Evaluative Report of the Department

Name of the University: **University of Kashmir**

Name of the Department: **Media Education Research Centre (MERC)**

Dist: Srinagar **State: Jammu and Kashmir**

S. No.	Name of the Department	Media Education Research Centre (MERC)		
1.	Year of Establishment	**1985**		
2.	Is the Department part of a School/Faculty of the University	Yes the department is part of **School of Social Sciences**		
3.	Names of programmes offered	M.A. Mass Comm, M.Phil, Ph. D, Integrated Ph.D		
4.	Number of teaching posts Sanctioned/ Filled		**Sanctioned**	**Filled**
		Professor	1	0
		Associate Professors	2	1
		Assistant Professors	5	5
5.	Number of Research Projects: Total grants received.	05 research projects Grants received Rs. 1244200		
6.	Inter –institutional collaborative projects and Associated grants received			
	National collaboration	01 collaborative project Grants received Rs. 35,000/-		
	International collaboration	**Nil**		
7.	Departmental projects funded by DST-FIST, UGC-SAP/CAS,DPE, DBT, ICSSR, AICTE etc,: Total grants received	Nil		
8.	Special research laboratories sponsored by / created by industry or corporate bodies	Nil		
9.	Publications:			
	Number of Papers published	45		
	Number of Books with ISBN	4		
	Number of Citation Index – range / average	0 – 17 / 3.7		
	Number of Impact Factor – range / average	-		
	Number of h-index	0.4		
10.	Details of patents and income generated	NA		
11.	Areas of consultancy and income generated	NA		
12.	Awards/Recognitions received at the National and International level by :			
	Faculty	One		
	Doctoral/Post-doctoral fellows	Nil		
	Students	Two		

13.	How many students have cleared Civil Services and Defense Services examinations, NET, SET (SLET), GATE and other Competitive Examinations.				
	Civil Services	**Defense Services**	**NET**	**SET**	**Others**
	02	00	11	09	25

14.	List of doctoral, post-doctoral students and research associates		
	From the host institution/university	**Name of the Scholar**	**Date of Award**
		Ruheela Hassan	06-11-2013
		Malik Zahra Khalid	25-09-2013
		Syed Afshana Bhat	01-04-2014
		Rabia Noor	10-06-2014
		Isra Amin	23-02-2015
		Benish Ali Bhat	23-02-2015
		Ronaq Zahoor	10-03-2015
		Suhail Ahmad	02-01-2017
		Danish Nabi Gadda	06-07-2017
		Asif Khan	27-08-2017
	From other institutions/universities	Nil	
15.	Number of Research Scholars/ Post Graduate students getting financial assistance from the University/State/ Central	08 students	

Department/ Centre/ Directorate **Media Education Research Centre**

(1.1.1) ***Curricula developed /adopted have relevance to the local/ national / regional/ global developmental needs with learning objectives including program outcomes, program specific outcomes and course outcomes of all the program offered by the University***

The course Mass Communication & Journalism offers the opportunity to study the media at an advanced level, examining a range of contemporary media issued and hones specialist skills required for meeting the challenges of ever-growing global media. The Course is regularly monitored and fine-tuned to meet the demand of a dynamic media industry.

The objectives/outcomes of the master's course in Mass Communication are as under:

- To enhance the creative writing skills of the student and familiarization with creative writing skills.
- To introduce the students to the present day course regarding media and to make them aware of the various elements of the media products.
- To make students critically analyse and review various forms of media products, and be equipped to have their indigenous understanding of the media operations in the making of content.
- The course is designed to make students efficient managers of different media organizations. The course gives them fundamental knowledge about principles, concepts and theories for managerial leadership.
- The course builds confidence levels of students to face the challenges of competitive world and inculcates the scientific knowledge among the students about managing events of approaching the same through professional skills

(1.1.2) Percentage of programs where syllabus revision was carried out during the last five years
Data Requirement for last five years (Academic years 2012 -2016)

Programe Code	Department	Name of the program revised
MAMCJ	MERC	M.A Mass Communication and Journalism

Department/ Centre/ Directorate **Media Education Research Centre**

(1.1.3) Average percentage of courses having focus on employability/ entrepreneurship/ skill development Data Requirement for last five years (Academic years 2012 -2016)

Name of the Course with code	Department	Activities with direct bearing on Employability/ Entrepreneurship/ skill development	Name of the Programe
News Reporting (MCJ-17102CR)	MERC	Exercises and Practical work related to all these mentioned courses	Mass Comm. & Journalism
Editing—Print (MCJ-17201CR)	MERC	----Do------	Mass Comm. & Journalism
Development Communication (MCJ-17202CR)	MERC	----Do------	Mass Comm. & Journalism
Advertising (MCJ-17206DCE)	MERC	----Do------	Mass Comm. & Journalism
Media Publication (MCJ-17203CR)	MERC	----Do------	Mass Comm. & Journalism
Covering Disasters (MCJ-17004GE)	MERC	----Do------	Mass Comm. & Journalism
Media Research (MCJ-17301CR)	MERC	----Do------	Mass Comm. & Journalism
T.V Journalism (MCJ-17304DCE)	MERC	----Do------	Mass Comm. & Journalism
Radio Production (MCJ-17305DCE)	MERC	----Do------	Mass Comm. & Journalism
Citizen Journalism (MCJ-17006GE)	MERC	----Do------	Mass Comm. & Journalism
Corporate Communication & Public Relations (MCJ-17401CR)	MERC	----Do------	Mass Comm. & Journalism
Covering Human Rights (MCJ-17007GE)	MERC	----Do------	Mass Comm. & Journalism
Event Management (MCJ-17007EO)	MERC	----Do------	Mass Comm. & Journalism

Documents**:** Upload Program; Curriculum; Syllabus of the courses; Minutes of the Boards of Studies/ Academic Council with course approvals. MoUs with relevant organizations for these courses, if any.

Department/ Centre/ Directorate **Media Education Research Centre**

(1.2.1) Percentage of new courses introduced of the total number of courses across all programs offered during the last five years
Data Requirement for last five years (Academic years 2012 -2016)

Name of the new course introduced	Department	Name of the programe
Print Media I – News Reporting (2012)	MERC	M.A Mass Comm & Journalism
Print Media II – News Reporting (2012)	MERC	M.A Mass Comm & Journalism
Graphics and Layout Design (2012)	MERC	M.A Mass Comm & Journalism
Narrative Journalism (2012)	MERC	M.A Mass Comm & Journalism
Media Output (2012)	MERC	M.A Mass Comm & Journalism
Communication Skills (2015)	MERC	M.A Mass Comm & Journalism
Media Appreciation (2015)	MERC	M.A Mass Comm & Journalism
Kashmir History(2015)	MERC	M.A Mass Comm & Journalism
Issues Management (2015)	MERC	M.A Mass Comm & Journalism
Writing for Media (2015)	MERC	M.A Mass Comm & Journalism
Journalism-Basics (2015)	MERC	M.A Mass Comm & Journalism
Media Language (2015)	MERC	M.A Mass Comm & Journalism

Media Literacy (2015)	MERC	M.A Mass Comm & Journalism
Covering Disasters (2015)	MERC	M.A Mass Comm & Journalism
Gender in Media (2015)	MERC	M.A Mass Comm & Journalism
Story Telling (2015)	MERC	M.A Mass Comm & Journalism
Convergent Journalism (2015)	MERC	M.A Mass Comm & Journalism
T.V Journalism (2015)	MERC	M.A Mass Comm & Journalism
TV Fiction Basics (2015)	MERC	M.A Mass Comm & Journalism
Radio Fiction –Introduction (2015)	MERC	M.A Mass Comm & Journalism
Understanding Media (2015)	MERC	M.A Mass Comm & Journalism
Citizen Journalism (2015)	MERC	M.A Mass Comm & Journalism
Personality Development (2015)	MERC	M.A Mass Comm & Journalism
Advertising and Culture (2015)	MERC	M.A Mass Comm & Journalism
Covering Inter-faith Relations (2015)	MERC	M.A Mass Comm & Journalism
Radio Fiction –Advanced (2015)	MERC	M.A Mass Comm & Journalism
Cinema Studies (2015)	MERC	M.A Mass Comm & Journalism
Covering Human Rights (2015)	MERC	M.A Mass Comm & Journalism
Public Policy & Media (2015)	MERC	M.A Mass Comm & Journalism
Event Management (2015)	MERC	M.A Mass Comm & Journalism
Public Relations-Concepts and Practices (2015)	MERC	M.A Mass Comm & Journalism

90 – 95 % of new courses including Core/DCE/GE/OE introduced)

Department/ Centre/ Directorate **Media Education Research Centre**

(1.2.2) Percentage of programs in which Choice Based Credit System (CBCS)/ elective course system has been implemented
Data Requirement for last five years (Academic years 2012 -2016)

Name of all programs adopting CBCS	Department	Name of all programs adopting elective course system
M.A Mass Comm. & Journalism (MAMCJ)	MERC	M.A Mass Comm. & Journalism

Department/ Centre/ Directorate **Media Education Research Centre**

(1.3.1) Institution integrates cross cutting issues relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum
Data Requirement for last five years (Academic years 2012 -2016)

A description of courses which address Gender, Environment and Sustainability, Human Values and Professional Ethics	Department	The list of core courses
Covering Human Rights	MERC	Introduction to Mass Communication MCJ-15101CR
Covering Disasters	MERC	News Reporting MCJ-15102CR
Citizen Journalism	MERC	Media Ethics & Laws MCJ-15103CR
Gender and Media	MERC	Editing—Print MCJ-15201CR
Media Literacy	MERC	Development Communication MCJ-15202CR
Public Policy and Media	MERC	Media Publication MCJ-15203CR
		Media Research MCJ-15301CR
		Convergent Journalism MCJ-15302CR
		Media Publication MCJ-15303CR
		Corporate Communication & Public Relations MCJ-15401CR
		Project Work MCJ-15402CR
		International Relations & International Communication MCJ-15403CR

Department/ Centre/ Directorate **Media Education Research Centre**

(1.3.2) Number of value-added courses imparting transferable and life skills offered during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Names of the value added courses with 30 or more contact hours	Department	No. of times offered during the same year	Total no. of students completing the course in the year
Citizen Journalism	MERC	Once	40
Covering Disasters	MERC	Once	45
Media Literacy	MERC	Once	40
Personality Development	MERC	Once	40
Creative Writing	MERC	Once	45

Department/ Centre/ Directorate **Media Education Research Centre**

(1.3.3) Number of value-added courses imparting transferable and life skills offered during the last five years

Percentage of students enrolled in the courses

Data Requirement for last five years (Academic years 2012 -2016)

Names of the value added courses with 30 or more contact hours	Department	No. of times offered during the same year	Total no. of students completing the course in the year
Citizen Journalism	MERC	Once	40
Covering Disasters	MERC	Once	45
Media Literacy	MERC	Once	40
Personality Development	MERC	Once	40
Creative Writing	MERC	Once	45

Department/ Centre/ Directorate **Media Education Research Centre**

(1.3.4) Percentage of students undertaking field projects / internships

Data Requirement for last five years (Academic years 2012 -2016)

Names of the program	Department	No. of students undertaking field projects / internships in the last five years
Field Project	MERC	225 (100 %)
Intership	MERC	225 (100 %)

Department/ Centre/ Directorate **Media Education Research Centre**

(2.1.1) Average percentage of students from other States and Countries during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Number of students enrolled from other states and countries	Department	Total number of students enrolled
N.A	N.A	N.A

Department/ Centre/ Directorate **Media Education Research Centre**

(2.1.2) Demand Ratio (Average of last five years)

Data Requirement for last five years (Academic years 2012 -2016)

Number of seats available in all the programs	Department	Total number of eligible applications received
40 (2012 – 13)	MERC	750
40 (2013 – 14)	MERC	800
40 (2014 – 15)	MERC	775
40 (2015 – 16)	MERC	790
65 (2016 – 17) Regular + Supplementary	MERC	800
265 (Total Seats 2012 – 2016)	MERC	

Department/ Centre/ Directorate **Media Education Research Centre**

(2.1.3) Average percentage of seats filled against seats reserved for various categories as per applicable reservation policy during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Number of students admitted from the reserved category	Department	Total number of seats earmarked for reserved category as per GOI or State Government rule
09 (2012 – 13) = 25 %	MERC	10
10 (2013 – 14) = 40%	MERC	10
07 (2014 – 15) = 17.5%	MERC	10
12 (2015 – 16) = 30 %	MERC	12
06 (2016 – 17) Regular + Supp. = 15 %	MERC	10
44 (Total Seats 2012 – 2016)	MERC	**52 (Total Seats)**

Department/ Centre/ Directorate **Media Education Research Centre**

(2.2.1) The institution assesses the learning levels of the students, after admission and organises special programs for advanced learners and slow learners

The students are required to give a self assessment report and the concerned teacher monitor their performance with regard to the work assigned.

Special sessions, additional classes and tutorials are conducted to make up for any losses because of the local situations.

While advanced learners are appreciated for their performance and their merit is acknowledged, the slow learners are also given the opportunities within the reasonable limits to come at par with others

Special counseling sessions are held for the purpose and help in all possible ways extended to the students.

Department/ Centre/ Directorate **Media Education Research Centre**

(2.2.2) Student - Full time teacher ratio

Data Requirement for last five years (Academic years 2012 -2016)

Total number of students enrolled in the institution	Department	Total number of full time teachers in the institution
40 (2012) 1: 6	MERC	06
40 (2013) 1: 6	MERC	06
40 (2014) 1: 6	MERC	06
40 (2015) 1: 6	MERC	06
65 (2016) Regular + Supp – 1:10	MERC	06

Department/ Centre/ Directorate **Media Education Research Centre**

(2.2.3) Percentage of differently abled students (Divyangjan) on rolls

Data Requirement for last five years (Academic years 2012 -2016)

Total number of differently abled students on roll in the institution	Department	Total number of students on roll in the institution
1 (2013)	MERC	1
1 (2015)	MERC	1
2 Total		

Department/ Centre/ Directorate **Media Education Research Centre**

(2.3.1) ***Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences***

Upload description of student centric methods in not more than 500 words.

The department involves students in the above mentioned three types of learning

Experiential:

They are encouraged to visit locations so as to have hands on experience

Participative Learning:

An Internship programme is part of the curriculum to provide participative learning, besides the publication of fortnightly MERC Times and the lab journal MEDIA TIMES.

Problem Solving Methodologies:

The Students are given contemporary issues about the problems being faced by the society and they are encouraged to come up with their response to the problems in terms of term papers and research projects.

Department/ Centre/ Directorate **Media Education Research Centre**

(2.3.2) Average percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc.

Data Requirement for last five years (Academic years 2012 -2016)

Number of teachers using ICT (LMS, e-resources)	Department	Number of teachers on roll	ICT tools and resources available
06	MERC	06	E-Resources projection

Department/ Centre/ Directorate **Media Education Research Centre**

(2.3.3) Ratio of mentor to students for academic and stress related issues

Data Requirement for last five years (Academic years 2012 -2016)

Number of students assigned to each Mentor	Department
40 (2012) 6 : 1	MERC
40 (2013) 6 : 1	MERC
40 (2014) 6 : 1	MERC
40 (2015) 6 : 1	MERC
65 (2016) Regular + Supp – 10:1	MERC

Department/ Centre/ Directorate **Media Education Research Centre**

(2.4.1) Average percentage of full time teachers against sanctioned posts during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Number of full time teachers	Department	Number of sanctioned posts
Professor - Nil	MERC	1
Associate Professor - 01	MERC	2
Assistant Professor - 04	MERC	5
Editor cum R.A - 01	MERC	1

Department/ Centre/ Directorate **Media Education Research Centre**

(2.4.3) Average teaching experience of full time teachers in number of years

Data Requirement for last five years (Academic years 2012 -2016)

Name of the teachers	Department	Number of years with teaching experiences
Mr.Nasir Mirza **S.G A. Professor**	MERC	30 Years
Dr. Sabeha Mufti **Associate Professor**	MERC	26 Years
Dr. Aaliya Ahmed **Sr. Assistant Professor**	MERC	16 Years
Dr. Syeda Afshana **Sr. Assistant Professor**	MERC	15 Years 6 Months
Dr. Malik Zahra Khalid **Sr. Assistant Professor**	MERC	15 Years 6 Months
Ms. Muslim Jan **Sr. Editor Cum Research Assistant**	MERC	16 Years

Department/ Centre/ Directorate **Media Education Research Centre**

(2.4.4) Average percentage of full time teachers who received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Number of full time teachers receiving awards from State, National, International level	Department	Total number of teachers
Mr. Nasir Mirza (State Award)	MERC	2
Ms. Muslim Jan (State Award)	MERC	

Department/ Centre/ Directorate **Media Education Research Centre**

(2.4.5) Average percentage of full time teachers from other States against sanctioned posts during the last five years

Data Requirement for last five years (Academic years 2012 -2016)

Number of full time teachers from other states	Department	Total number of sanctioned posts
N.A	N.A	N.A

Department/ Centre/ Directorate **Media Education Research Centre**

(2.6.1) Program outcomes, program specific outcomes and course outcomes for all programs offered by the institution are stated and displayed on website and communicated to teachers and students

Data Requirement for last five years (Academic years 2012 -2016)

Upload COs for all courses (exemplars from Glossary-Notes)	Department	Upload a description of Mechanism of Communication

(2.6.2) Attainment of program outcomes, program specific outcomes and course outcomes are evaluated by the institution

Upload a description of the method of measuring attainment of POs , PSOs and COs in not more than 500 words and the level of attaiment of POs , PSOs and COs.

With regard to the POs, PSOs and Cos, the evaluation is done at the institutional level by getting the written feedback from the beneficiaries, twice during the course, in the middle and also towards the end. The evaluation thus collected is analyzed and following by appropriate action.

Department/ Centre/ Directorate **Media Education Research Centre**

(2.6.3) Average pass percentage of students

Data Requirement for last five years (Academic years 2012 -2016)

Program Code	Department	Name of the program	Number of students appeared	Number of students passed	Pass percentage
MA MCJ	MERC	M.A Mass Communication & Journalism	210	204	99%

Department/ Centre/ Directorate **Media Education Research Centre**

(3.1.5) University has the following facilities

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the facility	Department	Year of establishment	Videos/pictures
Library	MERC	1985	
Radio Studio	MERC	1988	
TV Studio	MERC	1990	
Wifi and LAN	MERC	2008	
Computer Lab	MERC	2005	
Editing Suite	MERC	2005	

Documents: Videos and photographs geotagged

Department/ Centre/ Directorate **Media Education Research Centre**

(3.1.6) Percentage departments with UGC-SAP, CAS, DST-FIST, DBT, ICSSR and other similar recognitions by government agency

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the Department	Name of the Scheme	Name of the funding agency	Year of Award	Funds provided	Duration of award
N.A	N.A	N.A	N.A	N.A	N.A

Upload of deparmental recognition award letters on depatmental website and send a hard copy and the scaned copys to office of the DIQA

Department/ Centre/ Directorate **Media Education Research Centre**

(3.3.3) Number of awards for innovation won by institution/teachers/research scholars/ students during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the Awardee	Department	Name of the Awarding Agency with contact details	Year of Award
N.A	N.A	N.A	N.A

Documents: Upload of award letters

Department/ Centre/ Directorate **Media Education Research Centre**

(3.4.4) Number of Ph.D.s awarded per teacher during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the PhD scholar	Department	Name of the Department	Name of the guide/ s	Year of registration of the scholar	Year of award of PhD
Rabia Noor	MERC	MERC	Dr. Aaliya Ahmed		2014
Suhail Ahmad	MERC	MERC	Dr. Aaliya Ahmed		2016
Danish Nabi	MERC	MERC	Dr. Aaliya Ahmed		2017

Department/ Centre/ Directorate **Media Education Research Centre**

(3.4.5) Number of research papers per teacher in the Journals notified on UGC website during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Title of paper	Department	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISBN/ISSN number
Mudatoon Roya Karen Gay Jaam wa paimana usse	MERC	Nasir Mirza	MERC	Sheeraza published by J & K Academy of Art Culture and Languages Srinagar	March 2013	ISSN-2277-9833
Ek Shama Thi Daleel-e-Sehr"	MERC	Nasir Mirza	MERC	Sheeraza published by J & K Academy of Art Culture and Languages Srinagar		ISSN: 2277-9833
Sahafat ki Dunya Ka Durvesh	MERC	Nasir Mirza	MERC	Sheeraza published by J & K Academy of Art Culture and Languages Srinagar		ISSN: 2277-9833
" Protests & Media ; Print Media Coverage of Amaranth Yatra"	MERC	Dr. Sabeha Mufti, Dr. Aaliya, Dr. Zahra Khalid	MERC	Kashmir Journal of Social Sciences	2013	ISSN No. 0975-6620
"Media & Development in Society :Continuity and Challenges"	MERC	Dr. Sabeha Mufti, Dr. Aaliya, Dr. Zahra Khalid	MERC	IOSR: Journal of Humanities & Social Science	November 2015	ISSN No 2279-0837
"Dominant Narratives in Print Media : An Analysis"	MERC	Dr. Sabeha Mufti,	MERC	Journal of Periodic Research	Feb 2016	ISSN No: 2231-0045
"New Media & Diaspora : Perspectives of Representation & Usage"	MERC	Dr. Sabeha Mufti & Asma Riya	MERC	International Journal of Humanities and Social Studies.	Feb 2016	ISSN No: 2321-9203
"Ethnic Identity & Media Perception : A Study of Gujjar Community in Kashmir"	MERC	Dr. Sabeha Mufti & Irfan Hashim	MERC	International Journal of Recent Research in Social Sciences & Humanities	March 2016	ISSN No: 2349-7831

"Folklore as an Alternative Historical Discourse : A perspective of Ladishah as a Dominant Folk Narrative"	MERC	Dr. Sabeha Mufti & Lubna Reshi	MERC	International Research Journal of Humanities & Social Science	April 2016	ISSN No : 2454-1621
"Films & Religion : An Analysis of Aamir Khan 's PK"	MERC	Monisa Qadri & Dr. Sabeha Mufti	MERC	Journal of Religion & Film	April 2016	ISSN No : 1092-1311
"The Idea of Inter State Exchanges in South Asia : an Analysis of India & Pakistan Media Narratives"	MERC	Monisa Qadri & Dr. Sabeha Mufti	MERC	BRICS Journal of Educational Research	Sept 2016	ISSN No : 2231-5829
"Kashmir: Mark of Unmarked Tragedy".	MERC	Dr. Syeda Afshana	MERC	*Ground Report India, (An Australian and Indian Owned International Quarterly Magazine with total circulation around 1,00,000)*	15th October 2012-14th January 2013.	ISSN-1839-6232
."From Kashmir to Kandhar, A Reporter's Dilemma: Caught Between Terrorist and Freedom Fighter".	MERC	Dr. Syeda Afshana	MERC	*Researchers World: Journal of Arts, Science and Commerce*, IV -2(1) : 115-118,	April 2013.	ISSN: 2231-4172.
"Media: Moolah Not Morality".	MERC	Dr. Syeda Afshana	MERC	*International Journal of Scientific Research*	June 2013	ISSN No. 2277-8179
"Failed Goddesses of feminism".	MERC	Dr. Syeda Afshana	MERC	*Indian Journal of Applied Research*	August 2013	ISSN-2249-555X
"The Vakhs of Lala Ded: An Assessment"	MERC	Dr. Syeda Afshana	MERC	*Mass Communicator: International Journal of Communication Studies*	September 2013	[Print ISSN: 0973-9688; Online ISSN: 0973-967X],
"Audience Frames During 26/11 Mumbai Attacks: A Content Analysis of Letters to Editor"	MERC	Dr. Syeda Afshana	MERC	*International Journal of Scientific & Engineering Research*	November-2013	ISSN 2229-5518

"Writing is also a Bomb"	MERC	Dr. Syeda Afshana	MERC	*International Organization of Scientific Research Journals: IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*	2014	ISSN: 2279-0845
"Chick Lit or Chutney Lit"	MERC	Dr. Syeda Afshana	MERC	*Economic and Political Weekly*, 49(14): 117 -118	2014	ISSN: 0012-9976
"The Media as Gospeller"	MERC	Dr. Syeda Afshana	MERC	*Economic and Political Weekly*, 49(30): 198 -198	2014	ISSN: 0012-9976
"The Stories"	MERC	Dr. Syeda Afshana	MERC	*International Organization of Scientific Research Journals*	2015	{ISSN: 2279-0845}
"Duality in Discourse"	MERC	Dr. Syeda Afshana	MERC	*The Journal of Journalism & Mass Communication*	2015	{ISSN: 6194-3784}
"Political Activism through Social Media in a Conflict Zone: A Study of 2010 Kashmir Agitation"	MERC	Dr. Syeda Afshana	MERC	*Asian Journal of Research in Social Sciences and Humanities*	2015	{ISSN: 2249-7315}
"Facebook Truths: a Review of Research Studies"	MERC	Dr. Syeda Afshana	MERC	*Indian Journal Of Research*	February 2016	{ISSN: 2250-1991}
"Gun Industry in US: Consequences and Challenges"	MERC	Dr. Syeda Afshana	MERC	*Global Journal For Research Analysis*	February 2016	{ISSN: 2277-8160}
'Construction of contemporary women in Soap Operas'	MERC	Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Global Media Journal - Indian Edition*	June 2012,	ISSN 2249-5835
'Representation of Women in Media and Changing Narratives of Empowerment'	MERC	Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Human Rights International Research Journal*: Andhra Pradesh:	2013	ISSN 2320-6942: ISBN 978-93-81583-98-2

‘Media-Marketing Paradigm-An Analytical Study of Paid News”	MERC	Danish Nabi, Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Global Journal for Research Analysis:* Ahmedabad	2014	ISSN 2277-8160
‘A Snapshot of Role of Newspapers in the Contemporary Newspeak’	MERC	Dr. Malik Zahra Khalid, Dr. Aaliya Ahmed	MERC	*Journal of Humanities and Social Science (IOSR-JHSS)*	2014	e-ISSN: 2279-0837
‘Bollywood: The Indian Celluloid Saga’	MERC	Danish Nabi, Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	Asian Academic Research Journal of Social Sciences and Humanities	2014	Print ISSN : 2278 – 859X: 2014, Online 2278-859X .
‘Exploring News in the Digital Age: An Overview’	MERC	Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Indian Journal of Applied Research*	2014	ISSN 2249-555X
‘A Perspective on the Relationship between the role of ICT and Development’	MERC	Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Researchers World: Journal of Arts, Science and Commerce*	2014	Online ISSN 2231-4172. Print ISSN 2279-4686
‘Entertainment Education Media Strategies for Social Change: Opportunities and Emerging Trends’	MERC	Dr. Malik Zahra Khalid, Dr. Aaliya Ahmed	MERC	*Review of Journalism and Mass Communicat ion*	2014	ISSN 2333-5742 (Print) 2333-5734 (Online)
‘SNS usage among Kashmir University Students’	MERC	Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Mass Communicato r, International Journal of Communicati on Studies*:	2015	ISSN 0973-9688
“Mapping the rise of Indian Television from Early to Contemporary times”	MERC	Dr. Malik Zahra Khalid, Dr. Aaliya Ahmed	MERC	*Global Journal for Research Analysis*	Dec 2015	ISSN 2277-8160 IC 70.36

“Journalism and Social Media: A study of usage of Facebook by journalists in Kashmir”	MERC	Ronak Zahoor, Dr. Aaliya Ahmed, Dr. Malik Zahra Khalid	MERC	*Indian Journal of Applied Research*	December 2016	ISSN SNo: 2249-555X

Department/ Centre/ Directorate **Media Education Research Centre**

(3.4.6) Number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings per teacher during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the teacher: Title of the paper	Department	Title of the book published: Name of the author/s: Title of the proceedings of the conference	Name of the publisher: National / International	National / international : ISBN/ISSN number of the proceeding	Year of publication:
Mr. Nasir Mirza "Anwar-i-Seerat-e-Rasool(SAW) compiled by Majid Majeed/Last Chapter on Seerahnigari"	MERC	Anwar-i-Seerat-e-Rasool(SAW)	Allama Iqbal Library Kashmir University,	{ISBN: 987-93-82288.24.4}	2014
Mr. Nasir Mirza "Photo Journalism"	MERC	"Urdu Media"	National Council for Promotion of Urdu Language (NCPUL), New Delhi	{ISBN: 978-81-7587-836-5}	2015
Mr. Nasir Mirza "Kashmir Main Urdu Sahafat Ka Roshan Baab"	MERC	"Urdu Sahafat Kay Do Sau Saal/ Roznama Aftab:	National Council for Promotion of Urdu Language (NCPUL), New Delhi	{ISBN: 978-93-5160-184-5}	2015
Dr. Syeda Afshana	MERC	"*Backyard of Corpses*" (2013)	International Publisher: Partridge, A Penguin Company	. ISBN (Soft Cover) 978-1-4828-0100-2, ISBN (ebook) 978-1-4828-0099-9	2013
Dr. Syeda Afshana	MERC	"*The Fugitive Sunshine: Selected Poems*" 2nd Edition	International Publisher: Partridge, A Penguin Company	ISBN (Soft Cover) 978-1-4828-1089-9, ISBN (ebook) 978-1-4828-1088-2	2013
Dr. Syeda Afshana	MERC	*"Gender Gamut"*.	Partridge, A Penguin Random House Company	{ISBN: 9781482858419}	2015

Aaliya Ahmed and Malik Zahra Khalid ‘Redefining Education: Transition from the Real to the Virtual’.	MERC	New Communication Technologies	Educational Multimedia Research Centre: University of Kashmir	ISBN 978-93-82036-62-3	2012
Aaliya Ahmed and Malik Zahra Khalid ‘Dynamics of Rural Development and Media: Issues and Challenges’	MERC	Journalism and Society	SDM College: Ujire, Karnataka	ISBN 978-93-82877-00-4	2013
Aaliya Ahmed and Malik Zahra Khalid ’Language in the age of New Media: An interplay with new frames of Communication'	MERC	Language And Communication	Institute of Language and Communication Studies: Izmir University: Turkey:	ISBN 978-605-8615 9-5-3	2013
Aaliya Ahmed and Malik Zahra Khalid “New Communication Technology and the changing paradigm of Education”	MERC	*Context of Trust In ICT-Aided Educational Interactions*, Poland, 2015.	*Context of Trust In ICT-Aided Educational Interactions*, Poland, 2015.	ISBN 978-83-7972-035-4	2015
Aaliya Ahmed and Malik Zahra Khalid “Language Internet and Communication: The Digital Connect”	MERC	*News Media Discourse*	Hope Publishers, New Delhi,		2015

Department/ Centre/ Directorate **Media Education Research Centre**

(3.5.2) Revenue generated from consultancy during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the consultants	Department	Name of consultancy project	Consulting/ sponsoring agency with contact details	Revenue generated (amount in rupees)	Total revenue generated in rupees
N.A	N.A	N.A	N.A	N.A	N.A

Department/ Centre/ Directorate **Media Education Research Centre**

(3.5.3) Revenue generated from corporate training by the institution during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Names of the teacher – consultants	Department	Title of the corporate training program	Agency seeking training with contact details	Revenue generated (amount in rupees	Number of traniees	Total revenue generated in rupees
N.A	N.A	N.A	N.A	N.A	N.A	N.A

Documents: Audited statements of account indicating the revenue generated through onsultancy.

Department/ Centre/ Directorate **Media Education Research Centre**

(3.6.3) Number of extension and outreach programs conducted in collaboration with industry, community and Non-government Organisations through NSS/NCC/Red cross/YRC etc., during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name and number of the extension and outreach programs	Department	Name of the collaborating agency: Non-government, industry, community with contact details
"Juvenile Justice Act & Media" 2017	MERC	Save the Children
Gender and Media 2015	MERC	Population Fund
Urdu Fiction Writing 2015	MERC	Pratham Books
Media Trust and Pedagogy 2014	MERC	European Union

Department/ Centre/ Directorate **Media Education Research Centre**

3.7.1 Number of collaborative activities for research, faculty exchange, student exchange per year

Data Requirement for last five years (Academic years 2012 - 2016)

Title of the collaborative activity	Department	Name of the collaborating agency with contact details	Source of financial support	Year of collaboration	Duration	Nature of the activity
N.A	N.A	N.A	N.A	N.A	N.A	N.A

Department/ Centre/ Directorate **Media Education Research Centre**

(3.7.2) Number of linkages with institutions/industries for internship, on-the-job training, project work, sharing of research facilities etc. during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Title of the linkage	Department	Name of the partnering institution/ industry/ research lab with contact details	Year of commence ment	Duration (From-to	Duration (From-to)	Nature of linkage
N.A	N.A	N.A	N.A	N.A	N.A	N.A

Documents: Upload the linkages with institutions/ industries

Department/ Centre/ Directorate **Media Education Research Centre**

3.7.3 Number of functional MoUs with institutions of national, international importance, other universities, industries, corporate houses etc. during the last five years (only functional MoUs ongoing activities to be considered)

Data Requirement for last five years (Academic years 2012 - 2016)

Organisation with which MoU is signed	Department	Name of the institution/ industry/ corporate house	Year of signing MoU	Duration	List the actual activities under each MoU	Number of students/ teachers participated under MoUs
N.A	N.A	N.A	N.A	N.A	N.A	N.A

Documents: Upload the MoUs with institution/ industry/ corporate house

Department/ Centre/ Directorate **Media Education Research Centre**

(4.1.2) The institution has adequate facilities for sports, games (indoor, outdoor, gymnasium, yoga centre etc.,) and cultural activities

Upload a description of adequate facilities for sports, games and cultural activities which include specification about area/size, year of establishment and user rate.

N.A

Department/ Centre/ Directorate **<u>Media Education Research Centre</u>**

4.1.3 Percentage of classrooms and seminar halls with ICT-enabled facilities such as smart class, LMS, etc.

Data Requirement for last five years (Academic years 2012 - 2016)

Number of classrooms with LCD facilities	Department	Number of classrooms with wi-fi/ Lan facilities	Number of seminar halls with ICT facilities
02	MERC	04	02

Department/ Centre/ Directorate **Media Education Research Centre**

(5.2.1) ***Average percentage of placement of outgoing students during the last five years***

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the employer with contact details	Department	Number of students placed
Greater Kashmir	MERC	10
Rising Kashmir	MERC	07
Kashmir Reader	MERC	04
Kashmir Monitor	MERC	02
Information Department J&K	MERC	04
NDTV	MERC	02
Network 18	MERC	02
EMMRC	MERC	02

Document :Upload annual report of placement cell

Department/ Centre/ Directorate **Media Education Research Centre**

(5.2.2) ***Percentage of student progression to higher education (previous graduating batch)***

Data Requirement for last five years (Academic years 2012 - 2016)

UG to PG:	Department	PG to MPhil:	PG to PhD:	MPhil to PhD:	PhD to Post doctoral:
210	MERC	02	07	07	Nil

Document: Upload document from Student/alumni database

Department/ Centre/ Directorate **Media Education Research Centre**

(5.2.3) Average percentage of students qualifying in state/ national/ international level examinations during the last five years (eg: NET/SLET/GATE/GMAT/CAT/ GRE/TOEFL/Civil Services/State government examinations)

Data Requirement for last five years (Academic years 2012 - 2016)

NET	SLET	GATE	GMATE	CAT	GRE	TOEFL	Civil Services	State government examinations
08	08	-	-	-	-	-	02	12

Document: Upload document from Student/alumni database

Department/ Centre/ Directorate **Media Education Research Centre**

(5.3.1) Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one) during the last five years

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the award/ medal	Department	National/ International	Sports/ Cultural
N.A	N.A	N.A	N.A

Document: Upload award letters and certificates

Department/ Centre/ Directorate **Media Education Research Centre**

(5.3.3) Average number of sports and cultural activities / competitions organised at the institution level per year

Data Requirement for last five years (Academic years 2012 - 2016)

Name of the activity	Department
Street Theatre against the menace of Ragging in the campus on May 27, 2013	MERC