

### KeyIndicator-7.2Best Practices

| Metric No. |  |
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| 7.2.1      | <b>Describe one best practice successfully implemented by the Institution as per NAAC format provided in the Manual.</b>   |
| QM         | <p>1. <b>Objectives</b> of the Practice Process: Journalism and Mass Communication department have an applied approach that establishes a logical link between theory and practices. To hone the journalistic and research skills through practical work, assignments, project reports, seminar and workshop. Moreover to acquaint students with advanced journalism and media practices.</p> <p>3 The context: JMC department works with a mission to excel knowledge and educate students in print, electronic and new media and other sector of media industry that will help in the development of the country</p> <p>4. <b>The Practice:</b> The journalism and mass communication department have several programmes including BAJMC, MAJMC, and M Phil, PhD respectively. The department curriculum is time to time updated with innovative pedagogy/ Class Room Teaching/Extension Lecture / Guest Lecture / Assignments / presentation / GDs. The students are taught through a trans formative development experience, intellectual growth, with a deep practical knowledge and sensible judgment. The department aims to develop the conceptual skills, to identify, formulate and solve problems innovatively. These measures improve the knowledge in the subject and prepare the students for working in the media industry JMC department has mandatory industrial internship as a core part of its curriculum. Each student has to do a 6 months internship in the media sector before he/she graduates.</p> <p><b>Provide the weblink on the Institutional website</b> regarding the Best practices as per the prescribed format of NAAC.</p> |

Qm

Director of Quality Assurance  
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