

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

About Us

Established in **2007 under North Bengal University (NBU)** as General Degree Course, the department of journalism and mass communication got affiliated to the Central University of Sikkim in **2008**. But it was in **2012** that the General degree course was turned into an honours course by the University.

After the course was announced as an honours degree the enrolment also saw substantial increase from **20 students in 2007 to 82 students in 2022**. The number of students enrolling in the course has not changed much ever since.

The undergraduate program of Journalism and Mass Communication is designed specifically to provide the **fundamentals of Media studies** to the students of Sikkim and nearby states. The course has been planned into **Six semesters** at the end of which students walk out of the college with an honour's degree in Journalism and Mass Communication.

Faculty of the Department

The department of Journalism and Mass Communication now boasts a good number of faculty who are all highly qualified and well trained for the job.

Currently the department has 5 faculty members out of which 3 have a PhD and then rest are all NET qualified. The department also has two non-teaching staff who are both well trained and experts in their own areas.

Teaching Faculty of the department

Sl. No.	Name & Qualification	Year of joining	Area of Specialisation	Email id
1	Ms. Bindya Rai (UGC NET)	2008	Electronic Media -TV/Radio, Broadcast journalism	bindhyarai793@yahoo.com
2	Ms. Pranita Gurung (UGC NET)	2012	Advertising, Media Management	pranitagr13p@gmail.com
3	Dr. Mahendra Prasad Gurung Dr Dr jsajbcjnc (UGC NET, MPhil, PhD)	2015	Development Communication	legoi.mpg@gmail.com

4	Dr. Cherrila W Bhutia (UGC NET, PhD)	2018	Public Relations and Corporate Communication	cherrila04@gmail.com
5	Dr. Dikila Bhutia (UGC NET, PhD)	2021	Writing for Print Media	b.dikila@gmail.com

Non-Teaching Members of the team

Sl.no	Name	Year of Joining	Responsibilities	Email Id
01	Mr. Lokesh Chettri	2010	Studio Instructor	lokesh.chettri75@gmail.com
02	Mrs. Rashmi Rai	2023	Office Assistant	rasmirai221987@gmail.com

Syllabus

JOURNALISM AND MASS COMMUNICATION HONOURS SYLLABUS

Semester	Paper Code	Papers	Credits	Marks
I	JMC-UG-E101	Introduction to Mass Communication	4	100
II	JMC-UG-E201	Writing for Media-I	4	100
III	JMC-UG-E301	Basics of Radio and TV Production	4	100
IV	JMC-UG-C401	Development of Media in India	4	100
	JMC-UG-C402	Writing for Media-II	4	100
V	JMC-UG-C501	Advertising and Public Relations	4	100
	JMC-UG-C502	Traditional Folk Media and Alternative Media	4	100
VI	JMC-UG-C601	Media Management	4	100
	JMC-UG-C602	Media Entrepreneurship in Northeast India	4	100

JMC-UG-E101: Introduction to Mass Communication

Unit I: Communication: Concepts and Process

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Social Functions of Mass Communication, Scope of Mass Communication.

Unit II: Communication Theories

Authoritarian; Libertarian; Socialistic; social-responsibility; Normative theories; Development media theory; Democratic participation media theory.

Unit III: Communication Models

Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Wesley and Maclean model

Unit IV: Media and the Public Sphere

Habermasian concept of Public Sphere and the role of mass media
Agenda setting

Marshall McLuhan and Technological determinism

Cultivation analysis

Media institution, Audience and representation

Suggested Readings:

McQuail, D., McQuail's Mass Communication Theory, Vistar Publications New Delhi, 2009
Baran, J.S. and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Thomson Wadsworth, Noida, 2007
Becker, S. L., Discovering Mass Communications, Scott, Foresman, Glenview, 1987
Berger, A. A., Essentials of Mass Communication, Sage, New Delhi, 1995
McLuhan, M., Understanding Media, Mentor, London, 1980
Wright, C. R., Mass Communication and Sociological perspectives, Random House, New York, 1986
Kumar, K. J., Mass communication in India, 1995
Fiske, J., An introduction to Communication, Routledge, 1990

JMC-UG-E201: Writing for Mass Media-I**Unit I: Fundamentals of Communication-I**

Writing as an essential communication skill.
Vocabulary, usages, grammar, spellings, punctuation and syntax
Sentence construction and structure: Clarity, emphasis, rhythm and length

Unit II: Fundamentals of Communication-II

Paragraph writing.
The Process of Writing- Composition, Comprehension, Precise writing

Unit III: Writing for Print

Basics of writing a news report: Structuring a news report- 5 W's and H, Intro/ Lead, Inverted Pyramid and other news structures, Dateline.
Feature writing, book reviews, Opinion and editorial writing

Unit IV: Writing for the Web

Basics of writing for online media- structure and content
Writing stories for internet, editing and rewriting

Note: This course will have extensive practical sessions. These sessions should aim at giving students a hands-on experience of writing for different platforms.

Suggested Readings:

D.R. Williamson, Feature Writing for Newspaper
Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
J. J. Astor, Art of Modern Journalism
Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom

Koth (Adamantine Press Ltd.)
K. M. Srivastava, News Reporting & Editing
M. V. Charnley, Reporting
M.V. Kamath, Professional Journalism

Mike Ward, Journalism Online
R.P. Neison, Articles and Features
Robert Cunning, The Technique of Clear Writing
S. Banerjee, Reporting Manual
Sol Robinson, Guideline for News Reporters
Valladare, The craft of Copy Writing
Vir Bala Aggarwal, Essentials of Practical Journalism

JMC-UG-E301: Basics of Radio and Television Production

Unit I: Television Production Process

Camera Operation and Control, Video Quality; Color-Composition, Graphics, Sets-Lighting for Video-Video Recording, Producing and Directing-News and Documentaries; Publicity-Dubbing- Playback-re-recording-cinematography; Legal and Ethical Issues; Audio for Film and Video; Shots and Framing- Camera Angles-The Rules of Framing-Camera Movement

Shooting Interviews: Introduction-Interview Structure-Framing-Composition-Interview Sound; Interview Lighting-Editing Interviews-Interviewing Tips

Different genres: Short films, music videos, Public Service Announcements (PSA)

Video Editing: Editing Guidelines- Grammar of visual editing Non-Linear Editing-Making Use of Time Code, On-Line and Off-Line Editing

Unit II: Radio Production Process

Characteristics of radio as a means of mass communication

Making pictures in the minds with spoken words, music and sound effects
Main elements of radio production

Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries

Unit III: Elements of sound

Frequency and wave length

Journey of sound

Analog and digital sound

The voice behind the mike: elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume

Unit IV: Understanding Sound

Sound waves,

frequency
Types of

microphone

Audio equipments, sound recording, editing and mixing

Suggested Readings:

D.E. Reese and Lynne S. Gross, Radio Production Work text: Studio & Equipment.
Gerald Millerson, Television Production, Focal Press

Herbert Zettl, Television Production Handbook, Wadsworth
J.E. Fletcher, Handbook of radio and Television Broadcasting

Robert McLeish, Techniques of Radio Production.
Stuart W Hyde, Television and Radio Announcing

JMC-UG-C401: Development of Media in India

Unit I: The Indian Press

Origin of Press in India
Growth of English Newspaper and its contribution to India's
Independence Vernacular Press Act
Role of Press after Independence
Popularity of English Newspaper in India
Language Press Scenario in India
Leading Dailies: The Hindu, Amrita Bazar Patrika, Hindustan Times, The Indian Express, The
Tribune, The Times of India.

Unit II: Radio

Origin of Radio in India
Development of AIR during First Three Five Year Plans
Various Types of Radio, AIR services: National, Regional, External Services
Role of radio in a developing country
Broadcasting Code
Present Status of AIR, FM broadcasting and Community Radio.

Unit III: Television

Development of Television in India
Public service broadcasting
Commercial TV
Broadcasting policy and regulation

Unit IV: Cinema

Origin and Development of Films in India
Cinema and Society
Effects of Cinema

Suggested Readings:

B.D. Garga, So Many Cinemas - The Motion Picture in India, Bombay, Eminence Design Pvt.Ltd, 1996.
Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
H.R. Luthra, Indian Broadcasting
M. Chalapathi Rau, The Press
Nadig Krishnamurthu, India Journalism
P.C. Chatterjee: Broadcasting in India, New Delhi
Rangaswamy, Parthasarathi, History of Press In India
S. Natarajan, A History of the Press in India

JMC-UG-C402: Writing for Media –II

Unit I: Writing for Radio

Thinking audio: writing for the ears, the language, use of words structure of sentences and phonetics.

Writing for radio features and documentaries: Structure and writing with special effects soundbytes.

Writing for Radio news copy: Basics of writing for radio news, the style and the content, writing for dispatches.

Unit II: Writing for Television

Writing to visuals: Reference writing, story board and visualization

Writing TV production scripts: features, Soap operas, documentaries and commercials

Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs

Unit III: Writing for media with responsibility

Media ethics: Print media and Press council guide lines, broadcast code and ethics, false light and distortion of sound and visuals.

Principles of Journalism and responsibilities of a Journalist

Responsibilities of an Editor, broadcaster, and TV Producer.

Ombudsman

Unit IV: Characteristics of social media writing

Broadcasting

Interaction

Engagement

Suggested Readings:

D.D Basu, Press Laws

Robert McLeish, Techniques of Radio Production.

White (Ted). Broadcast News Writing and Reporting

JMC-UG-C501: Advertising and Public Relations

Unit I: Advertising - Concept, Principles and Functions

Advertising: Concepts and Functions, Evolution and Classifications.

Major Theories of Advertising and Consumer Behaviour.

Principles and Concepts in Advertising Management. Advertising Research & Multi Media Campaign: Process and Planning. Brand Management: Concept & Process

Ad Agency: Concept, Types, Structure & Functions, Advertisement

Budget, Creativity in Ad: Print, Radio & Television. Impact of advertisement on society

Unit II: PR-Concepts, Principles and Trends

Public Relations: Principles, Concepts & History,
Emerging Trends in Public Relation
Corporate Communication

Unit III: PR Management

Integrated Marketing Communication,
PR Tools, PR Writing Tactics, PR Campaigns & Research.

Unit IV: Case study

Case Studies of successful PR exercise/ campaign
Case Studies of Advertising

Readings List

1. B. N. Ahuja, Public Relations
2. Baldeo Sahai, Public Relations: A Scientific Approach
3. C. H. Sandage, Advertising: Theory and Practice
4. D. S. Mehta, Handbook of PR in India
5. Datta, Sarojit. Advertising Today- In the Indian Context
6. Eric McGregor, Teach Your Advertising
7. Frank Jefkins, Advertising Made Simple
8. H. W. Hepner, Effective Advertising
9. H. W. Hepner, Modern Advertising
10. J. Jethwaney, Public Relations
11. J. M. Kaul, Public Relations in India

JMC-UG-C502: Traditional Folk Media and Alternative MediaUnit**I: Traditional Folk Media (TFM) - Concept and Forms**

Traditional Folk Media – meaning, characteristics, its difference from Mass Media
Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal.

Unit II: Folk media in Northeast India

Folk media in Northeast India - eight sister states

Unit III: Traditional Folk Media and Social Development

Role of TFM in social change; challenges and threats to folk media,
Strengthening folk media- means and ways, Scope of using TFM in Sikkim.

Unit IV: Alternative Media

Neighborhood newspapers, wall newspapers, graffiti, bulletin boards
Social Media and citizen journalism: role of blogging in alternative journalism

Social messaging and journalism

Mobile telephony radio

Note: Students would be given assignments to conceptualize ideas for public awareness campaigns on social issues and perform street theatres or any appropriate TFM. The credit for the same is 1.

Suggested Readings:

Appavoo, J. Theophilus, *Folklore for Change*, Theological Seminary, Madurai, 1986

Atton, Chris (2002) *Alternative Media*; Sage, London

Chantler, Paul & Stewart, Peter (2007) *Community Radio- Basic Radio Journalism*; Focal Press, Oxford

Gargi, Balwant: *Folk Theatre in India*, Rupa and Co., Bombay, 1991.

Lee, Eric, *How Internet Radio Can Change the World*

Malik, Madhu, *Traditional Forms of Communication and the Mass Media in India*

Mukhopadhyay Durgadas, *Lesser Known Forms of Performing Arts in India*, Sterling, New Delhi, 1978

Parmar, S., *Folk Music and Mass Media*, Communication Publications, 1977

Parmar, S., *Traditional Folk Media in India*, Geka Books, New Delhi, 1975

Raganath, H.K., *Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India*, UNESCO, Paris.

JMC-UG-C601: Media Management

Unit I: Principles of media management and their significance

Principles of Management and their application to media,

Media as an industry and a profession.

Ownership patterns of mass-media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems,

Unit II: Structure and hierarchy

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections;

Apex bodies: DAVP, INS and NRS/ABC, TRP.

Unit III: Functions

Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit IV: Economics of Print and Electronic Media Management

Business, legal and financial aspects of media management.

Budgeting and finance, capital costs, production costs, commercial polity,

advertising and sales strategy, competition and survival, evolving a strategy and plan of action,

Working Journalist and non-working journalist Act and PR for building and sustaining business and audience. Foreign equity in Indian media (including print

SI.NO	ROLL NUMBER	NAME	CGPA	PERCENTAGE %
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media) and Press Commissions on Indian newspaper management structure.

JMC-UG-C602: Media Entrepreneurship in North East India

Unit I: Media Scenario in Northeast India

Print media: local newspapers, magazines, newsletters, brochures and pamphlets Broadcast media: FM stations, Community radio, radio on mobile, radio- online Television: Satellite, local cable networks, production houses, Recording studios Film making

Unit II: Business models

Marketing , Cost-installation Advertising , Financial resources/ resource mobilization:

Unit III: Special Nature of Northeast

Challenges and possibilities, support systems

Unit IV: Factors affecting entrepreneurial development

The role of entrepreneurship in society

Suggested Readings:

Bright P S, How to be an entrepreneur.

D.D Mali, Entrepreneurial scenario in

North east. Philip Kotler, Marketing

Management.

Vasant Desai, Small Scale Industries and Entrepreneurship.

01	16NAO272	Nanda Kishore Ram	6.06	58%
02	16NAO275	Suman Rai	4.28	41%
03	16NAO276	Barsha Rai	6.39	61%
04	16NAO278	Divya Pradhan	FAIL	FAIL
05	16NAO280	Rajesh Manger	6.33	60%
06	16NAO281	Kailash Subba	3.72	45%
07	16NAO282	Ajay Tamang	FAIL	FAIL
08	16NAO283	Sunil Chettri	5	46%
09	16NAO284	Kesang Doma Sherpa	5.61	53%
10	16NAO285	Dhan Maya Chettri	4.83	46%
11	16NAO288	Amir Gurung	4.94	47%
12	16NAO292	Geeta Pradhan	5.83	46%
13	16NAO293	Pritika Lohar	5.61	53%
14	16NAO298	Naresh Rai	5.61	53%

STUDENT DATA – 2017 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME	CGPA	PERCENTAGE %
01	17NAO484	Anish Pradhan	5.89	55.955%
02	17NAO487	Pranita Khanal	6.67	63.365%
03	17NAO489	Neeta Subba	7.61	72.295%
04	17NAO491	Mandira Rai	5.33	50.635%

05	17NAO494	Dipna Chettri	5.67	53.865%
06	17NAO495	Bal Kumari Chettri	5.2	49.4%
07	17NAO500	Sushmita Limboo	5.94	56.43%
08	17NAO502	Pratima Rai	5.56	52.82%
09	17NAO503	Adity Sharma	6.83	64.885%
10	17NAO506	Manita Pradhan	6.56	62.32%
11	17NAO508	Radha Shyam Subba	7.44	70.68%
12	17NAO509	Neelesh Sharma	5.06	53.2%
13	17NAO511	Indra Raj Gurung	5.89	55.955%

STUDENT DATA – 2018 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME	CGPA	PERCENTAGE %
01	18NAO500	Shangjula Gurung	NCL	NA
02	18NAO502	Shamol Roy	6.67	63.365%
03	18NAO482	Bejen Thapa Manger	NCL	NA

04	18NAO483	Jeena Biswakarma	NCL	NA
SI.NO	ROLL NUMBER	NAME	CGPA	PERCENTAGE %
05	18NAO487	Mamta Gurung	6.11	58.045%
01	19NAO421	Penjom Lepcha	7.06	
06	18NAO488	Sushila Tamang	6.17	58.013%
02	19NAO422	Barsha Thapa	6.50	
07	18NAO491	Nisha Manger Thapa	6.06	61.75%
03	19NAO423	Prashant Chettri	6.38	
08	18NAO492	Til Ram Subba	7.56	60.61%
04	19NAO424	Sushma Sharma	7.28	
09	18NAO493	Pabitra Sharma	6.11	58.045%
05	19NAO425	Jerina W Lepcha	6.56	
10	18NAO494	Prabesh Biswakarma	7.56	61.82%
06	19NAO426	Amisha Thapa	NCL	
11	18NAO497	Premula Tamang	6.67	NA
07	19NAO427	Biswa Thapa	6.00	53.365%
12	18NAO498	Furba Dichen Sherpa	6.28	53.66%
08	19NAO428	Atnim Rai	5.89	

STUDENT DATA – 2019 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

				55.955%
09	19NAO429	Manju Chettri	NCL	NA
10	19NAO430	Arjun Chettri	6.17	58.615%
11	19NAO431	Pratima Chettri	5.83	55.385%
12	19NAO432	Priya Pradhan	6.06	57.57%
13	19NAO434	Tabita Tamang	6.39	60.705%
14	19NAO435	Kriti Rai	6.28	59.66%
15	19NAO436	Anamika Rai	NCL	NA
16	19NAO437	Goma Gurung	6.17	58.615%
17	19NAO438	Pema Lhamu Sherpa	6.28	59.66%
18	19NAO439	Dharmen Kami	5.72	54.34%
19	19NAO440	Hissey Dorjee Tamang	6.11	58.045%
20	19NAO441	Bhumika Rai	6.11	58.045%
21	19NAO443	Boborhim Rai	6.83	64.885%
22	19NAO444	Madan Kr. Gurung	5.72	54.34%
23	19NAO445	Binod Rai	NCL	NA
24	19NAO446	Abhishek Basnett	6.17	58.615%
25	19NAO447	Sudha Tamang	6.83	64.885%
26	19NAO449	Shreya Gurung	7.44	70.68%
27	19NAO450	Anuradha Thakur	FAIL	NA
28	19NAO452	Nikhil Basnett	6.17	58.615%
29	19NAO453	Sheetal Pradhan	6.33	60.135%
30	19NAO455	Sandup Sherpa	6.67	63.365%

STUDENT DATA – 2020 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Sl. No	Roll Number	Name of Student	CGPA	PERCENTAGE
01	20NAO852	Manita Biswakarma	6.72	63.84
02	20NAO853	Lakpa Tenzing Sherpa	6.61	62.795

03	20NAO854	Kerina Gurung	5.72	54.34
04	20NAO855	Istuti Chettri	6.67	63.365
05	20NAO856	Nishant Deep Rai	6.11	58.045
06	20NAO857	Tashi Namgyal Gurung	NCL	-
07	20NAO858	Sunil Pradhan	5.44	51.68
08	20NAO859	Aishwarya Rai	NCL	-
09	20NAO860	Dawa Chuna Sherpa	NCL	-
10	20NAO861	Chuden Sherpa	5.33	50.635
11	20NAO862	Laxmi Subba	5.89	55.955
12	20NAO863	Dristanta Sharma	7.89	74.955
13	20NAO864	Paden Sherpa	6.56	62.32
14	20NAO865	Karma Dorjee Tamang	NCL	-
15	20NAO866	Plamu Tamang	NCL	-
16	20NAO867	Bivesh Tamang	NCL	-
17	20NAO868	Yojana Biswakarma	6.22	59.9
18	20NAO869	Biswas Ghimirey	5.72	54.34
19	20NAO870	Padam Gurung	----	-
20	20NAO871	Sanbir Rai	5.94	56.43
21	20NAO872	Anil Sunwar	6.22	59.9
22	20NAO873	Til Bahadur Gurung	NCL	-
23	20NAO874	Sarmila Manger	FAIL	-
24	20NAO875	Shrijana Rai	5.56	52.82
25	20NAO876	Januki Rai	6.72	63.84
26	20NAO878	Purna Kumar Sunwar	6.44	61.18

27	20NAO879	Misham Rai	FAIL	-
28	20NAO880	Sahil Manger Thapa	NCL	-
29	20NAO881	Rekha Devi Sharma	6.56	62.32
30	20NAO882	Krisna Chettri	FAIL	-
31	20NAO883	Kalawati Subba	5.56	52.82
32	20NAO884	Pramila Rai	6.89	65.455
33	20NAO885	Saroj Rai	NCL	-
34	20NAO886	Alina Pradhan	NCL	-
35	20NAO887	Nikash Darjee	5.56	52.82
36	20NAO888	Obed Lepcha	NCL	-
37	20NAO889	Sushma Gurung	FAIL	-
38	20NAO890	Reeta Biswakarma	6.33	60.135
39	20NAO891	Milan Chettri	NCL	-
40	20NAO892	Saimon Rai	FAIL	-
41	20NAO894	Komal Rai	NCL	-

STUDENT DATA – 2021 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME OF STUDENT	CGPA	PERCENTAGE
01	21NAO661	Mensong Doma Tamang	NCL	NA
02	21NAO663	Diki Lepcha	NCL	NA
03	21NAO665	Krishna Kumar Bahun	5.61	53%
04	21NAO668	Resheb Chettri	5.89	56%
05	21NAO670	Marchyo Lepcha	NCL	NA
06	21NAO671	Alen Gurung	5.28	50%
07	21NAO672	Asish Rai	NCL	NA
08	21NAO679	Kiran Subba	NCL	NA
09	21NAO682	Sancha Maya Tamang	NCL	NA

10	21NAO683	Anju Rai	6.33	60%
11	21NAO684	Prerna Rai	NCL	NA
12	21NAO685	Sandip Rai	5.67	53%
13	21NAO689	Bibek Sharma	NCL	NA

SI.No	ROLL NUMBER	NAME OF STUDENT	CGPA	PERCENTAGE
01	16NAO276	Barsha Rai	6.39	61%
02	16NAO280	Rajesh Manger	6.33	60%
14	21NAO690	Yogesh Chettri	NCL	NA
15	21NAO691	Abhishek Rana	NCL	NA
16	21NAO692	Sujata Lucksom	5.89	56%
17	21NAO693	Priyanka Gurung	NCL	NA
18	21NAO694	Subeksha Rai	NCL	NA
19	21NAO696	Nikita Rai	6.00	57%
20	21NAO698	Amit Manger	NCL	NA
21	21NAO699	Nim Tashi Sherpa	5.17	49%
22	21NAO700	Neha Manger	6.06	57%
23	21NAO705	Anish Rai	5.33	50%
24	21NAO706	Niket Chettri	NCL	NA
25	21NAO709	Susmita Gurung	5.22	49%
26	21NAO714	Narsong Tamang	NCL	NA
27	21NAO717	Subham Rai	NCL	NA
28	21NAO718	Anish Das Rai	NCL	NA
29	21NAO719	Talakhar Roy	5.17	49%

YEAR WISE TOPPER LIST OF STUDENTS DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2016:-

2017:-

Sl.No	Roll Number	Name of Student	CGPA	Percentage
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SI.No	ROLL NUMBER	NAME OF STUDENT	CGPA	PERCENTAGE
01	17NAO487	Pranita Khanal	6.67	63.365%
02	17NAO489	Neeta Subba	7.61	72.295%

03	17NAO503	Adity Sharma	6.83	64.885%
04	17NAO506	Manita Pradhan	6.56	62.32%
05	17NAO508	Radha Shyam Subba	7.44	70.68%

2018:-

SI.No	ROLL NUMBER	NAME OF STUDENT	CGPA	PERCENTAGE
01	18NAO502	Shamol Roy	6.67	63.365%
02	18NAO491	Nisha Manger Thapa	6.06	62.7%
03	18NAO492	Til Ram Subba	7.56	71.82%
04	18NAO494	Prabesh Biswakarma	7.56	71.82%
05	18NAO497	Premula Tamang	6.67	63.365%

01	19NAO421	Penjom Lepcha	7.06	67.07%
02	19NAO422	Barsha Thapa	6.50	61.75%
03	19NAO423	Prashant Chettri	6.38	60.61%
04	19NAO424	Sushma Sharma	7.28	69.16%
05	19NAO425	Jerina W Lepcha	6.56	62.32%
06	19NAO434	Tabita Tamang	6.39	60.705%
07	19NAO443	Boborhim Rai	6.83	64.885%
08	19NAO447	Sudha Tamang	6.83	64.885%
09	19NAO449	Shreya Gurung	7.44	70.68%
10	19NAO453	Sheetal Pradhan	6.33	60.135%
11	19NAO455	Sandup Sherpa	6.67	63.365%

2020:-

<u>Sl.No</u>	<u>Roll Number</u>	<u>Name of Student</u>	<u>CGPA</u>	<u>Percentage</u>
01	20NAO852	Manita Biswakarma	6.72	63.84
02	20NAO853	Lakpa Tenzing Sherpa	6.61	62.795
03	20NAO855	Istuti Chettri	6.67	63.365
04	20NAO863	Dristanta Sharma	7.89	74.955
05	20NAO864	Paden Sherpa	6.56	62.32
06	20NAO876	Januki Rai	6.72	63.84
07	20NAO878	Purna Kumar Sunwar	6.44	61.18
08	20NAO881	Rekha Devi Sharma	6.56	62.32
09	20NAO884	Pramila Rai	6.89	65.455
10	20NAO890	Reeta Biswakarma	6.33	60.135

2021

<u>Sl.No</u>	<u>Roll Number</u>	<u>Name of Student</u>	<u>CGPA</u>	<u>Percentage</u>
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SI.NO	ROLL NUMBER	NAME	CGPA	REMARKS
01	16NAO272	Nanda Kishore Ram	6.06	SLOW LEARNER
02	16NAO275	Suman Rai	4.28	SLOW LEARNER

<u>01</u>	21NAO683	Anju Rai	6.33	60%
<u>02</u>	21NAO696	Nikita Rai	6.00	57%

STUDENT DATA – 2016 – LEARNING CAPACITY OF STUDENTS
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

03	16NAO276	Barsha Rai	6.39	FAST LEARNER
04	16NAO278	Divya Pradhan	FAIL	SLOW LEARNER
05	16NAO280	Rajesh Manger	6.33	FAST LEARNER
06	16NAO281	Kailash Subba	3.72	SLOW LEARNER
07	16NAO282	Ajay Tamang	FAIL	SLOW LEARNER
08	16NAO283	Sunil Chettri	5	SLOW LEARNER
09	16NAO284	Kesang Doma Sherpa	5.61	SLOW LEARNER
10	16NAO285	Dhan Maya Chettri	4.83	SLOW LEARNER
11	16NAO288	Amir Gurung	4.94	SLOW LEARNER
12	16NAO292	Geeta Pradhan	5.83	SLOW LEARNER
13	16NAO293	Pritika Lohar	5.61	SLOW LEARNER
14	16NAO298	Naresh Rai	5.61	SLOW LEARNER

2017 – DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME	CGPA	REMARKS
01	17NAO484	Anish Pradhan	5.89	SLOW LEARNER
02	17NAO487	Pranita Khanal	6.67	FAST LEARNER
03	17NAO489	Neeta Subba	7.61	FAST LEARNER
04	17NAO491	Mandira Rai	5.33	SLOW LEARNER
05	17NAO494	Dipna Chettri	5.67	SLOW LEARNER
06	17NAO495	Bal Kumari Chettri	5.2	SLOW LEARNER

07	17NAO500	Sushmita Limboo	5.94	SLOW LEARNER
08	17NAO502	Pratima Rai	5.56	SLOW LEARNER
09	17NAO503	Adity Sharma	6.83	FAST LEARNER
10	17NAO506	Manita Pradhan	6.56	FAST LEARNER
11	17NAO508	Radha Shyam Subba	7.44	FAST LEARNER
12	17NAO509	Neelesh Sharma	5.06	SLOW LEARNER
13	17NAO511	Indra Raj Gurung	5.89	SLOW LEARNER

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME	CGPA	REMARKS
01	18NAO500	Shangjula Gurung	NCL	SLOW LEARNER
02	18NAO502	Shamol Roy	6.67	FAST LEARNER
03	18NAO482	Bejen Thapa Manger	NCL	SLOW LEARNER
04	18NAO483	Jeena Biswakarma	NCL	SLOW LEARNER
05	18NAO487	Mamta Gurung	6.11	SLOW LEARNER
06	18NAO488	Sushila Tamang	6.17	SLOW LEARNER
07	18NAO491	Nisha Manger Thapa	6.06	FAST LEARNER
08	18NAO492	Til Ram Subba	7.56	FAST LEARNER

09	18NAO493	Pabitra Sharma	6.11	SLOW LEARNER
SI.NO	ROLL NUMBER	NAME	CGPA	REMARKS
10	18NAO494	Prabesh Biswakarma	7.56	FAST LEARNER
01	19NAO421	Penjom Lepcha	7.06	
11	18NAO497	Premula Tamang	6.67	FAST LEARNER
02	19NAO422	Barsha Thapa	6.50	FAST LEARNER
12	18NAO498	Furba Dichen Sherpa	6.28	SLOW LEARNER
03	19NAO423	Prashant Chettri	6.38	
				FAST LEARNER

STUDENT DATA – 2019 – LEARNING CAPACITY OF STUDENTS

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

04	19NAO424	Sushma Sharma	7.28	FAST LEARNER
05	19NAO425	Jerina W Lepcha	6.56	FAST LEARNER
06	19NAO426	Amisha Thapa	NCL	SLOW LEARNER
07	19NAO427	Biswa Thapa	6.00	SLOW LEARNER
08	19NAO428	Atnim Rai	5.89	SLOW LEARNER
09	19NAO429	Manju Chettri	NCL	SLOW LEARNER
10	19NAO430	Arjun Chettri	6.17	SLOW LEARNER
11	19NAO431	Pratima Chettri	5.83	SLOW LEARNER
12	19NAO432	Priya Pradhan	6.06	SLOW LEARNER
13	19NAO434	Tabita Tamang	6.39	FAST LEARNER
14	19NAO435	Kriti Rai	6.28	SLOW LEARNER
15	19NAO436	Anamika Rai	NCL	SLOW LEARNER
16	19NAO437	Goma Gurung	6.17	SLOW LEARNER
17	19NAO438	Pema Lhamu Sherpa	6.28	SLOW LEARNER
18	19NAO439	Dharmen Kami	5.72	SLOW LEARNER
19	19NAO440	Hissey Dorjee Tamang	6.11	SLOW LEARNER
20	19NAO441	Bhumika Rai	6.11	SLOW LEARNER
21	19NAO443	Boborhim Rai	6.83	FAST LEARNER
22	19NAO444	Madan Kr. Gurung	5.72	SLOW LEARNER
23	19NAO445	Binod Rai	NCL	SLOW LEARNER
24	19NAO446	Abhishek Basnett	6.17	SLOW LEARNER
25	19NAO447	Sudha Tamang	6.83	FAST LEARNER
26	19NAO449	Shreya Gurung	7.44	FAST LEARNER
27	19NAO450	Anuradha Thakur	FAIL	SLOW LEARNER
28	19NAO452	Nikhil Basnett 32	6.17	SLOW LEARNER

Sl. No		Roll Number		Name of Student	CGPA	Remarks
01		20NAO852		Manita Biswakarma	6.72	FAST LEARNER
02		20NAO853		Lakpa Tenzing Sherpa	6.61	FAST LEARNER
29	19NAO453	20NAO854	Sheetal Pradhan	Karina Gurung	5.71	SLOW LEARNER
30	19NAO455		Sandup Sherpa		6.67	FAST LEARNER
04		20NAO855	Istuti Chettri		6.67	FAST LEARNER

STUDENT DATA – 2020 – LEARNING CAPACITY OF STUDENTS

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

05	20NAO856	Nishant Deep Rai	6.11	FAST LEARNER
06	20NAO857	Tashi Namgyal Gurung	NCL	SLOW LEARNER
07	20NAO858	Sunil Pradhan	5.44	SLOW LEARNER
08	20NAO859	Aishwarya Rai	NCL	SLOW LEARNERS
09	20NAO860	Dawa Chuna Sherpa	NCL	SLOW LEARNER
10	20NAO861	Chuden Sherpa	5.33	SLOW LEARNER
11	20NAO862	Laxmi Subba	5.89	SLOW LEARNER
12	20NAO863	Dristanta Sharma	7.89	FAST LEARNER
13	20NAO864	Paden Sherpa	6.56	FAST LEARNER
14	20NAO865	Karma Dorjee Tamang	NCL	SLOW LEARNER
15	20NAO866	Plamu Tamang	NCL	SLOW LEARNER
16	20NAO867	Bivesh Tamang	NCL	SLOW LEARNER
17	20NAO868	Yojana Biswakarma	6.22	FAST LEARNER
18	20NAO869	Biswas Ghimirey	5.72	SLOW LEARNER
19	20NAO870	Padam Gurung	----	-
20	20NAO871	Sanbir Rai	5.94	SLOW LEARNER
21	20NAO872	Anil Sunwar	6.22	FAST LEARNER
22	20NAO873	Til Bahadur Gurung	NCL	SLOW LEARNERS
23	20NAO874	Sarmila Manger	FAIL	SLOW LEARNER
24	20NAO875	Shrijana Rai	5.56	SLOW LEARNER
25	20NAO876	Januki Rai	6.72	FAST LEARNER
26	20NAO878	Purna Kumar Sunwar	6.44	FAST LEARNER
27	20NAO879	Misham Rai 34	FAIL	SLOW LEARNER
28	20NAO880	Sahil Manger Thapa	NCL	SLOW LEARNER

29	20NAO881	Rekha Devi Sharma	6.56	FAST LEARNER
30	20NAO882	Krisna Chettri	FAIL	SLOW LEARNER
31	20NAO883	Kalawati Subba	5.56	SLOW LEARNER
32	20NAO884	Pramila Rai	6.89	FAST LEARNER
33	20NAO885	Saroj Rai	NCL	SLOW LEARNER
34	20NAO886	Alina Pradhan	NCL	SLOW LEARNER
35	20NAO887	Nikash Darjee	5.56	SLOW LEARNER
36	20NAO888	Obed Lepcha	NCL	SLOW LEARNER
37	20NAO889	Sushma Gurung	FAIL	SLOW LEARNER
38	20NAO890	Reeta Biswakarma	6.33	FAST LEARNER
39	20NAO891	Milan Chettri	NCL	SLOW LEARNER
40	20NAO892	Saimon Rai	FAIL	SLOW LEARNER
41	20NAO894	Komal Rai	NCL	SLOW LEARNER

STUDENT DATA – 2021 – LEARNING CAPACITY OF STUDENTS

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SI.NO	ROLL NUMBER	NAME OF STUDENT	CGPA	REMARKS
01	21NAO661	Mensong Doma Tamang	NCL	SLOW LEARNER
02	21NAO663	Diki Lepcha	NCL	SLOW LEARNER
03	21NAO665	Krishna Kumar Bahun	5.61	SLOW LEARNER
04	21NAO668	Resheb Chettri	5.89	SLOW LEARNER
05	21NAO670	Marchyo Lepcha	NCL	SLOW LEARNER
06	21NAO671	Alen Gurung	5.28	SLOW LEARNER
07	21NAO672	Asish Rai	NCL	SLOW LEARNER
08	21NAO679	Kiran Subba 35	NCL	SLOW LEARNER
09	21NAO682	Sancha Maya Tamang	NCL	

				SLOW LEARNER
10	21NAO683	Anju Rai	6.33	FAST LEARNER
11	21NAO684	Prerna Rai	NCL	SLOW LEARNER
12	21NAO685	Sandip Rai	5.67	SLOW LEARNER
13	21NAO689	Bibek Sharma	NCL	SLOW LEARNER
14	21NAO690	Yogesh Chettri	NCL	SLOW LEARNER
15	21NAO691	Abhishek Rana	NCL	SLOW LEARNER
16	21NAO692	Sujata Lucksom	5.89	SLOW LEARNER
17	21NAO693	Priyanka Gurung	NCL	SLOW LEARNER
18	21NAO694	Subeksha Rai	NCL	SLOW LEARNER
19	21NAO696	Nikita Rai	6.00	SLOW LEARNER
20	21NAO698	Amit Manger	NCL	SLOW LEARNER
21	21NAO699	Nim Tashi Sherpa	5.17	SLOW LEARNER
22	21NAO700	Neha Manger	6.06	SLOW LEARNER
23	21NAO705	Anish Rai	5.33	SLOW LEARNER
24	21NAO706	Niket Chettri	NCL	SLOW LEARNER
25	21NAO709	Susmita Gurung	5.22	SLOW LEARNER
26	21NAO714	Narsong Tamang	NCL	SLOW LEARNER
27	21NAO717	Subham Rai	NCL	SLOW LEARNER
28	21NAO718	Anish Das Rai	NCL	SLOW LEARNER
29	21NAO719	Talakhar Roy	5.17	SLOW LEARNER

<u>Sl.No</u>	<u>Names</u>	<u>Current Placement</u>
<u>01</u>	<u>Ms Bindya Rai</u>	<u>Assistant Professor, SGC Namchi</u>
<u>02</u>	<u>Mr Lokesh Chettri</u>	<u>Lab Instructor, SCG Namchi</u>
<u>03</u>	<u>Mrs Deo Kumari Rai</u>	<u>Graduate Teacher , Melli Secondary School</u>
<u>04</u>	<u>Dr. Mahendra P. Gurung</u>	<u>Assistant Professor, SCG Namchi</u>
<u>05</u>	<u>Ms Adity Sharma</u>	<u>Teach for India, Pune</u>
<u>06</u>	<u>Mr Issac Pradhan</u>	<u>Information and Public Relation, Govt of Sikkim</u>
<u>07</u>	<u>Mr. Mibsam Dhungel</u>	<u>Information and Public Relation, Govt of Sikkim</u>
<u>08</u>	<u>Mr. Grace Moktan</u>	<u>Information and Public Relation, Govt of Sikkim</u>
<u>09</u>	<u>Mr. Ram Kr. Chettri</u>	<u>Information and Public Relation, Govt of Sikkim</u>
<u>10</u>	<u>Ms. Roshni Sharma</u>	<u>Kalimpong TV</u>
<u>11</u>	<u>Mr Anish Pradhan</u>	<u>Sikkim Chronicle, Fastest Fast Sikkim</u>
<u>12</u>	<u>Mr Sushil Rai</u>	<u>Sikkim Express, Summit Times</u>
<u>13</u>	<u>Ms Jerina Wangchuk</u>	<u>Sikkim Premeire League</u>
<u>14</u>	<u>Mr Drishtanta Sharma</u>	<u>Entrepreneur</u>
<u>15</u>	<u>Mr CP Dahal</u>	<u>All India Radio</u>

Departmental Activities

- **Three-day national workshop on “Visual Reproduction of Events through; Direction, Filmmaking, Photography & News Reporting”, 25-27 May 2022.**



- **One day workshop on “Content Creation and Digital Marketing in the era of AI”**

Sl. No.	Faculty Name	Topic (Delivered)	Date (dd/mm/yyyy)	Photograph
1.	Ms. Steffi Prasad	Content Creation & Digital Marketing in the Era of AI	06/07/2023	
2.	Mr. Sushil Subba	Hands on Training on Photography & Video Production	06/07/2023	

Filmmaking discussed on second day of workshop at Namchi college

SE Report

GANGTOK, May 26: The second day of the three-day national workshop organised at Sikkim Government College, Namchi by the department of Journalism & Mass Communication had three resource persons widely acclaimed in the area of filmmaking who provided students the perspectives and knowledge they require in the subject of filmmaking.

The three speakers from different parts of the country specializing in filmmaking delivered their talks in two technical sessions distributed into four different talks. The three resource persons were Prof. Shayaml Karmakar, former head of Editing Department, Satyajit Ray Film and Television Institute (SRFTI); Hitesh Liya from SRFTI, Kolkata and Saurav Sarkar, an independent filmmaker, director, and

social educator.

The theme for the day was 'Filmmaking', where the speakers discussed and explained the theoretical as well as the technical aspects of filmmaking. The speakers screened their films and explained their contents and their meanings.

Prof. Shyamal deliberated on the role of sound and picture in cinema and various essential elements that are required in the process of filmmaking. Sarkar discussed the characterization of films while he explained the meaning of experiencing the films rather than just watching them for the purpose of entertainment as films are the strongest medium of communication and they possess messages and can be understood in various different ways.

Liya discussed how the aesthetics of films works like how the rules of composition,



and the rules of light, can be used. He asserted that the visualization and planning of films are the most important aspects of filmmaking. He suggested the participants: "Don't just watch films instead try to learn what has gone behind making of the films."

The three-day national workshop titled "Visual Reproduction of Events through: Direction, Filmmaking, Photography & News Reporting" is a part of a month-long academic meet and is sponsored by RUSA (Rashtriya Uchchatar Shiksha Abhiyan).

SUTO cultural programme at MG Marg

- Plantation Drive : Active participation by students and teachers in the annual plantation drive at the college campus



- Sports Activities: Active participation in sports both within and outside college premises.

