

About the Department

Department of Mass Communication was started in the Session 2011-12 with the introduction of Post Graduate Diploma in Mass Communication. It is a one year PG Diploma Course which provides the students with number of job opportunities in the field of media. The department took a further step with the introduction of Journalism and Mass Communication (JSM) as an Elective Subject in B.A. (3 year Degree Course) in the session 2017-18. The college became the first institution in the district to start this subject at graduation level.

Courses Offered

| S.No. | Name of the Course | Duration |
|--------------|---------------------------|------------------------|
| 1. | PGDMC | One year (2 semesters) |
| 2. | B.A. | 3 years (6 Semesters) |

Teaching Faculty

| S.No. | Name of the Faculty Member | Educational Qualification |
|--------------|-----------------------------------|----------------------------------|
| 1. | Mrs. Kirti Loomba | MJMC, UGC- Net, Pursuing PHD |
| 2. | Ms. Cheshta Vohra | MJMC |

Student Strength

| S.No. | Name of the Course | Student Strength |
|--------------|---------------------------|-------------------------|
| 1. | PGDMC | 06 |
| 2. | B.A. First Year | 39 |
| 3. | B.A. Second Year | 18 |
| 4. | B.A. Third Year | 21 |

Activities

- The new academic session 2022-2023 began on August 17,2022 with the student **Orientation Program** to acclimatize the students about the academic calendar of the new semester, time-table, subjects to be studied, and the subject books to be referred. The students were apprised about the course objectives, along with the approach which shall be adopted to complete the respective courses. Students were also informed about the activities that the college has planned to conduct during the semester.
- A **Visit to a Photo Exhibition** titled “One Thousand Words” organized by Ludhiana Photo Journalist Association at Punjabi Bhawan, Ludhiana was arranged for the students on August 20,2022. The students interacted with the photojournalists of various newspapers. They learned about the process of composing a good journalistic photograph. Queries of the students were answered in a very effective and easy way.





Press Coverage



(21-08-22, The Tribune, Pg. 2, Col. 7)

- A **Mentoring Meet** was held on August 31, 2022 during 6th lecture at 12.20 pm. Mentors informed their mentees about the code of conduct of the college. They were also informed about the last date of change in subjects. Students were encouraged to participate in various extracurricular activities. The students enthusiastically attended this meeting and shared their views with their mentors.



- GNKCW celebrates **National Cinema Day**

Under the aegis of the Internal Quality Assurance Cell, the Department of Journalism and Mass Communication celebrated National Cinema Day on September 22, 2022. On this occasion, an inter-class debate competition was organized on the topic “Do you justify boycott trends in Bollywood?”. The competition was judged by Mrs. Gagneet Pal Kaur, Mrs. Inderjeet Kaur and Ms. Asha. This activity was conducted under the guidance of Mrs. Kirti Loomba and Ms. Cheshta Vohra, Assistant Professors, Department of Journalism and Mass Communication. Manpreet (BA 1st Semester) won the first Prize followed by Yashika (BA 1st Semester) at the second place). Simarjot from BA 5th semster secured 3rd position. Tanvi (PGDMC) and Sneha (BA 5th Semester) were given consolation prizes. Principal Dr. Maneeta Kahlon congratulated all the participants and

motivated the students to take benefit of such platforms to express their views on various issues.



The poster features the GNW logo on the left. The main text is centered and reads: "Guru Nanak Khalsa College For Women, Gujarkhan Campus, Model Town, Affiliated to Panjab University". Below this, it says "Under the aegis of IQAC, Department of Journalism & Mass Communication Organises Inter-class Debate Competition to Celebrate National Cinema Day, 22nd September, 2022". At the bottom, two boxes list the "Organising Team: Mrs. Kirti Loomba, Ms. Chestha Vohra" and the "Principal: Dr. Maneeta Kahlon". The background shows rows of red theater seats.



A photograph of a classroom where a presentation is being shown. The presentation slide is identical to the event poster. A woman is standing at a podium in the background, and several students are seated in the foreground, looking towards the screen. A weather overlay at the bottom shows a map of Ludhiana, Punjab, India, with a temperature of 30°C (86°F) on 2022-09-22 (Thu) at 11:41 (AM).



A group photograph of seven young women, some standing and some sitting on a bench. They are all smiling and making peace signs. They are wearing lanyards with ID cards. The background shows an indoor setting with a window and some plants. A weather overlay at the bottom shows a map of Ludhiana, Punjab, India, with a temperature of 31°C (88°F) on 2022-09-22 (Thu) at 12:58 (PM).

Press Coverage



ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਵਿਖੇ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮੌਕੇ ਮੁਕਾਬਲੇ ਦੀਆਂ ਜੇਤੂ ਵਿਦਿਆਰਥਣਾਂ ਨਾਲ ਦਿਖਾਈ ਦੇ ਰਹੇ ਪ੍ਰਿੰਸੀਪਲ ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ 'ਤੇ ਹੋਰ।
ਅਜੀਤ ਤਸਵੀਰ

ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਵਿਖੇ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮਨਾਇਆ

ਲੁਧਿਆਣਾ, 22 ਸਤੰਬਰ (ਪੁਨੀਤ ਬਾਵਾ)-ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਲੜਕੀਆਂ ਹਿੱਸੇ ਵਾਲੇ ਕੈਂਪਸ ਮਾਡਲ ਟਾਊਨ ਲੁਧਿਆਣਾ ਦੇ ਜਰਨਲਿਸਮ ਐਂਡ ਮਾਸ ਕਮਿਊਨਿਕੇਸ਼ਨ ਵਿਭਾਗ ਨੇ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮਨਾਇਆ। ਇਸ ਮੌਕੇ 'ਕੋ ਤੁਸੀਂ ਬਾਲੀਵੁੱਡ ਵਿਚ ਬਾਈਕਾਟ ਦੇ ਰੁਝਾਨ ਨੂੰ ਜਾਇਜ਼ ਠਹਿਰਾਉਂਦੇ ਹੋ' ਵਿਸ਼ੇ 'ਤੇ ਇੱਕ ਕਲਾਸ ਵਾਦ-ਵਿਵਾਦ ਮੁਕਾਬਲਾ ਕਰਵਾਇਆ ਗਿਆ। ਨਿਰਣਾਇਕ ਦੀ ਜਿੱਮੇਵਾਰੀ

ਗਗਨੀਤ ਪਾਲ ਕੌਰ, ਇੰਦਰਜੀਤ ਕੌਰ ਤੇ ਆਸ਼ਾ ਨੇ ਨਿਭਾਈ। ਇਹ ਗਤੀਵਿਧੀ ਕੀਰਤੀ ਲੁੰਬਾ ਤੇ ਚੇਸ਼ਟਾ ਚੌਹਰਾ ਸਹਾਯਕ ਪ੍ਰੋਫੈਸਰ ਪੱਤਰਕਾਰੀ ਤੇ ਜਨ ਸੰਚਾਰ ਵਿਭਾਗ ਦੀ ਅਗਵਾਈ ਹੇਠ ਕਰਵਾਈ ਗਈ। ਪ੍ਰਿੰਸੀਪਲ ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ ਨੇ ਸਾਰੇ ਭਾਗੀਦਾਰਾਂ ਨੂੰ ਵਧਾਈ ਦਿੱਤੀ ਅਤੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਵੱਖ-ਵੱਖ ਮੁੱਦਿਆਂ 'ਤੇ ਆਪਣੇ ਵਿਚਾਰ ਪ੍ਰਗਟ ਕਰਨ ਲਈ ਅਜਿਹੇ ਪਲੇਟਫਾਰਮਾਂ ਦਾ ਲਾਭ ਉਠਾਉਣ ਲਈ ਪ੍ਰੇਰਿਤ ਕੀਤਾ।

(23-09-2022 Ajit Pg 6 Col. 1)



ਸਿਨੇਮਾ ਦਿਵਸ ਪਰ ਵਾਦ-ਵਿਵਾਦ ਪ੍ਰਤਿਯੋਗਿਤਾ ਕਰਾਈ

ਲੁਧਿਆਣਾ | ਗੁਰੂਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵੂਮਨ ਗੁਜਰਕਾਨ ਕੈਂਪਸ ਮਾਡਲ ਟਾਊਨ ਦੇ ਜਰਨਲਿਜ਼ਮ ਐਂਡ ਮਾਸ ਕਮਿਊਨਿਕੇਸ਼ਨ ਵਿਭਾਗ ਦੁਆਰਾ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮਨਾਇਆ ਗਿਆ। ਇੰਟਰਨਲ ਕਵਾਲਿਟੀ ਏਜ਼ੋਰੈਂਸ ਸੇਲ ਦੇ ਤਵਾਖ਼ਾਨ ਮੌਕੇ 'ਕੋ ਤੁਸੀਂ ਬਾਲੀਵੁੱਡ ਵਿਚ ਬਾਈਕਾਟ ਦੇ ਰੁਝਾਨ ਨੂੰ ਜਾਇਜ਼ ਠਹਿਰਾਉਂਦੇ ਹੋ' ਵਿਸ਼ੇ 'ਤੇ ਇੱਕ ਕਲਾਸ ਵਾਦ-ਵਿਵਾਦ ਮੁਕਾਬਲਾ ਕਰਵਾਇਆ ਗਿਆ। ਨਿਰਣਾਇਕ ਦੀ ਜਿੱਮੇਵਾਰੀ

(23-09-2022 Dainik Bhaskar Pg 4 Col. 1)



ਲੁਧਿਆਣਾ ਦੇ ਜੀਐਨਕੇਸਡਬਲੂ ਮੈਂ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਦੇ ਦੌਰਾਨ ਹੁਣ ਵਾਦ-ਵਿਵਾਦ ਪ੍ਰਤਿਯੋਗਿਤਾ ਦੀ ਵਿਜੇਤਾ ਚਾਨਾਏ ਪ੍ਰਿੰਸੀਪਲ ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ ਦੇ ਸਾਥ • ਠਾਲੇ

ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਵਿਖੇ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮਨਾਇਆ

ਜਾਗਰਣ ਸੰਵਾਦਦਾਤਾ, ਲੁਧਿਆਣਾ: ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵੂਮਨ ਗੁਜਰਕਾਨ ਕੈਂਪਸ ਮਾਡਲ ਟਾਊਨ ਦੇ ਜਰਨਲਿਸਮ ਐਂਡ ਮਾਸ ਕਮਿਊਨਿਕੇਸ਼ਨ ਵਿਭਾਗ ਨੇ ਰਾਸ਼ਟਰੀ ਸਿਨੇਮਾ ਦਿਵਸ ਮਨਾਇਆ। ਇਸ ਅਵਸਰ ਪਰ ਕ੍ਰਿਸ਼ਨਾ ਆਪ ਬਾਲੀਵੁੱਡ ਮੈਂ ਬਹਿਸ਼ਕਾਰ ਦੇ ਰੁਝਾਨ ਕੋ ਸਹੀ ਠਹਿਰਾਏ ਹੈਂ ਵਿਸ਼ੇ ਪਰ ਏਕ ਅੰਤਰ-ਵਰਗ ਵਾਦ-ਵਿਵਾਦ ਪ੍ਰਤਿਯੋਗਿਤਾ ਕਾ ਆਯੋਜਨ ਕੀਆ ਗਯਾ। ਪ੍ਰਤਿਯੋਗਿਤਾ ਕੋ

ਗਗਨੀਤ ਪਾਲ ਕੌਰ, ਇੰਦਰਜੀਤ ਕੌਰ ਆਸ਼ਾ ਨੇ ਜਜ ਕੀਆ। ਏਹ ਗਤੀਵਿਧੀ ਕੀਰਤੀ ਲੁੰਬਾ ਆਰ ਚੇਸ਼ਟਾ ਚੌਹਰਾ ਸਹਾਯਕ ਪ੍ਰੋਫੈਸਰ, ਪੱਤਰਕਾਰੀ ਆਰ ਜਨਸੰਚਾਰ ਵਿਭਾਗ ਕੇ ਮਾਰਗਦਰਸ਼ਨ ਮੈਂ ਆਯੋਜਿਤ ਕੀ ਗਈ। ਪ੍ਰਿੰ. ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ ਨੇ ਸੱਭੀ ਪ੍ਰਤਿਭਾਗਿਯੋਂ ਕੋ ਬਘਾਈ ਡੀ ਆਰ ਚਾਨਾਏ ਕੋ ਵਿਭਿੰਨ ਮੁਢੋਂ ਪਰ ਅਪਨੇ ਵਿਚਾਰ ਵਯਕਤ ਕਰਨੇ ਕੇ ਲਿਏ ਏਸੇ ਪਲੇਟਫਾਰਮ ਕਾ ਲਾਭ ਉਠਾਨੇ ਕੇ ਲਿਏ ਪ੍ਰੇਰਿਤ ਕੀਆ।

(23-09-2022 Dainik Jagran Pg 2 Col 1)

- Under the aegis of IQAC, a **Mentoring Meet** was held on 30th September 2022. All the mentors from their respective streams made their mentees aware about the MSTs which will be held from 27th October 2022- 7th November 2022. Mentees were also informed about upcoming events of the college, including, the activities to be conducted under the 'Earn while you Learn' scheme. Students were encouraged to put up different stalls on eve of Karwa Chauth and Diwali.



- Under the aegis of Internal Quality Assurance Cell, Department of Journalism and Mass Communication of Guru Nanak Khalsa College for Women, Gujarkhan Campus, Model Town, Ludhiana, organized **Photography Competition** on the occasion of the Annual Diwali Program, Roshni- 2022 on October 20, 2022. The theme was Green Diwali. Under the supervision of department head Mrs. Kirti Loomba and Ms. Cheshta, 35 students participated in this competition and were judged by Mrs. Harpreet Kaur. The students participated with full enthusiasm and showcased their skills.

Principal Dr. Maneeta Kahlon encouraged the students and staff to organize such types of competition, which are helpful for the overall development of the students.

1st price- Tanishka PGDMC

2nd price- Ishita BA 3rd semester and Tanya (PGDMC)

3rd price- Nishtha B.A 1st semester



The poster is for a photography competition organized by the Department of Journalism and Mass Communication at Guru Nanak Khalsa College For Women, Gujarkhan Campus, Model Town, Ludhiana. It is part of the IQAC and Roshni - The Annual Diwali Program. The competition is scheduled for 20th October, 2022. The organizing team consists of Mrs. Kirti Loomba and Ms. Cheshta Vohra. The principal, Dr. Maneeta Kahlon, is also mentioned. The poster features a hand holding a silver camera against a green background. Logos for GNW and Green Diwali are present.

Guru Nanak Khalsa College For Women
Gujarkhan Campus, Model Town, Ludhiana

Green Diwali

IQAC & as a part of
Roshni - The Annual Diwali Program

Department of Journalism and Mass Communication
is organizing
Photography Competition
on 20th October, 2022

Mrs. Kirti Loomba
Ms. Cheshta Vohra
Organizing Team

Dr. Maneeta Kahlon
Principal





- **Mid-semester examinations** were conducted in the college from October 27, 2022 to November 7, 2022, in order to prepare students for the Panjab University Final Examination slated for December 2022.



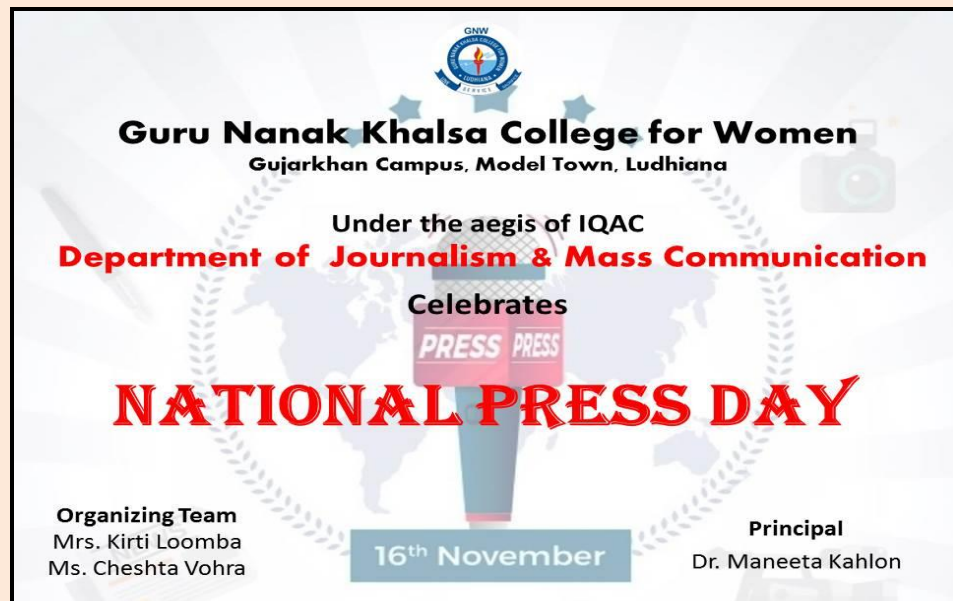


- Under the aegis of Internal Quality Assurance Cell, Parent Teacher Association of Guru Nanak Khalsa College for Women, Model Town, Ludhiana organized **Parent Teacher Meet** in the college campus on **November 12, 2022**. The parents were given warm welcome by GNKCW team members. Performance of students in mid semester tests was discussed with the parents by their respective mentors. During the meet, strengths and areas of improvement were also discussed. Parents were also asked for their suggestions in this forum. They were also informed about the code of conduct for students and the grievance cell formed in the college.





- Under the aegis of Internal Quality Assurance Cell of Guru Nanak Khalsa College for Women, Gujarkhan Campus, Model Town, Department of Journalism and Mass Communication celebrated "**National Press Day**" on **November 16, 2022** in the college campus. Mrs. Kirti Loomba, Head and Assistant Professor, Department of Journalism and Mass Communication apprised the students about the relevance of this day. Students of the department expressed their views on the present status of print media in India. Principal Dr. Maneeta Kahlon underlined the importance of media in the development of society and motivated the budding journalists to follow ethics while performing their duties.





Model Town, Ludhiana, GNIMT Lane, Pritm Nagar, Model Town, Ludhiana, Punjab 141002, India

Ludhiana
Punjab
India



23°C
73°F

2022-11-16(Wed) 11:32(AM)



Press Coverage

प्रिंट मीडिया की वर्तमान स्थिति पर की चर्चा



लुधियाना | गुरु नानक खालसा कॉलेज फॉर वुमन गुजरखान कैम्पस मॉडल टाउन में इंटरनल क्वालिटी असेसमेंट सैल के तत्वाधान में पत्रकारिता और जनसंचार विभाग द्वारा कॉलेज परिसर में "राष्ट्रीय प्रेस दिवस" मनाया गया। पत्रकारिता एवं जनसंचार विभाग की प्रमुख एवं सहायक प्रोफेसर कीर्ति लूंबा ने छात्रों को इस दिन की प्रासंगिकता से अवगत कराया। विभाग के छात्रों ने भारत में प्रिंट मीडिया की वर्तमान स्थिति पर अपने विचार व्यक्त किए। इस मौके पर प्रिंसिपल डॉ. मनीता काहलौं ने भी अपने विचार रखे।



लुधियाना के गुरु नानक खालसा कॉलेज फार वूमेन में राष्ट्रीय प्रेस दिवस के दौरान प्रिंसिपल डा. मनीता काहलौं अध्यापकों के साथ • सौ. कॉलेज

जीएनकेसीडब्ल्यू ने मनाया राष्ट्रीय प्रेस दिवस

जासं, लुधियाना : गुरु नानक खालसा कॉलेज फार वूमेन (जीएनकेसीडब्ल्यू) गुजरखान कैम्पस मॉडल टाउन के पत्रकारिता और जनसंचार विभाग ने कॉलेज परिसर में राष्ट्रीय प्रेस दिवस मनाया। पत्रकारिता एवं जनसंचार विभाग की प्रमुख एवं सहायक प्रो. कीर्ति लूंबा ने छात्रों को इस दिन

की प्रासंगिकता से अवगत कराया। विभाग के छात्रों ने प्रिंट मीडिया की वर्तमान स्थिति पर विचार व्यक्त किए। प्राचार्या डा. मनीता काहलौं ने समाज के विकास में मीडिया के महत्व को रेखांकित करते हुए उभरते पत्रकारों को अपने कर्तव्यों का पालन करते हुए नैतिकता का पालन करने के लिए प्रेरित किया।

National press day

Under the aegis of internal quality assurance cell of Guru Nanak Khalsa College for Women, Gujarkhan Campus, Model Town, the department of journalism and mass communication celebrated 'National Press Day'. Kirti Loomba, head and assistant professor, department of journalism and mass communication, apprised the students about the relevance of this day. Students of the department expressed their views on the present status of print media in India.

- Slow Learners and advance learners were identified from BA first semester. **Remedial Classes** were conducted for the slow learners from November 19-25, 2022.





Achievements of the Faculty members

Mrs. Kirti Loomba

- Participated in a 2-Day Hybrid Workshop on 'Quantitative Research Methods and Publications in International Journals', on September 3-4 organized by Delhi Metropolitan Education, Noida
- Participated in a session organized by UGC On account of Shikshak Parv (Teacher's day) to commemorate the birth anniversary of former President of India Dr. S. Radhakrishnan, on September 06, 2022 on the Theme: Technology Enabled teaching learning in digital era

Summarized Report of the Department

| Sr. No. | Date | Activity |
|----------------|--------------------------------------|--|
| 1. | August 17,2022 | Student orientation Session |
| 2. | August 20,2022 | Visit to a Photo Exhibition organized by Ludhiana Photo Journalist Association |
| 3. | August 31, 2022 | Mentoring Meet |
| 4. | September 22, 2022 | GNKCW celebrates National Cinema Day |
| 5. | 30th September 2022 | Mentoring meet |
| 5. | October 20, 2022 | Photography Competition |
| 6. | October 27, 2022 to November 7, 2022 | Mid-semester examinations |
| 7. | November 12, 2022 | Parent Teacher Meet |
| 8. | November 16, 2022 | National Press Day |
| 9. | November 19 to November 25, 2022 | Remedial Classes |