

Project-Based Learning (PBL) is a student-centred teaching method in which students learn by actively engaging in real-world and personally meaningful projects. Here's a concise overview:

What is Project-Based Learning (PBL)?

PBL is an instructional approach where students explore real-life problems and challenges, often working in groups over an extended period of time, leading to deep knowledge and practical skill development.

Key Characteristics:

1. **Real-World Relevance:** Projects are based on real-world problems or scenarios.
2. **Inquiry-Based:** Encourages students to ask questions, investigate, and research.
3. **Student Voice & Choice:** Students have a say in their project direction.
4. **Collaboration:** Often involves teamwork and communication.
5. **Interdisciplinary Learning:** Projects can span multiple subject areas.
6. **Reflection:** Includes time for students to reflect on what and how they learned.
7. **Public Product:** Final output is often shared with an audience beyond the classroom.

Benefits of PBL:

- Develops critical thinking, problem-solving, and research skills
- Enhances communication, collaboration, and time management
- Promotes engagement and motivation
- Encourages self-directed learning
- Prepares students for real-life challenges

Examples in Journalism & Mass Communication:

Project Idea	Skills Developed
Create a short documentary on a social issue	Research, filming, scripting, editing
Run a class-based digital news portal	Writing, editing, teamwork, web skills
Design a social media campaign	Strategy, branding, analytics
Conduct a media bias analysis project	Critical thinking, media literacy
Create a podcast series on local stories	Audio editing, narration, interviewing

Project- Based Learning (PBL) Report on AI and Journalism

Department: Journalism and MassCommunication	Year/Semester/Target Audience: BAJMC and MAJMC Students
PBL Activity: Expert Talk on “Innovative AI with Journalism”	
Date and Duration: 31st January 2025, Time: 11.00 AM - 01:30 PM	
Objective: The objective of this Project-Based Learning (PBL) activity was to provide students with hands-on experience in understanding the integration of Artificial Intelligence (AI) in journalism. Through an expert talk, students were encouraged to analyze, discuss, and apply AI concepts in media and reporting. The event focused on the evolving landscape of journalism, ethical considerations, and the role of AI in modern media practices.	
Guest Speakers: <ol style="list-style-type: none">1. Mr. Parakram Singh Shekhawat - Senior Anchor, Doordarshan2. Prof. Govind Ji Pandey - Dean, Department of Media Studies, Babasaheb Bhimrao Ambedkar University, Lucknow	

Event Execution:

1. Expert Talk & Discussion:

The expert talk began with Mr. Parakram Singh Shekhawat providing insights on how AI is transforming news reporting, editing, and content verification. He discussed the role of AI-driven algorithms in news recommendations and personalized content delivery.

Prof. Govind Ji Pandey elaborated on the ethical challenges associated with AI in journalism, including misinformation, deepfakes, and biased algorithms. He emphasized the need for journalists to critically engage with AI tools rather than depend entirely on automation.

Practical Engagements & Responsibilities

To ensure an immersive learning experience, students were assigned specific roles to manage various aspects of the event:

- **Video/DSLR Camera Handling:** Anuj Kumar and Luv Yadav meticulously captured the event proceedings, ensuring high-quality documentation for future reference.
- **Anchoring:** Anushka Tiwari skillfully hosted the session, introducing the speakers and maintaining a seamless event flow.
- **Guest Speaker Interviews:** Somy Sharma and Anushka Tiwari conducted engaging interviews with the guest speakers, gathering valuable insights on AI's influence in journalism.
- **Vote of Thanks:** Nisha Kumar concluded the event by extending gratitude to the distinguished guests and summarizing key takeaways from the session.
- **Event Management:** Nancy Rajput and Shivam Kushwah efficiently handled event planning and coordination.
- **Press Release:** Nancy Rajput drafted the official press release, ensuring coverage across various media platforms.

Interactive Session Question & Answer Session:

The expert talk concluded with an engaging **Q&A session**, where students actively participated by posing insightful questions regarding AI's ethical implications, its influence on investigative journalism, and its potential impact on media jobs. The speakers provided in-depth responses, guiding students on responsible AI usage while encouraging **critical thinking in journalism**.

Learning Outcomes:

1. **Understanding AI in Journalism:** Students gained knowledge of AI-driven tools in media, including automated content creation and fact-checking mechanisms.
2. **Hands-on Media Production:** The practical involvement in videography, anchoring, and interviewing helped students refine their technical and communication skills.
3. **Critical Thinking & Ethical Awareness:** Through discussions, students developed a nuanced understanding of the ethical concerns AI presents in journalism.
4. **Professional Exposure:** Interacting with industry experts gave students valuable insights into real-world journalism practices.
5. **Teamwork & Coordination:** The event execution encouraged students to collaborate effectively in managing different aspects of journalism-based event coverage.

Conclusion:

This **PBL** activity successfully bridged the gap between theoretical learning and practical application. By engaging with AI in journalism through expert insights and hands-on media production, students enhanced their analytical, technical, and professional skills. The event emphasized the importance of responsible AI integration in journalism, preparing students for the evolving media landscape.

+ Photos and Video Links

1. Photos of the Event

[https://drive.google.com/drive/folders/1q2_lfoFYPF_oLzu0EJNCgzb9Xn_2gbK8?usp=drive link](https://drive.google.com/drive/folders/1q2_lfoFYPF_oLzu0EJNCgzb9Xn_2gbK8?usp=drive_link)

2. Video of the Expert Talk

[https://drive.google.com/file/d/1J8SZgEdDITrVQHRx3P2HaxN1rB6v66T/view?usp=drive link](https://drive.google.com/file/d/1J8SZgEdDITrVQHRx3P2HaxN1rB6v66T/view?usp=drive_link)

3. Teaser of the Event

<https://drive.google.com/file/d/1KYILYdgpAXCD-3xzQEcQthzab4QfvGQY/view?usp=sharing>

4. Mr. Parakaram Singh Shekhawat Interview Video

[https://drive.google.com/file/d/14U19jXyLEIDvaA2tPDCCb6D-Kc8Q_VY4/view?usp=drive link](https://drive.google.com/file/d/14U19jXyLEIDvaA2tPDCCb6D-Kc8Q_VY4/view?usp=drive_link)

5. Prof. Govindji Pandey Interview Video

[https://drive.google.com/file/d/1g3VqXGnW4vrAXaGP9gTF29IT3GUvHI5z/view?usp=drive link](https://drive.google.com/file/d/1g3VqXGnW4vrAXaGP9gTF29IT3GUvHI5z/view?usp=drive_link)



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