGC) from 02-04 November 2022.
- Mr. Narsingh Majhi was invited as a resource person and panellist in the 4th KSMC Public Relations Summit held on 29 April 2023 at School of mass communication, KIIT University.

➤ **Student's Achievements:**

- Suvasmita Mohapatra played the supporting role in Dukhara Sagare in January 2022



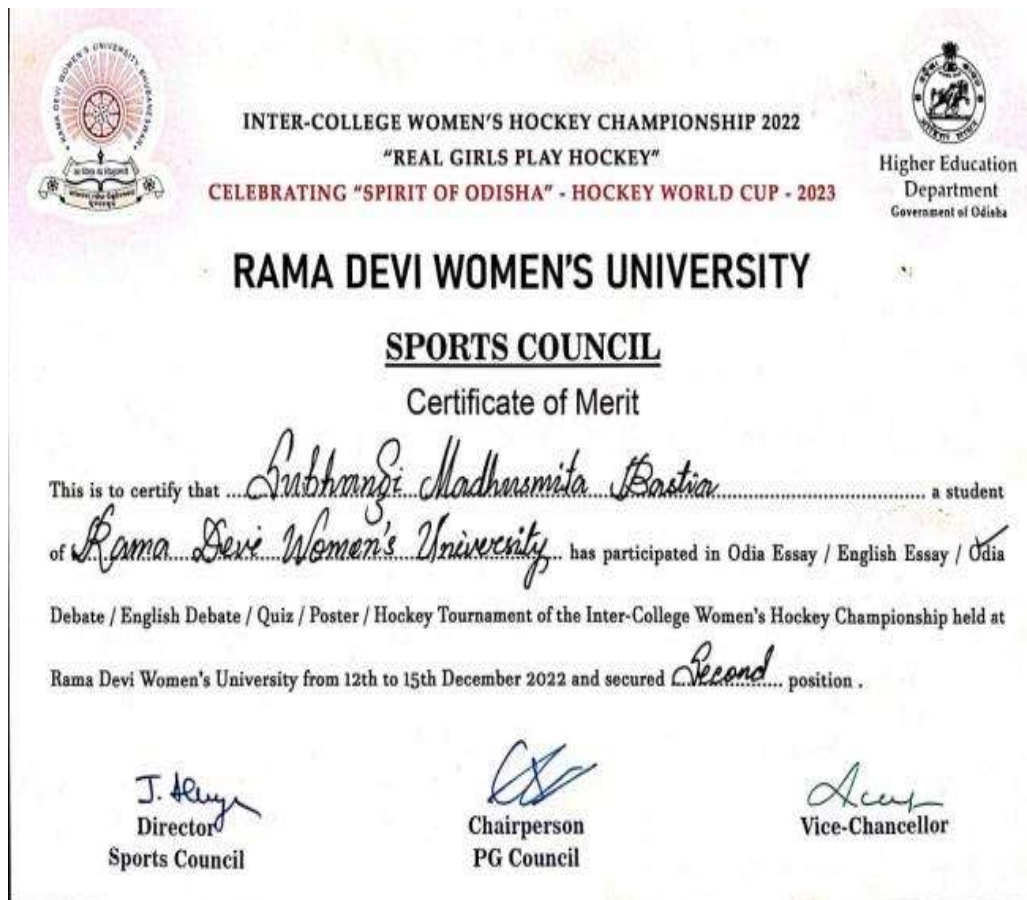
- Suvasmita Mohapatra played the supporting character in Durgati Nasini Bhajan In April 2022



- Shubhangi Madhusmita Bastia, a PG student of batch 2022-24 participated in debate competitions and social work. The details are:
- Participated in Debate Competition on Science Day.
- Participated in a Debate on the Celebration of the Hockey spirit of Odisha at Rama Devi Women's University.



- Participated in Debate on 14th October 2022.



- Shubhangi Madhusmita Bastia was felicitated on 26th November 2022 for social work activities.



- Sipra Priyadarshini, a PG student of batch 2022-24 participated in the following events during 2022-23. The achievements and participation of Sipra are:
- Avishkar award
- Itikili mitikili

- Suravi prativa anweshwan
- Performed at Meghahatuburu, West Singhbhum, Jharkhand



- Priyanka Priyadarshini, a student of batch 2022-24, started making reels on Instagram. Now she has 530k or 530000 followers. And also started a youtube channel (<https://youtube.com/@officialsanampriyavlog8841>) in which she shares small stories of her life with her audience.



Students' Participation:

- The P.G. Department of Gender Studies, Journalism and Mass Communication and English of Rama Devi Women's University in collaboration with SAKHA organized an awareness program on 19th April 2023. Students from JMC participated in the programme:
- Saideep Kar recited a self-written poem on women empowerment in which she expressed her deep emotions through words on the hardships faced by women.



- Shubhangi Madhusmita Bastia shared her personal experience in her village and her first meeting with Meera Madam.
- Swetapadma Naik shared her experience when she chose to go into sports.
- Priyanka Baliarsingh expressed her opinion towards the stigmatization of transgenders.

- Kranti Senapati delivered a beautiful poem on feminism.

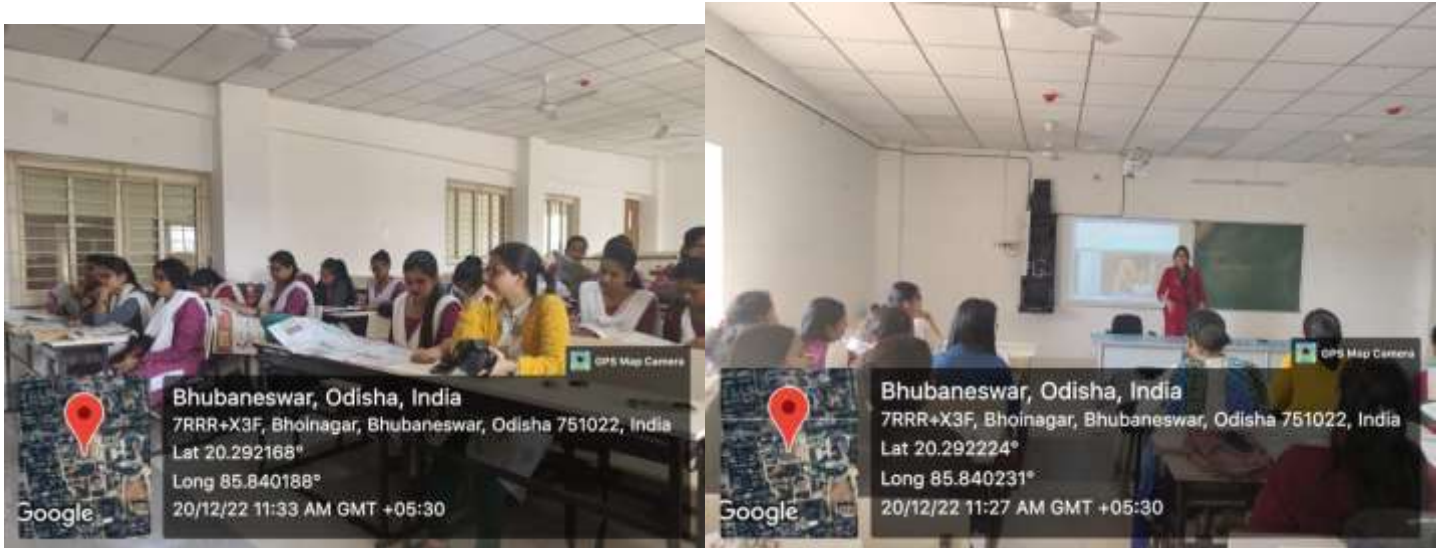


➤ **Seminars/FDPs/Workshops organized:**

1. The Role of Public Relations in the Space of Communication



2. Workshop on Developmental Journalism:



3. An Industry Talk on Career Counselling for Journalists in the Making:





4. A Workshop on Mobile Filmmaking:

5. A Seminar and Screening on Contemporary Korean Cinema:



6. Rural Journalism and Documentation:





7. Contemporary Television Journalism in India:



8. The Role of Development Communication for Social Change and Development:



- **Social outreach programmes conducted:** NIL
- **Alumni Activities:** Batch of 2020-22 .
- **Value added courses:** Basics of Photography (3 credits)
- **Certificate/Skill Courses:** NIL

Rama Devi Women's University

Academic Calendar for 2022 Semesters (June 2022-May2023)

Activity	Timeline
Reopening of University after Summer Vacation	17 th June , 2022
International Yoga Day	21 st June, 2022
FDP for RDWU faculty members	End of June
PG and UG Admissions	As per SAMS instruction
PG admissions to be completed by	July, 2022
UG admissions to be completed by	July, 2022
Commencement of Post Graduate (1st semester) classes	Aug 2022 Aug 2022 Aug 2022

Commencement of UG (1st semester) classes Commencement of BEd (1 st yr) classes Commencement of PhD coursework	Aug 2022
Commencement of Foreign language course Commencement of publishing course Commencement of ADCA course	
Observation of Independence Day	15 th August, 2022
Rama Devi Literary meet	Mid-September, 2022
Vishwavidyalaya Cup Odia debate & University Cup English debate completions 1 st phase competition	Mid-September, 2022
Observation of Gandhi Jayanti	2 nd Oct, 2022
Vishwavidyalaya Cup Odia debate & University Cup English debate completions 2 nd phase final competition	1 st week of November
End Odd Semester Examination UG 5 th & PG 3 rd semester	16 th Nov, 2022 (to be rescheduled)
NCC Day	22 nd Nov, 2022
Commencement of classes Under Graduate (1 st Semester)	Aug 2022
University Foundation Day	3 rd Dec, 2022
Annual sports/cultural week to conduct all competitions & Functions (with all affiliated colleges)	5 th Jan-20 th Jan 2023
Commencement of Post Graduate (1 st semester)	15 th January , 2023
Mid Semester Examination UG 3 rd sem, 5 th sem, & PG 3 rd semester	15 th -20 th January 2023
Observation of Republic Day	26 th Jan, 2023
Annual Sports Meet	28 th Jan, 2023
Mid Semester Examination UG 1 st semester	20-25 th Feb, 2023

National Science Day	28 th Feb, 2023
International Women's Day	8 th March, 2023
Mid Semester Examination PG 1 st semester	9 th -13 th March, 2023
Convocation	28 th March, 2023
PhD Admission	1 st April-6 th May, 2023
Commencement of PhD Coursework	July 2023
Summer Vacation	2 nd week of May, 2022