

**Dear Student,**

**Greetings from Galgotias University!**

Congratulations on your admission to the School of Media & Communication Studies (SMCS), Galgotias University!

It is my pleasure to welcome you to SMCS where we equip you with knowledge of various aspects of media studies ranging from traditional mass media to New Digital Communication studies.

The media ecosystem is evolving rapidly and is now considered to be a powerful tool to reflect and shape cultural norms, values and social structures. We ensure that our students imbibe values of ethical journalism to ensure that they influence cultural and societal processes responsibly.

Digitisation has increased consumer control over media content and advertising and we ensure that our students are equipped with an understanding of the implication of this for advertising, targeting, competition among media platforms and media market outcomes.

Practical exposure is given to the students in the Graphic lab, Podcast studio (run by the students) and in the ultra-modern Media Studio, by way of participation in film festivals, TV and radio programs. Industry visits to media houses such as Jagran Group, Amar Ujala, News 24, ABP, AAJ TAK, NDTV give experiential learning to the students.

Guest lectures by eminent news anchors, print media journalists, film makers and advertising professionals are regularly organized to give the students an insight into the working of the media world.

**The schedule of Hostel Reporting, Registration and Orientation on campus for the First-Year/ Lateral Entry/Migration students is attached as Annexure I.**

**Address of Galgotias University:** Plot No.2, Sector 17-A, Yamuna Expy, opposite Buddha International Circuit, Sector 17A, Greater Noida, Uttar Pradesh 203201

**Google Map Location Link:**

<https://goo.gl/maps/LV8R6D4sWJWSLyfy9>

**This letter contains important information about your arrival on the campus. Please read it carefully.**

**List of Annexures:**

<b>Annexure No.</b>	<b>Particulars</b>
I	Schedule of Hostel Reporting, Registration and Orientation on the Campus of First Year/Lateral Entry/Migration Students admitted in 2023-24
II	Reporting and registration at the hostel
III	On Campus Registration
IV	Document check list
V	Laptop Configuration

I look forward to welcoming you on campus in-person. Wishing you all the best for an exciting stay at Galgotias University and one that will be a truly transformative experience- intellectually, socially and personally and which will prepare you for a life of citizenship and where you will be trained to be become a high contributing member of the society.

Best Wishes

  
**K. Mallikharjuna Babu**

Vice Chancellor

