







# From Classroom to Newsroom: A New-Age Approach to Media Education

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**"From Classroom to Newsroom"**  
At JNU this phrase goes beyond superficial promotion. It defines the core of our pedagogical philosophy.

 <p>At JNU's School of Media Studies, this phrase is a core educational commitment, not just a slogan.</p>	 <p>Jaipur National University blends academic learning with real-world media experience seamlessly.</p>	 <p>Unlike typical promotional slogans, JNU's focus is on genuinely equipping students for careers in media.</p>
 <p>Students engage in hands-on learning designed to mirror the realities and demands of working in a newsroom from day one.</p>	 <p>The program balances theory and practical skills, reflecting our core teaching principle.</p>	 <p>JNU's commitment guides students into professional media roles, making it a meaningful journey.</p>

The phrase "From Classroom to Newsroom" is frequently used in media education as a promotional tagline, often appearing in brochures and marketing campaigns. While it serves a cosmetic purpose for many institutions, at Jaipur National University (JNU)'s School of Media Studies, it represents a deeply rooted philosophy. It is not simply a transition but a structured, reflective journey that integrates theoretical learning with hands-on experience, guided by ethical awareness and critical inquiry.

At a time when media faces increased scrutiny, shifting societal roles, and technological disruptions, JNU's model offers a sustainable, responsible, and innovative approach to preparing future media professionals.

## The Shortcomings of Conventional Media Education

Traditional media education in India has often suffered from an excessive reliance on textbook knowledge and theoretical instruction. Many institutions fail to provide adequate hands-on training, leaving graduates ill-equipped for the fast-paced demands of the modern newsroom. Some media schools operate more as placement-driven factories, prioritizing employment statistics over deep pedagogical engagement.

Additionally, journalism is frequently taught in isolation, disconnected from broader social, political, and historical contexts. As a result, graduates lack the critical thinking skills required to analyze power dynamics, media biases, and ethical dilemmas—essential aspects of responsible journalism.

## JNU's Approach: Beyond the Slogan



**From Classroom to Newsroom: A Commitment Beyond Words**

At the School of Media Studies, JNU, excellence in media education isn't achieved by merely signing Memorandums of Understanding or showcasing partnerships on paper.

- Project-Based Learning Model
- Flipped Classrooms
- Experiential Learning
- State-of-the-Art Media Labs

Nurturing a community of critical thinkers, ethical storytellers, and media changemakers.

This is JNU's promise—media education with substance, not slogans.

At JNU, "From Classroom to Newsroom" is more than just a transition—it is a continuous feedback loop where the classroom and newsroom coexist as mutually reinforcing spaces. This approach is built on three foundational pillars:

### 1. Critical Pedagogy

JNU's curriculum is designed not just to teach technical skills but to cultivate a deep consciousness about the media's role in shaping society. The emphasis is on asking fundamental questions: Why does journalism matter? What structures of power influence media narratives?

Students engage in rigorous intellectual inquiry, critiquing mainstream media, analyzing political economies, and examining grassroots communication strategies. The goal is not only to teach students how to report but to help them interpret and contextualize information within broader socio-political frameworks.

Skills training are essential, but at JNU, it is rooted in critical reflection, ensuring that future journalists understand the deeper implications of their work.

**FROM CLASSROOM TO NEWSROOM**  
A COMMITMENT BEYOND WORDS

**3000+** HOURS OF ACADEMIC MEDIA CONTENT

**FIELD PROJECTS**  
SURVEYS WITH OVER 5000 RESPONDENTS FOR IIFA 2025 (JAIPUR)

**FM 89.6-RADIO JNU**  
COMMUNITY-FOCUSED PROGRAMS ON HEALTHCARE, LEGAL, AGRICULTURE, FASHION, CULINARY

**COLLABORATIONS WITH ALL INDIA RADIO**  
JOURNALISTS ASSOCIATION OF RAJASTHAN & OTHERS

**HIGHEST PACKAGE ₹70 LAKH**      **INTERNSHIP STIPEND ₹46,000/MONTH**

## 2. Interdisciplinary Curriculum

Media does not exist in a vacuum, and at JNU, journalism education is enriched through interdisciplinary integration. Students engage with sociology, political science, gender studies, international relations, literature, and technology.

For example, conflict journalism is studied alongside theories of nationalism, colonialism, and global diplomacy. Documentary filmmaking incorporates courses on visual anthropology, ethics, and audience reception.

This approach ensures graduates are not just technically skilled content creators but thoughtful storytellers who can navigate complex global narratives with intellectual depth.

## 3. Real-World Immersion & Practical Training

While critical thinking is essential, hands-on training remains a cornerstone of JNU’s media education model. Students gain practical experience through lab-based courses, production workshops, and newsroom simulations using professional-grade equipment.

**REAL-WORLD IMMERSION AND PRACTICE**

**HANDS-ON TRAINING**  
Lab-based courses, Production workshops, Simulation exercises  
Radio programs, Podcasts

**FIELDWORK & INTERNSHIPS**  
Field-based research opportunities

**COLLABORATION**  
Media houses, NGOs, Digital platforms, AMOs

Digital news, News, Podcasts

Students produce radio programs, documentaries, podcasts, and digital news segments, many of which are published on public platforms. Fieldwork and internships go beyond resume-building exercises, encouraging students to reflect on editorial practices and industry challenges.

Collaborations with media houses, independent journalists, NGOs, PR firms, and digital content creators ensure students stay connected to evolving industry trends.

### Cultivating a Media Ethos

JNU’s approach to media education is embedded within its broader institutional ethos, emphasizing democratic dialogue, academic dissent, and critical awareness. Journalism is taught not as a commercial enterprise but as a civic responsibility.

In an era of misinformation, political bias, and media distrust, JNU consciously nurtures journalists who uphold ethical integrity and public accountability. Students are encouraged to challenge dominant narratives, examine ideological biases, and advocate for truth in reporting.

## Embracing Digital & Alternative Media

**EMBRACING DIGITAL AND ALTERNATIVE MEDIA**

**Digital Storytelling and Alternative Media**

- Citizen journalism
- Web documentaries
- Data visualization
- Narrative podcasts

Emerging Trends and Technologies  
The curriculum chorofontas the late novation

**Pitfalls of Digital Media**  
The curriculum incorporates the latest innovations in the digital sphere

- Algorithmic bias
- Surveillance capitalism
- Echo chambers
- Weaponization of social media

JNU recognizes that media is evolving rapidly, and traditional formats are no longer sufficient for storytelling. Students train in innovative digital tools and platforms, such as citizen journalism, interactive web documentaries, data visualization, and narrative podcasts.

This empowers students to become multimedia storytellers who blend technical proficiency with creative agility, preparing them for careers in digital journalism, content creation, and documentary filmmaking.

However, digital literacy is not taught in isolation. JNU incorporates critical discussions on algorithmic bias, surveillance capitalism, echo chambers, and the weaponization of social media, ensuring that students approach digital media with informed skepticism and ethical consideration.

## The Urgency of JNU's Model

**FROM CLASSROOM TO NEWSROOM: MORE THAN A SLOGAN AT JNU**

- 1. Critical Pedagogy**
  - Focus on "Why journalism matters"
  - Analyzing power, ethics, and representation
  - Beyond skills—nurturing media consciousness
- 2. Interdisciplinary Learning**
  - Sociology | Literature & Technology
  - Political Science | Gender Studies
  - Produces well-rounded media thinkers
- 3. Hands-On Experience**
  - Labs, studios, and newsroom simulations
  - Radio, documentary, and digital news production
  - Fieldwork tied to critical classroom reflection
- 4. Ethics at the Core**
  - Media as a public good
  - Commitment to truth, accountability, and social justice
  - Countering misinformation & polarization
- 5. Embracing New-Age Media**
  - Training in digital storytelling, podcasts, data journalism
  - Understanding algorithm bias & digital ethics

**Why It Matters**  
*"In a time of fake news and media distrust, JNU's model creates not just media professionals, but media citizens."*

The global media landscape is undergoing profound transformations. The traditional top-down flow of information, where professionally trained journalists acted as gatekeepers of truth, is being replaced by decentralized, participatory, and algorithm-driven ecosystems.

While this shift has democratized media production, it has also introduced challenges—fake news, increasing polarization, disinformation campaigns, and the erosion of journalistic ethics. With virality often overshadowing veracity, public opinion is shaped by narratives that may be emotionally resonant but factually misleading. At such a critical juncture, media education must do more than teach technical skills—it must train students to navigate, analyze, and challenge misinformation, power imbalances, and ideological distortions. JNU's interdisciplinary and ethically grounded model is designed precisely for these challenges.

## Preparing Ethical Media Professionals

JNU's approach recognizes that journalists, filmmakers, and media strategists are not merely storytellers—they are custodians of truth, accountability, and justice. Through rigorous ethical training, interdisciplinary exposure, and hands-on engagement, the university fosters socially committed media professionals who critically examine bias, uphold democratic values, and engage with pressing societal issues.

At a time when press freedom is under threat and media institutions face political and economic pressures, JNU serves as a bastion for critical media literacy. It provides students with the tools to resist manipulation, question narratives, and contribute to an informed and equitable public discourse.

**Conclusion : *Not Just a Slogan—A Statement of Intent***

While “From Classroom to Newsroom” is often reduced to a marketing slogan, JNU has transformed it into a pedagogical commitment, a philosophical stance, and a practical framework. Its media education model ensures that future journalists, filmmakers, and digital creators are not only trained for industry demands but equipped for the intellectual and moral challenges of contemporary media landscapes.

At JNU, students are prepared not just to pursue jobs but to engage with journalism as a civic duty—one rooted in ethical responsibility, critical inquiry, and democratic principles.