



SCHOOL OF  
**MEDIA AND  
JOURNALISM**

WELCOME TO  
UNIVERSE OF  
POSSIBILITIES  
**TRANSFORM  
YOUR WORLD**

**Creating Media Leaders**



**#LearnWhatMatters**







# **BA JMC**

**Journalism & Mass  
Communication**

# **MA JMC**

**Journalism & Mass  
Communication**

 [mitwpu.edu.in](http://mitwpu.edu.in)

 BEST UNIVERSITY TO STUDY IN INDIA (INDIA TODAY 2018)	 1,00,000+ ALUMNI	 16,000+ STUDENTS
 1,000+ FACULTY	 AVERAGE SALARY ₹6.5 LACS PA	 4 DECADES of EXCELLENCE

# BA JMC

## JOURNALISM & MASS COMMUNICATION

Duration 3 yrs

Trimesters 9

Intake 60

## School of Media & Journalism

The welfare, education and overall development of our students have always been a top priority for us. It is reflected in the design of our curriculum and pedagogy in which we have optimally incorporated the concepts of personality development and character building along with latest technological trends in Media and Communication. We not only teach but also mentor our students, monitor their performance and audit it constantly. There is zero-tolerance for any kind of laxity in teaching-learning process. To ensure 360-degree holistic development, students at MIT-WPU School of Media & Journalism (SoMJ) undergo special courses on peace, spiritual well-being and yoga as an integral part of the programme. Industry visits to local and outstation media institutions are organized regularly to acquaint students with the latest media set-ups and professional skills. Throughout the year, special lectures and events are organized in which renowned experts from academics and Industry are invited for conducting special sessions for our students.

Training and Placement is an integral part of our programmes. Every student has to compulsorily undergo an Internship in one of the prominent media houses. There is a rigorous process of mentoring and training before the placements to make the students well-groomed and present themselves as capable professionals to the prospective employers.

## About the Program

### BA Journalism & Mass Communication

The BA in Journalism & Mass Communication programme at MIT-WPU has been crafted to incorporate information on latest Digital Communication techniques, Digital Audio-Visual Production, Media Marketing, Advertising and various Communication models. Exhaustive practical sessions are delineated for every subject to impart multi-dimensional teaching. This all, coupled with a carefully designed pedagogy, creates all-encompassing learning environment for the students. The programme is dynamic in its content and multi-faceted to incorporate industry standard information and training. Designed by our faculty and top mass communication experts, it also has inputs from the Industry experts to make it relevant to needs of the Industry.

## Career Opportunities

- News Papers and Magazines
- TV News channels
- Entrepreneurship
- Web Portals
- Radio Channels
- TV Production Houses
- Advertising Agencies
- Film Production
- Event Management Firms
- NGO
- Media Planning Agencies
- Market Research Agencies
- PR Consultancies



# MA JMC

## JOURNALISM & MASS COMMUNICATION

Duration 2 yrs

Trimesters 6

Intake 40

## About the Program

### MA Journalism & Mass Communication

The School of Media & Journalism offers two years' full time Post Graduate Program MA in Journalism and Mass Communication. The programme has been created integrating the latest in mass communication studies and academic research. The curriculum has special in-built practical modules and assignments which are part of the assessment process. The programme has modules on Digital Media, Social Media Content and Marketing, Media Research, Advertising Content and Marketing, TV and Video production techniques and Public Relations to name a few. There is an optimum layering of latest industry relevant topics and mandatory components of projects to put theory into practice.

## Career Opportunities

- Digital Media portals
- Corporate Communications
- Public Relations
- TV News
- Entrepreneurship
- Web and Online Portals
- Social Media Content and Marketing
- FM Radio
- Media Research
- Teaching Faculty
- TV Production Houses
- Advertising Agencies
- Film Production and Promotion
- Event Management Firms
- NGO
- Media Planning Agencies
- Media and Market Research Agencies
- PR Firms



# BA Journalism & Mass Communication Curriculum

## TRIMESTERS

1

- Introduction to Mass Communication
- Introduction to Journalism
- News Analysis & Current Affairs
- IT literacy course
- Personality Development & Soft Skills
- Philosophers of Bharat, Great Kings/ Dynasties

2

- Introduction to Advertising
- Introduction to World History
- Translational Skills
- Team Building and Leadership
- Media Psychology
- Introduction to Political Science
- Open Elective 1

3

- Introduction to Creative Writing
- Cultural Studies
- Principles of Economics
- Introduction to Management Principles
- Introduction to photography
- Fundamentals & Reporting
- Gandhian Philosophy

4

- Art Appreciation
- Understanding Cinema
- Media and Society
- T V Journalism
- Editing Skills
- Introduction to Sociology
- Open Elective Course 1

5

- Fundamentals of Public Relations
- Online Journalism
- Research Methodology
- Indian Regional Journalism
- History of Media & Media Laws
- Indian Culture & Heritage

6

- Organizational Behavior
- Principles of Marketing Management
- Event Management
- Global Media Scenario
- Open Elective 2

# BA Journalism & Mass Communication Curriculum

## TRIMESTERS

7

### Marketing Communication Specialization

- Development Communication
- Media Management
- Brand Management
- Corporate Communication
- Scientific Studies of Peace Mind, Matter, Spirit and Consciousness

7

### Journalism Specialization

- Development communication
- Media Management
- In depth reporting: case study method.
- Feature & Opinion Writing
- Scientific Studies of Peace Mind, Matter, Spirit and Consciousness

7

### General

- Development communication
- Media Management
- Brand Management
- Corporate Communication
- Feature and Opinion writing
- In depth reporting: Case study Method
- Scientific Studies of Peace Mind, Matter, Spirit and Consciousness

8

### Marketing Communication Specialization

- Digital Content Management System
- Radio Journalism
- Advertising Process
- Integrated Marketing Communication
- Open Elective Course- 2

8

### Journalism Specialization

- Digital Content management system
- Radio Journalism
- Specialized reporting
- Lab Journal Production
- Open Elective Course- 2

8

### General

- Digital Content Management System
- Radio Journalism
- Advertising Process
- Integrated Marketing Communication
- Specialized Reporting
- Lab Journal Production
- Open Elective Course- 2

9

### General and Specializations ( Marketing Communication and Journalism)

- Media Portfolio
- Internship
- Peace Component



Rural Immersion  
1



Peace Program  
5



National Study Tour  
1



International Study Program (on Partial Payment by students as per MIT-WPU policy)  
1



Summer Internship  
3 Months

# MA Journalism & Mass Communication Curriculum

## TRIMESTERS

1

- Theories of Communication
- News Reporting & Writing
- IT literacy course
- Personality Development & Soft Skills
- Media & Society
- Philosophers of Bharat, Great Kings/ Dynasties

2

- Feature Writing
- World View & Current Affairs
- News Editing
- Global Journalism
- Media Sustainability
- Workshop (three months) Videography & Video Production
- Team Building & Leadership

3

- Media Economics
- Media Laws (National & International)
- Data Journalism
- Advanced Research Methods for Journalism
- Gandhian Philosophy
- Open Elective

4

- Television Journalism
- Radio Journalism
- Public Relations
- Fundamentals of Advertising
- Environmental Science

5

- Media Criticism
- News Paper Management
- Introduction to Production Technologies
- Environment Journalism
- Business Journalism
- Scientific Studies of Peace Mind, Matter, Spirit and Consciousness

6

- Introduction to Photography
- Law & Crime Journalism
- Political Journalism
- Research Dissertation
- (Print or Broadcast) Practical
- Personal Profile/Media Portfolio



Rural Immersion  
1



Peace Program  
5



National Study Tour  
1



International Study Program (on Partial Payment by students as per MIT-WPU policy)  
1

## Student Achievements



Prithviraj, Abhay, Ayushi, Sejal and Dhanashree from BAMM, First Year have made Let Me Stand, an eye opener short film on Rape which got a lot of appreciation across many international film festivals and Social media platforms.



**Rohit Govilkar**  
Second Year

Represented Pune at Waacking Dance Event, Group dance winner in two competitions, Manthan and Neon Fest.



**Sherlin Verghese**  
First Year

1st prize in D Y Patil for street play, 2nd prize in COEP for street plays, 3rd prize in Symbiosis for street plays and award for being in the best drama group at MIT-World Peace University.



**Veda Dhruv**  
Second Year

Cleared Japanese N5 exam, Certified Yoga Instructor.



**Shirish Hardas**  
Second Year

Designed 300 icons for Ui/Ux projects, certified digital marketer of Google, Youtube, Hubspot and Microsoft.



**Devyani Edlabadkar**  
Second Year

Won four street play competitions, 3rd prize in Hoonar competition for solo act.



**Archita Ghamande**  
Third Year

Winners: (Basketball: race sports club, Equilibrium, MAEERS, ISB&M, Happenings AISM), awarded by LEO Club of Poona for social work.



**Nihal Ahmed**  
Third Year

Best intern award (Certificate)



**Meesha Sharma**  
Second Year

Winner at Mood Indigo, Mumbai in singing and has been performing very well in street plays and singing competitions across national and state level.



## Student Testimonials



**Sharveya Rukari**  
First Year

MIT-WPU has helped me to hone my professional skills, team building and leadership qualities which are necessary for every student to grow as a knowledgeable person. Our programme is designed according to the latest trends in the industry which helps us to build upon our repertoire of professional expertise. The Teachers at MIT-WPU are very knowledgeable and friendly. The pedagogy is balanced with inputs like meditation, peace studies and rural immersion for overall development. This environment of efficient and balanced learning has benefitted me a lot.



**Ankit Vimal**  
Third Year

My Last two years at MIT-WPU were blissful. The School of Media & Journalism has helped me develop my social skills, team building and every other skill which are necessary for a media student. Our program is smartly devised, which helps us to improvise and improve our media sense and gives us a lot of practical training. Every student can choose the electives which they feel they are good at, to make their work more useful and enjoyable. The faculties at MIT are knowledgeable and very friendly. They make us comfortable in our classes. This free and constructive environment affects us positively.



**Riddhi Shetty**  
Second Year

MIT-WPU is one of the reputed Universities in India. Studying Mass Communication Program at MIT-WPU is one of the best decisions I have taken in my life. The Faculties are very supportive and the atmosphere in the campus is very positive. I have learnt the concept of media through a practical approach. I believe now, I am confident enough to work in media industry.





## Professors of Practice and Advisors

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**Mr. Jajati Karan**  
Head Video Production House  
Ommcom Media Pvt Ltd



**Mr. Mandar Phanse**  
Senior Editor & Anchor  
Mirror



**Mr. Mayank Singh**  
Spl Defence Correspondent,  
Indian Express, New Delhi



**Mr. Sheerin Sethi**  
Chief Operating Officer  
N1 Media Consultancy,  
New Delhi



**Mr. Prashant Dixit**  
Group Editor,  
Lokmat



**Mr. Onkareshwar Pandye**  
Editor in Chief  
Indian Observer Post



**Rajesh Badal**  
Senior Broadcast Journalist &  
Former Executive Director,  
Rajya Sabha TV



**Mr. Nilesh Khare**  
Editor  
SAAM Marathi TV



**Mr. Subhash Shirke**  
Bureau Chief  
News Nation

## Professors of Practice

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### Mr. Chandran Iyer

An entrepreneur who has experience of 20 plus years in the media field as well as teaching in well-known colleges. He is Founder / owner of Tycoon publication. His sessions are in-depth and remarkable. A business entrepreneur who knows the media tactics and is well versed with the trends in the Industry.

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### Ms. Pratibha Chandran

A Bureau Chief at Sahara Samay TV, she has experience of more than 20 years in the field. Mrs. Pratibha is known as one of the most skilled and proficient journalist in the field. A professional with a passion for teaching, she has teaching experience of many reputed colleges. Her sessions are interactive, informational and attention grabbing.



### Dr. Vishakha Oke

A teacher with excellent credentials and a mentor with five plus years' experience in teaching. Dr. Vishakha is an expert in management and marketing skills with specialization in soft skills and team building. Her sessions on Marketing and Management are in-depth and engaging.

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### Mr. Shrikant Iyer

Radio One, Programming Head

He is the Programming Head at Radio One station in Pune. Mr. Shrikant is a Radio production professional with vast knowledge of radio technology and content creation. He started his career in teaching owing to his passion for educating youth. His sessions on Radio journalism and Audio Production are profound and remarkable.



### Ms. Nikita Thakkar

An industry expert who has experience of 10 plus years. She has a master's degree in Communication studies. Ms. Nikita is currently working with L'Oréal India Pvt. Ltd. as Senior Marketing Manager. A seasoned professional, Ms. Nikita has worked with the top brands like McCann Erickson, Johnson & Johnson and Hindustan Unilever. In her classes, her application based approach and interactivity makes the students very receptive to her teachings.

## Faculty Members

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### **Dr. Kanwaljit Singh - Head of School**

Dr. Kanwaljit Singh has over 20 years of experience in academics and Industry. He is a Filmmaking, Journalism and Mass Communication expert. Dr. Kanwal has published nine papers and has also presented seven papers in national and international publications. He is on panel of many prominent Universities as an expert. Dr. Singh is dexterous in preparing e-content multimedia modules and have participated as a resource person, editor and program anchor for more than 100 four-quadrant multimedia modules for UGC-CEC at their EMMRC centre.

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### **Mr. Anurag Verma - Assistant Professor**

He has published four research papers in national and international Journals (UGC and Scopus). He is now working on cross-cultural communication on a project 'Mini Israel of India'. Mr. Anurag has made documentaries on rural development and channels of communication. A talented classical flutist, he has won many prizes in various National youth festivals. He is an accomplished photographer and Travel Blogger.



### **Ms. Anuja Palkar - Assistant Professor**

Worked with prominent Newspapers like Mid-Day, DNA and Sakaal Times as feature reporter and Sub-editor. She has also worked with esteemed Media Colleges like Seamedu School of Media, TMV, VIT and Ajeenkya D.Y. Patil University. She has created features and a documentary on orphanages. Ms. Anuja has also won National Award in Kathak competitions. An avid writer, she regularly contributes for articles in publications like women's web, a portal for addressing women related issues.

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### **Ms. Akshata Sawant - Assistant Professor**

She is a member of Western India Film Producers Association, 2016 and has also Passed a Military training program. Ms. Akshata has made many short documentaries on topics like Prostitution in India, Call Centre culture, AIDS Awareness campaigns, Sikhism and many more. Ms. Akshata has also worked as a senior production member with renowned Film production houses like Apocalypse Filmwork Pvt. Ltd., Weaver Bird Productions and Shunya Vision among others.



### **Mr. Sagar Palkar - Assistant Professor**

First class MBA in Brand & Advertising, with Distinction from Venkateshwara Open University. Mr. Sagar is an expert in Digital Graphic softwares. He has edited various corporate films and documentary films for Corporate companies and NGOs. He has worked with renowned TV production houses like Sony, Zee Network and prominent media institutes like Symbiosis, ISB&M, Indira Group and many more as a faculty member.

## Life @ Campus



Sports Activity



Ethnic Day



Sinhagad Trek



Tree Plantation Activity



Cultural Group



Annual Award Ceremony



## Life @ Campus



**Tell me and  
I forget**



**Involve me  
and I learn**



**Teach me and  
I remember**



## News Studio and Field Work



# Internships & Placements



Monisha Machchar  
**Marriott Group**



Preeti Deshpande  
**Hunk Golden Media**



Dyuthi Dolas  
**Break the Code**



Sohini Roy Chowdhary  
**Femina**



Kshitij Shirsat  
**Network 18**



Mallika Ramchandani  
**22 Feet Tribal Worldwide**



Sakal



Pudhari



Kesari



Akhil Bhartiya  
Marathi Chitrapat  
Mahamandal



Bharatiya  
Digital Party



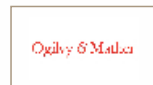
Break The Code



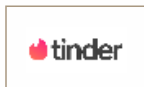
Network18



Reliance  
IMG/MSL Group



Ogilvy and Mathers



Tinder



JW Marriott



Urbane Magazine



Dainik Bhaskar



Femina

and many more ...





# Eligibility, Selection Process & Scholarships

## BA JMC

### Eligibility :

#### 1. Maharashtra State (MS) Candidate

- i. Candidate should be an Indian National
- ii. 50% marks in aggregate in 10+2 / 12th / HSC Examination with English subject (OR)
- iii. 50% marks in aggregate three Years Diploma Recognized by Government Competent Authority (OR) Passed its equivalent examination with 50% marks in aggregate (45% in case of candidates of backward class categories and Persons with Disability belonging to Maharashtra State only)

#### 2. Other Than Maharashtra (OMS) Candidate

- i. Candidate should be an Indian National
- ii. 50% marks in aggregate 10+2 / 12th / HSC Examination with English subject (OR)
- iii. 50% marks in aggregate three Years Engineering Diploma Recognized by Government Competent Authority (OR) Passed its equivalent examination with 50% marks in aggregate.

#### 3. Foreign National/ NRI / OCI / PIO, Children of Indian workers in the Gulf countries

50% marks in aggregate in 10+2 / 12th / HSC Examination with English subject (OR) its equivalent examination in any stream with 50% marks in aggregate

### Selection Process:

**Step A:** Common entrance exam (UGPET)

**Step B:** Interview

(Reservations as per the norms laid down by the Government of Maharashtra for the year 2020-23.)

**Admission Application Form** ₹ 1,000/-

### Fee Structure

**Tuition Fees** – Rs. 1,50,500

**Other Fees** – Rs. 64,500

**Total Fees** – Rs. 2,15,000

### Scholarship

Particulars	*Category I	Category II	Category III	Category IV	Category V	Category VI
Fee Payable	Rs.64,500	Rs.102,125	Rs.139,750	Rs.154,800	Rs.177,375	Rs.215,000
XII / HSC Percentage	≥95% and X std. percentage ≥90%	≥ 95%	≥90%	≥85%	≥80%	Less than 80%

\* Throughout all three years

# Only for First Year. For subsequent years Scholarships are Based on academic performance of Previous Year.

Note: MIT-WPU reserves the right to modify scholarship policy without any notice

# Eligibility, Selection Process & Scholarships

## MA JMC

### Eligibility Criteria:

#### Maharashtra State (MS) Candidate

- Candidate should be an Indian National
- 50% marks in aggregate in graduation in any stream or passed its equivalent examination with 50% marks in aggregate. (45% in case of candidates of backward class categories and Persons with Disability belonging to Maharashtra State only)

#### Other Than Maharashtra (OMS) Candidate

- Candidate should be an Indian National
- 50% marks in aggregate in graduation in any stream or passed its equivalent examination with 50% marks in aggregate.

#### Foreign National / NRI / OCI / PIO, Children of Indian workers in the Gulf countries

50% marks in aggregate in graduation in any stream or passed its equivalent examination with 50% marks in aggregate.

### Selection Criteria:

**Step A:** Common Entrance Exam (PGPET)

**Step B:** Personal Interview

(Reservations as per the norms laid down by the Government of Maharashtra for the year 2020-2022)

**Admission Application Form ₹ 1,500/-**

### Fee Structure

**Total Fees – Rs. 2,00,000 per year**

### Scholarship

Graduation Percentage	HSC Percentage	# Fee Payable
>=70%	>=80%	Rs.60,000

# Only for First Year. For subsequent years Scholarships are Based on academic performance of Previous Year.

Note: MIT-WPU reserves the right to modify scholarship policy without any notice



BA JMC



SINCE 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE  
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MA JMC



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