

CAREER IN MEDIA AND COMMUNICATION

- Vision

- To be a recognized premier School of Media and Communication Studies for innovation, creativity, holistic education and trans-disciplinary research.

- Mission

- Create a strong foundation on fundamentals of Media and Communication studies through activity based learning and Project Based Learning.
- Establish state-of-the-art facilities for media production and research.
- Prepare media graduates to actively participate in the contemporary society, encourage and anticipate paradigm shifts, and respond to the changes.
- Global education practices, collaboration with Industry, research and engagement with society for live experiences.

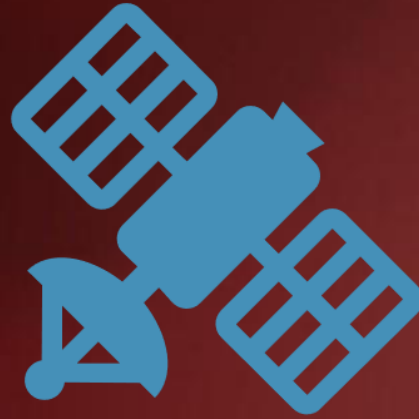
PROGRAM EDUCATIONAL OBJECTIVE

- **PEO 1:** Engage in resilient professional entrepreneurial activities to work as acknowledged leaders in media industry.
- **PEO 2:** Work as media professionals with NGOs and Corporate for desired changes in society.
- **PEO 3:** Undertake higher education in media industry and research organisation.

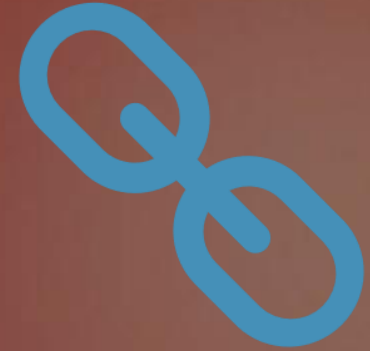
TYPES OF INDUSTRY



Journalism



Entertainment



Strategic
Communication

JOURNALISM



Reporter



Sub Editor



Video Editor



Graphic Designer



Photographer



Anchor

ENTERTAINMENT

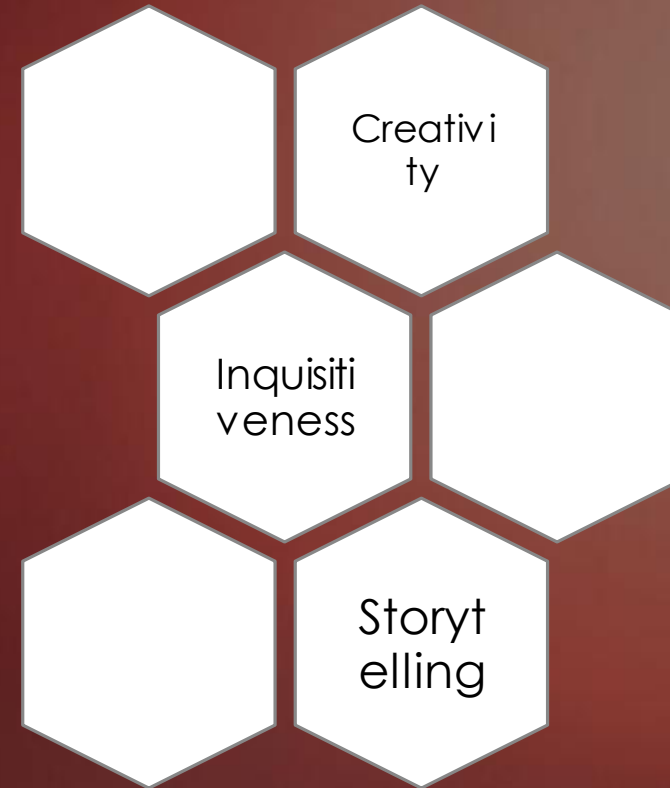
- Film Director
- Video Editor
- Cameraman
- Graphic Artist
- Photographer
- Script writer
- Marketing Personnel

TITLE AND CONTENT LAYOUT WITH LIST

- Political Communicator
- Social Media Expert
- Cameraman
- Graphic Artist
- Photographer
- Corporate Communicator
- NGO/Development Communicator
- Ad Designer
- Public Relation Officer

WHAT QUALITIES ARE BASICS

- Creativity
- Inquisitiveness
- Storyteller



ENTREPRENEURSHIP IN MEDIA STUDIES

- Entrepreneurship is most lucrative in all media domain ranging from photo studio to online media platform, Journalism venture, production house, film companies, PR company, ad company etc.
- Internet and changing pattern in audience trait provided a lots of scope.

Today Professional Filmmaker,
Yesterday Students of Galgotias



Gautam Azad

*Assistant Director- Savdhan India,
Director- Gully Kuchi*



Manjeet Kumar

*Assistant Director- Amaanat (2019)
Teri Bhabhi (2018), Koashi (2018)*



Pawan Sahni

*Assistant Director- What The Folks
(Season 2), Marathi Film*



Prateek Srivastava

*(Cinematographer of Ragini MMS,
Feature Film "I am Zero")*

PROSPECTIVE EMPLOYERS

Private and Non-profit Organizations	
Advertising Agencies	Magazines
Book Publishers	Management/Consulting Firms
Community Organizations	Manufacturing Firms
Educational Organizations	Newspapers
Entertainment Firms	Professional Associations
Financial Institutions	Public Relations Firms
Health Organizations	Radio Stations
Hospitals	Retail Stores
Labor Unions	Telecommunications Firms
Libraries/Museums	Television Stations

PROGRAM STRUCTURE

Introduction to Mass Communication

Journalism Basics

Digital Photography

Digital Photography Lab

Public Speaking & Street Play

Computing Skills

Contemporary Social Issues

Reading and Writing Skills

Universal Human Values

Critical Thinking

Introduction to Radio

Radio Lab

Introduction to Television

Media Laws & Ethics

Print Media Reporting & Editing

Basics of Advertising

Graphic Designing

Indian Polity

Development Communication

Basics of New Media

Light and Camera

Light and Camera Lab

Corporate Communication

Corporate Communication Project

Artificial Intelligence, 5G and Augmented Reality
& Virtual Reality

Critical Thinking

Social Internship

International Affairs & Contemporary Issues

Script Writing

Content Writing

Communication Research

Film Studies

Non Linear Editing

Economic Issues & Current Affairs

Radio Jockeying & Production

Online Story telling

Data Journalism

Spoken English (Business English BEC)

Communication Research

Film Studies

Specialized Mobile Journalism

Media Industry & Entrepreneurship

Environmental Studies

Event Management

International Affairs & Contemporary Issues

Summer Training Evaluation

TV News Production

Video Production-Fiction

BAJC3019	Research Project
BAJC3020	Specialisation: Entertainment
BAJC3021	Specialisation: Journalism
BAJC3022	Specialization: Strategic Communication

STRENGTHS OF SCHOOL OF MEDIA AND COMMUNICATION STUDIES

1. Govt. Funded Projects
2. Experienced Faculty
3. Collaborations: FAI, News 24, Jagran, Amar Ujala
4. National & International Conferences
5. ICT based pedagogy & PBL
6. Outreach Program

PROJECTS

- SMCS has received 3 Govt. Funded Projects.

S. No.	Name of Project	Project Director	Amount	Status
1.	Culture, Community & Identities: A study of Goan Diaspora	Dr. Shuchi Yadav, Co-PI, CARDAC, New Delhi	5.0 Lacs	Completed
2.	Study of audience reception, motivation and effectiveness of SWAYAM based media courses	Dr. A Ram Pandey, PI, IMPRESS-ICSSR funded	4.10 Lacs	Running
3.	The role of media in Jammu &	Dr. Shuchi	18.0	Running

FACULTY

- 8 Faculty are Ph.D. out of 10
- Faculty with Industry experience from CNN, Dainik Jagran, Door Darshan, India News etc.

COLLABORATION WITH INDUSTRY & OTHER ORGANISATION

- Academic Collaboration with News 24 Group
- Academic Collaboration with Jagran Group
- Academic Collaboration with Amar Ujala
- MoU signed with Film Archive of India, Pune

NATIONAL & INTERNATIONAL CONFERENCES ORGANISED

- International Conference on “Challenges of Media, Democracy and Development in the Afro-Asian context”, 26th March 2019
- National Seminar “Emerging trends and culture of new media & technologies”, 5-6 October 2018 collaboration with Eureka Publications
- Research colloquium “Mediamorphosis in the Digital Era” on December 8, 2018

ICT BASED TEACHING PEDAGOGY

- Project Based Learning (PBL) program, MA Journalism and Mass Communication
- Faculty is involved in SWAYAM program production & other ICT based program of MHRD.
- Use of Moodle, RFCampus for teaching learning

OUTREACH PROGRAM

- In pursuit of serving the society, SMCS has conducted several outreach programs for the marginalised sections.
- Programs Conducted at Sakipur Village, Greater Noida with collaboration of NGO.
- Slum near ITO, Delhi
- Students undertook internships with VISHWAS, organisation for mentally challenged
- As part of program, student performed nukkad natak near omax mall.