



SCHOOL OF JOURNALISM & MASS COMMUNICATION

BAJMC-Bachelor of Arts in Journalism and Mass Communication is a three year undergraduate degree course for students who wish to build their career in the field of journalism and mass communication. After successfully completing the course students will be able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience in various mediums of media like Radio, Television and New Media.



TALK SHOW ON *Sushma Swaraj*

The students of BA(JMC) division of KCC Institute of Legal and Higher Education visited ZEE NEWS on 7th August, 2019 for attending "TALK SHOW ON SUSHMA SWARAJ". It was a tribute to our Minister of External Affairs of India.

We being a part of this show got to know more and more about her achievement and work she did while serving the country. The show was hosted by renowned Anchor-

Aman Chopra. The students got the opportunity to interact and to expound the journey of Sushma Swaraj.

It was great learning experience for the BA (JMC) students to accumulate the facts, information and the skills acquired through experience and journey of Sushma Swaraj. With the Zee News platform, we got to know about her wide experience of politics by which the students acquired practical understanding and awareness.

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EDUCATIONAL VISIT TO DATA VIDEO TECHNOLOGIES

The Students of BA (JMC) of KCC Institute of Legal and Higher Education visited DATAVIDEO technologies, Noida (U.P.) on 13 August, 2019 in order to attain an educational experience regarding different video editing softwares. With in this workshop, the students were familiarized with different consoles and their elements which are put into use for carrying out domestic as well as professional Audio/Video broadcasting (Audio Mixers, Converters, Streaming Products, etc.).

WITH IN THIS WORKSHOP, THE STUDENTS WERE FAMILIARIZED WITH DIFFERENT CONSOLES AND THEIR ELEMENTS WHICH ARE PUT INTO USE FOR CARRYING OUT DOMESTIC AS WELL AS PROFESSIONAL AUDIO/VIDEO BROADCASTING (AUDIO MIXERS, CONVERTERS, STREAMING PRODUCTS, ETC.).

After the workshop, a Q&A session was held for the students to brush up the knowledge acquired and to satisfy their curiosities regarding audio/visual endeavors. The students found this visit to be very substantial and said that the knowledge attained will definitely be fruitful in their examinations and personal ventures. Data Video Technologies Co. Ltd is a Taiwan based manufacturer of video editing and multi-media production equipment established in the year, 1985. The company has spread globally with regional offices in North America, Europe and the Indian Subcontinent. Their equipment are known to be used in major media houses as well as Indian Space Research Organization (ISRO).

The students appreciated the workshop and gained lot of knowledge about the various equipment's used in video production. It was indeed a learning experience for the students as it taught them about the practical exposure about the working of Media Houses. The students cherished the experience and are looking forward to more of such events.



ORIENTATION DAY

An orientation program was organized by the college for the second batch of BAJMC-Bachelor of Arts (Journalism and Mass Communication) was extended a formal welcome on the Orientation day on 19th August 2019. The event was graced by the guest speaker Mr. Pravin Kumar.

The key objectives of orientation program was to facilitate a smooth transition for the students from school to college by familiarizing them with academic and campus life at KCC which helped them to get to know their batch mates, seniors and faculty members thus forging the way for friendships and collaborations lasting a lifetime and expose them to ways of gainfully using their newly-found freedom.



THE KEY OBJECTIVES OF ORIENTATION PROGRAM WAS FOR THE FRESHERS TO MAKE THE TRANSITION FROM SCHOOL TO UNIVERSITY.



TEACHER'S DAY



ON THIS SPECIAL DAY STUDENTS
CELEBRATES THE CONTRIBUTION OF
TEACHERS

Teachers' Day was a special day for the appreciation of teachers in which the students had planned celebrations to honor teachers for their special contributions in a particular field area. On this special day students celebrate the contribution of teachers with the event which came out as a burst of colours with decorations, cultural programmes, greetings and they also dedicated various performances i.e. play, dance, singing, rapping etc. to their teachers.



" CLOUD
BURST "
fresher's party
of 2019 was
hosted by the
seniors on 14th
September 2019, with
great Pomp & Show. All

students lived it to its theme "BOLLYWOOD". The party had it ALL - vivacious students, oodles of talent, ample of laughter, great food and to top it all, electrifying music to dance through the evening. This event was organized by second year students to have a good communication with the juniors and to welcome the juniors in their college. The event was filled with a full day party program in which juniors performed and showed their talents. At the end of the party the tag of Mr. Fresher and Mrs. Fresher and the best performer was felicitated by awards.



VISIT TO INDIA TODAY YOUTH SUMMIT “MIND ROCKS 19”



A great and memorable time spent on 28th September 2019 at the eighteenth edition of youth summit of “MIND ROCKS 19” organized by India Today, at Jawaharlal Nehru Stadium, Delhi. The students of BA(JMC) division of KCC Institute of Legal and Higher Education visited the summit which was mainly aimed at bringing together the youth and their role models in a two-way conversation, allowing tomorrow’s decision-makers to come face to face with their icons.

The youth summit was full of star speakers, stellar performances and exchange of extraordinary ideas all at one place in a daylong festival of talks, music and dance. The event kick started with a fun session that had for the first time MPs sitting together and discussing about the youth joining the politics. The discussion proved to be fruitful one for the young generation dreaming to serve the nation by the help of politics and decision-making; surely the motivating one.

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The session was then followed by cricketer Yuzvendra Chahal talking about his switch over from the life of a chess player to an unstoppable cricketer. The list of the program comprised of an opening concert by Sid K, which was followed by a welcome address, that took us to the meeting and discussion of parliamentary youth icons i.e. MPs including Tejasvi Surya (MP,BJP,Bangalore), Nusrat Jahan (MP,TMC,Basirhat), Imtiaz Jaleel (MP, AIMM ,Aurangabad) and Jothimani S.

(MP,CONGRESS,karur). Moving on we had “expanding horizons” an interview of Yuzvendra Chahal, former chess player, followed by session of “new age icons” including a short talk with Sandeep Aggarwal (Founder, droom, shopclues),

and Reha Singhal (founder and CEO of Ecoware), that carried us to “what Bollywood taught me”, having a small interview, and some entertainment including dance with Sushant Singh Rajput (Actor, Fitness freak). The first



session commenced with a motivational talk with noted models of their fields including Varshita Thatavarthi, Namrata Tripathi, Neeraj Saini, Prarthana Jagan and Robik Singh. The post lunch session was aimed at giving more of entertainment and motivation starting off by “on a high note” with Ananya Birla (Musician and Entrepreneur), that took us over “what it takes to compose a whole new tune” calling upon Ritviz (Musician and Composer) including a questioning session that gave a chance to the fans to get in touch with their role model.

A brief discussion about the water level problems was carried out with minister of water boards, Shri Gajendra Singh Shekhawat, as he was the most appropriate person to talk about regarding water scarcity since he belongs to the state of Rajasthan and knows that “Every Drop Counts”.

Similarly, there were other sessions too that brought Ria Sharma, Simran Shaikh, Himesh Reshamiya, Kangana Ranaut, Shraddha Kapoor, Melvin Louis, Suresh Mukund, and Neazy in front of the enthusiastic faces and cheers of public that waited eagerly to meet them.

The students enjoyed the visit and experienced great learning by knowing the thought process of various celebrities. They gained the knowledge about how events are organized at large levels. Visit to these trips not only enhances the knowledge but students get to know about different personalities and their life experiences.



A "LALLANTOP" VISIT TO AAJ TAK



The students of BA(JMC) division of KCC Institute of Legal and Higher Education visited India Today Group headquarters on 1st October, 2019 for attending "THE LALLANTOP QUIZ" SHOW. It's a competition where the college/university students, selected from round the nation are provided a platform to show the velour of their knowledge.

The show was hosted by Saurabh Dwivedi. The students got the opportunity to interact with the coordinators of the event as well as the producer of the show.

The coordinators explained the students, importance of adequate arrangement of audience for filming and also rendered some rudimentary education on shots and lighting.

It was great learning experience for the BA(JMC) students to accumulate some general knowledge along with technical knowledge. The students found this event, a joyride and desired to experience it more often.

SPECIALIZED REPORTING WORKSHOP

The students of BA(JMC) division of KCC Institute of Legal and Higher Education, Greater Noida were endowed upon with the presence of Ms. Rufi Zaidi, the senior principal correspondent in Zee News on 3rd October, 2019. She is known for her works in Sports Journalism. She has interviewed to the likes of Virat Kohli, Yuvraj Singh, Vijay Kumar and many more.

She provided a workshop to our students on Specialized Reporting or Beat reporting. Within the process, the honorary explained the students about different beats of journalism, their scope and subtle nuances among them for polishing the fundamentals of the students.

In the next portion of workshop, the students were made to perform an act where they created a simulation of real-life journalistic activities. This involved them carrying out research, framing of news and presenting it. Their performances were further evaluated.

The students appreciated the workshop and said, "This helped us to put our foot in the shoes of a real journalist, though for a little while". The students cherished the experience and are looking forward to more of such events.





A one day trip was organized for first year students of BA(JMC) to wild camp Dhauj on 5th October (Saturday). The location of Camp Wild Dhauj is in the pristine Aravali Valley the oldest mountain range of the world with dense forest and inhabited by wildlife. On reaching there we were given a brief about the camp and the schedule planned for us for the day, after which we were led to the dining area where we were offered a delicious breakfast. Aftermath, students were divided into three teams and each team along with a guide and a faculty member was taken for hiking in the picturesque range of the Aravali's. The walk

through the range was steep but a one-time experience cherished by all. After a tiring yet joyful walk, the next in store was team building activities called number in the circle, passing the ball, head or tail, tug of war and obstacle games, for which two teams were made and they were made to compete against each other. After this energetic team games, a wonderful lunch was offered. The day at Dhauj ended with students dancing to the beats on DJ.

EXCURSION TRIP DHAUJ



A VISIT TO NATIONAL MUSEUM & PARLIAMENT

An educational trip to the 'National Museum' and 'Parliament House' on 10th October, 2019. The trip included students of 2nd year of BA(JMC). All students, full of enthusiasm after leaving the premises took their first stop at 'The National Museum, New Delhi'. The museum fantasized every student and everyone was highly overwhelmed on getting to know their country's history, culture, and the great medieval civilization. The second and the last stop of this trip was "Parliament House (The Sansad Bhawana)".

Getting the view of the way the actual proceedings take place was really a new and memorable experience for everyone present there. After taking a small break for lunch the students battalion forwarded to the parliament museum, and the main attractions there were the light and sound show describing the freedom movements of India, the projector show depicting the Dandi March and last but not the least, the wax puppet show for the speech in real voice of Jawaharlal Nehru in a replica of the central hall.



"INNOVATION AND EMERGING TECHNOLOGIES"

A Guest Lecture on "INNOVATION AND EMERGING TECHNOLOGIES" by Mr. Deepak Bhardwaj, Senior Vice-President, Samsung Electronics, was organized on 14th October 2019. The event was an interactive engagement, where the speaker enlightened the students with his words of wisdom. The session began with lightning of lamp followed by felicitation of our guest with a sapling as a

token of welcome which was followed by a brief profile reading of the speaker. The Guest Lecture began on a motivational note where the speaker shared his own personal experience of overcoming his weaknesses and conquering them with perseverance, audacity and building a motion of inertia in order to reach his goal. Some of the very pragmatic steps to attain success and

be innovative in life were shared like, challenging the status quo, developing a constructive thought process,

avoiding crab mentality, attitude to change oneself for better and many more by relating them to various real life examples. Gradually the speaker made his move towards the current and the emerging technologies, which made our life efficient and organized. He also shared how, many of these idea were planted way back by some great brains and brought into existence after facing lot of criticism,

particularly the Integrated circuit which made technology a boon for evolution. He also made the students aware about the current technologies of Samsung, specifically Augmented Reality, and how it is being used by engineers, architecture etc. in an interesting way. The session ended with a question and answer round, where doubts of the students regarding

technologies, usage, challenges, threat were answered by the speaker.



THE EVENT WAS AN INTERACTIVE ENGAGEMENT, WHERE THE SPEAKER ENLIGHTENED THE STUDENTS WITH HIS WORDS OF WISDOM.



"CYBER SECURITY"

A workshop on "Cyber Security" by Dr. Anurag Jain, Associate Professor (USICT) GGSIPU, was organized on 18th October 2019. The event was a cognizant session, where the speaker updated the students about the current state of cyber-crime and cyber security. The session began with a welcome address followed by felicitation of our guest with a sapling as a token of welcome which was followed by a brief profile reading of the speaker. The speaker gave practical examples to explain how we can avert situations to become victims of cyber-crime. The speaker made students familiar with few technical terms in the world of data, like vishing, juice-jacking, ghostware etc. along with that the students were taught about how to create a strong password. The session ended with a question and answer round, where doubts of the students regarding cyber security, challenges, threat were answered by the speaker.



DEEPAWALI MELA



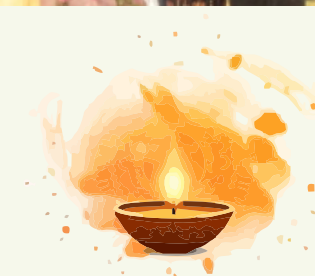
Deepawali Mela is synonymous to bonding with cultural roots and acquainting one to the rich Indian culture and heritage. KCC Institute of Legal and Higher Education organized

Deepawali Mela 2019 in KCC premises on 24th October. Food stalls offering all sought of eatables like sandwiches, pani-puri, burger, momos, nachos, dhokla, pasta etc. were relished by one and all. These stalls were put up by the students of various courses along with game stalls like brick and bucket, card games, spin your luck, key lock etc. Apart from that there were different items which were put on sale by the students like diyas, shawls, decorative items, handmade jewellery, handmade chocolates which were really appreciable. Students had also put their talents on display with sketching, mehndi, capture the moments etc. Various competitions like rangoli making, diya decoration, poster making, best stalls were held to further enhance students' enthusiasm. The extravagant event depicted the vibrance of this festival. The winners for all the competitions were felicitated. The Mela was a frolicsome affair altogether.

BAJMC- 1ST SEMESTER- WINNER OF LOCATION DECORATION



APPRECIATED FOR LIVE MUSIC



"HOW TO MAXIMISE YOUR POTENTIAL"



KCCILHE organized a Skill Development Program on "How to Maximize Your Potential" with 3A Learning for the students of BA(JMC) on 31st October 2019. The Skill Development Program consisted of involving the students in various motivational and team building activities and also honing their soft skills. The program created an aura of enthusiasm and learning with brilliant student participation and team spirit.

AAJ TAK SAHITYA VISIT



AAJTAK is organizing the 4th Edition of its Literature Festival, SAHITYA AAJ TAK from 1st -3rd of November 2019 at Indira Gandhi National Centre for the Arts, New Delhi. It is an initiative of the channel to highlight

the importance of art and literature in today's era. The fest intends to bring together a diverse mix of India's renowned personalities from writers, scholars, musicians, actors, columnists, business leaders, poets and theatre artists on one platform to express their views openly and involve in a fruitful dialogue.

Students BA(JMC), got an opportunity to visit and experience it on the first day of the event. Shweta the student of BA(JMC) got a T-shirt for winning Question & Answer Round.

A total of 6 stages were set at the venue including one in the auditorium at CV Mess, where the anchors were hosting simultaneously different events. The very first stage had The Lallantop where after show, Saurabh Dwivedi was conducting a question and answer round. The next stage, dustak durbar had Kailash Kher's live show, KAILASA going on. Moving on to the next stage, SEEDHI BAAT had Manish Sisodia, writer and Deputy Chief Minister of Delhi. Halla Bol was the next stage that we encountered had writers Yogita Yadav, Jainandan and Kuldeep Raghav interacting with the crowd about the world of writing. The event had a novel addition of English festival to promote the language and the writing along with Hindi.

Altogether the event was a wonderful confluence of poetry, prose, music drama, food politics and business leaders.



INFONATIVE 2K19

The Central Vigilance Commission was observing 'Vigilance Awareness Week' from 28th October- 2nd November 2019 with the theme "Integrity – A Way of Life". In this context KCCILHE also observed the Vigilance Awareness Week 2019, the commencement of which was done on 1st November 2019 with integrity pledge to all the faculty, students and Staff by Director Ma'am, followed by a group photograph in the college campus. This was superseded by the INFONATIVE 2K19-

the Inter-College competition organized by BA(JMC) under the faculty In-charge - Ms. Shalu Chopra and Ms. Aarushi Singh on 2nd November 2019. Multifarious competitions like Creative Writing, Debate, Slogan Writing, Collage Making, Photography, Media Quiz, RJ Hunt and Tech-Salvo were held.

The students of the BA(JMC) organized various competitions across the zone. In which many students have secured top positions in RJ Hunt, Media Quiz, Creative Writing and Tech Savlo. BA(JMC) showed a robust involvement and were in high-spirit throughout. Certificates and Prize Money concluded the event with prize distribution ceremony where all the winners along with all the participants for different competitions were felicitated.



FACULTY DEVELOPMENT PROGRAM

A Faculty Development Program on “Emerging Trends in Teaching Pedagogy” from 25th- 29th November 2019 was held in the campus of KCCILHE. The program was inaugurated by Prof. (Dr.) K.K Aggarwal, Chairman NBA and it was enlightened by the presence of various guests Prof. (Dr.) J.S Gujral, Ex- Director KIHEAT, Prof (Dr.) Vijesh Jain, Dean MDP, Entrepreneurship and Consulting, IMS Ghaziabad, Dr. Abhinav P. Tripathi, Associate Professor IMS Ghaziabad, Dr. V. K. Nangia, former Professor, Dept. of Management, IIT Roorkee, Dr. Om Prakash, Asst. Professor GBU & Dr. Pradeep Tomar, Assistant Professor, School of ICT, GBU. The one week FDP included different sessions on developing case studies, higher education, research opportunities and innovation in teaching. Participants from various colleges made their presence in the program and were felicitated with certificates in the valedictory session.



FACULTY ACHIEVEMENTS



1. Ms. Shalu Chopra

- Published a paper titled “SOCIAL TRENDS OF ETHNOGRAPHY VIDEOGRAPHY” in UGC recognized journal JETIR.
- Organized National Conference in KCCILHE- “THE EMERGING TRENDS & INNOVATIVE TECHNOLOGIES IN MANAGEMENT, IT & MEDIA 2019”.
- Attended the faculty Development Program “Integrated Technologies, Approaches and Effective Didactical Mechanism into Teaching, Learning and Research in Current Scenario” at IIMT Karkardooma, GGSIPU.

2. Ms. Aarushi Singh

- She has been Practicing Spiritual Motivational Training since last 5 Years. She has been awarded by the DadiGuljar for contribution towards Peace.
- Published a paper titled “ROLE OF SOCIAL MEDIA IN YELLOW JOURNALISM” in KCCILHE- “THE EMERGING TRENDS& INNOVATIVE TECHNOLOGIES IN MANAGEMENT, IT & MEDIA 2019”.
- Published a paper titled “IMPACT OF EDUCATION AND SKILL DEVELOPMENT PROGRAMS IN COMMUNICATING SDG” in JIMS – “NATIONAL CONFERENCE ON COMMUNICATING SUSTAINABLE GOALS” in February,2019.
- Published a paper titled “CORPORATE COMMUNICATION VS PR: TWO SIDES OF THE SAME COIN” in VIPS UGC APPROVED JOURNAL.

SCHOLASTIC ACHIEVEMENTS

Congratulations students for the brilliant academic performance in the university examination 2018-19.

ACADEMIC ACHIEVEMENTS

BA(JMC) (Session: 2018-19), II Semester

S. No.	Roll No.	Student Name	Total Marks	%
1	40427402418	SARASWATI SACHIDANAND PERUMAL	703	87.88
2	50627402418	RAKESH KUMAR	694	86.75
3	50527402418	PRATIK SHARMA	689	86.13

OTHER ACHIEVEMENTS

Batch 2018-21

- ♦ Organized INFONATIVE 2K19.
- ♦ Head of various Committees

S. No	Name of student	Name of Society	Position
1	Rakesh Parida	Drama Society	President
2	Akshat Rawat	Dance Society	President
3	Pratik Sharma	Literary Society	President
4	Haridwar	Radio Society	President
5	Saraswati Perumal	Political Society	President

S. No	Name of student	Organization Name	Position
1	Rakesh	Timeline Goa Pvt Ltd.	Copywriter
2	Haridwar	Timeline Goa Pvt Ltd.	Copywriter
3	Saraswati	Timeline Goa Pvt Ltd.	Reporter
4	Pratik	Down to Earth	Copy Editor /Writer
5	Samarthya	Times of India	Reporter
6	Kunika	Local Press	Reporter
8	Antara	Local Press	Reporter

Batch 2019-22

- ♦ Organized INFONATIVE 2K19.

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Director, KCCILHE

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Ms. Shalu Chopra
Assistant Professor
KCCILHE

Ms. Aarushi Singh
Assistant Professor
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BAJMC Batch 2018-21

Mansi Ranjan
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