

# JOURNALISM DEPARTMENT REPORT – 2024-2025

The Department of Journalism organized a series of academic activities, interactive sessions, and field visits aimed at enhancing practical exposure and skill development for students over the year 2024-25.

The Department hosted a **Speaker Session on Screenplay and Screenwriting** on **3rd February 2025**. The session was conducted by **Anu Singh Choudhary**, an acclaimed author and screenwriter. Known for her extensive work across mediums including print, radio, TV, films, and digital platforms, Ms. Choudhary spoke about her experiences in documentary filmmaking, journalism, and screenwriting. She also shared insights into her work on the popular Disney+Hotstar series *Grahan* and *Aarya*, offering students valuable perspectives on writing for visual mediums.

An interactive lecture on **Advertising Trends, with a focus on Government Advertising** was organized on **25th February 2025**. The session was led by **Mr. Rajesh Mansukhani**, General Manager, Corporate Sales at *Dainik Bhaskar* and former General Manager at *Times Response*, *The Times of India*. The lecture provided students with a comprehensive overview of the evolving trends within the advertising industry, particularly the unique nuances and challenges associated with government campaigns and public service advertising.

**"Journo-Junction 25"**- Annual Academic Day program was organized on 6th March, 2025. Theme of the program was **"AI-Media Playbook: A New Narrative"** under which various aspects of artificial intelligence and its impact on media practices was discussed. Mr. T K Arun- a distinguished Journalist who served as a Resident Editor of *The Economic Times* gave his keynote address. Ms. Prerna Madan, a Multimedia Journalist and Assistant Editor at a leading newspaper spoke on AI as source of news reporting and AI integration in newsrooms. In the afternoon session a workshop on Fact-Checking was conducted by Dr. Archana Kumari, Associate Professor at the Centre for Media Studies, JNU.

As part of the department's ongoing efforts to provide hands-on experience with essential media tools, a **Print Journalism and Production Workshop on Adobe InDesign** was conducted on **20<sup>th</sup> September, 2024**. **Ms. Ruchika Mahajan**, Faculty Member at NISCORT, led the session. The workshop aimed at equipping third-year students with technical skills for print media production, covering layout design, page-making techniques, and publication software essentials.

Additionally, students from the department undertook an educational field trip to the **Museo Camera Centre for Photographic Arts, Gurugram on 13 September 2024**. During the visit, the founder of the centre, **Aditya Arya**, a renowned photographer and photo historian, personally led a guided tour of his extensive collection of antique cameras — including rare aerial and spy cameras from World War I and II. He shared insights into the evolution of photographic equipment and practices while also presenting a special segment on his photographic documentation of the Nagas, discussing their cultural rituals and history.

These academic initiatives contributed significantly to enriching the curriculum experience for Journalism students, providing them with opportunities for immersive learning, industry interaction, and skill enhancement across diverse media fields.