



**VISHWAKARMA  
UNIVERSITY**  
*Maximising Human Potential*

# MEDIA & COMMUNICATION

Crafting Narratives. Empowering Communicators. Shaping Public Discourse.



## Programmes

- B.A. (Journalism & Mass Communication)
- M.A. (Journalism & Mass Communication)



## Approvals

- Government of Maharashtra - A State Private University
  - University Grants Commission (UGC)
  - Association of Indian Universities (AIU, New Delhi)
- (Authorized to Design Curriculum, Conduct Examinations, and Award Degrees)

## Rankings and Recognition





## USPs at VU

### Curriculum

- NEP 2020-aligned, multidisciplinary and practice-oriented curriculum.
- Strong foundation in media theory, communication models, media ethics, political communication, and media law.
- Programmes integrated with modules on new media, podcasting, visual storytelling, branding, content strategy, and social media marketing.
- Emphasis on convergence media, multimedia production, and critical thinking.
- Curriculum enhanced annually with inputs from media professionals and global trends.
- Research, internships, and live media projects form an essential part of the learning experience.

### Pedagogy

- Studio-based learning with assignments in news reporting, editing, anchoring, scripting, and campaign creation.
- Blend of classroom sessions, fieldwork, newsroom simulations, and real-time content production.
- Faculty comprising experienced journalists, media scholars, digital creators, PR professionals & Media researchers.
- Experiential approach with emphasis on communication skills, storytelling, and audience engagement.
- Use of digital tools for design, editing, analytics, podcasting, and multimedia production.
- Capstone projects and media portfolios to showcase industry readiness and creative thought.

### Industry & Practical Exposure

- Internships with newspapers, TV channels, digital platforms, ad agencies, PR firms, and OTT production houses.

- Regular field visits to newsrooms, radio stations, and production studios.
- MOUs with media houses for collaborative training, workshops, and guest lectures.
- Live media coverage of university events, podcasting labs, and VU student media bulletin.
- Participation in industry-led competitions, short film contests, and content marketing campaigns.
- Career grooming through mock interviews, portfolio reviews, and on-camera practice.

### Infrastructure & Learning Resources

- State-of-the-art TV and audio studios with green screen, teleprompter, and live editing suites.
- Newsroom setup for real-time reporting, layout designing, and publishing.
- Fully equipped photography and video labs with DSLR, 4K video cameras, lights, and editing workstations.
- Media lab with Adobe Creative Suite, Final Cut Pro, Canva, Audacity, and other post-production tools.
- Access to national and international news databases, media journals, and research archives.

### Skill & Personality Development

- Workshops on public speaking, anchoring, creative writing, visual communication, and storytelling, Make up for television anchoring.
- Soft skill development in persuasion, cultural sensitivity, conflict resolution, and crisis communication.
- Emphasis on personal branding, digital presence, and ethical responsibility in public communication.
- Regular training in media analytics, SEO content writing, and influencer marketing.
- One-on-one mentoring for career planning and media entrepreneurship.





## Global Exposure & Certifications

- International exposure through webinars, film screenings, and global classroom collaborations.
- Value-added certifications in Digital Marketing, Content Writing, News Anchoring, and Social Media Management, Digital Journalism, Climate change and Resource Management.
- Access to global platforms like Coursera, Saylor and LinkedIn Learning for niche skill development in communication technologies.
- Opportunities to present papers at media research conferences and festivals.

## Student Life & Campus Culture

- Student-led media clubs : VU Newsroom, Podcast Circle, Film & Photography Club, Creative Writers' Forum.
- Events like Media Fest, Short Film Showcase, Open Mic Nights, and Journalism Week.
- Content creation for university's in-house magazine, social media handles, and event coverage.
- Interdisciplinary engagements with design, law, and management for cross-sector exposure.
- Participation in civic reporting, election analysis, documentary making, and community storytelling.

## Alumni & Success Stories

- Alumni working with top media houses.
- Professionals in corporate communication roles.
- Notable achievements in short filmmaking, journalism awards, podcast networks, and media startups.
- Alumni-led workshops, newsroom immersions, and interview readiness sessions.

## Eligibility, Fees & Admissions

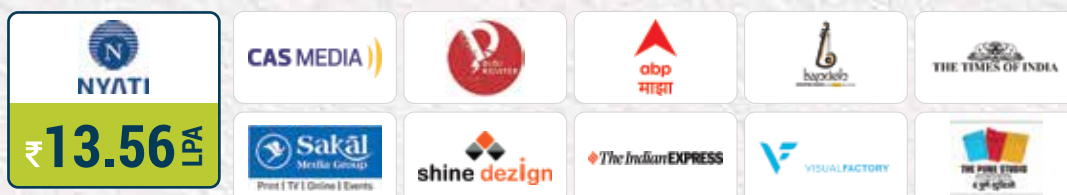
- BA Journalism and Mass Communication : 10+2 from any stream; Admission based on merit and personal interaction.
- MA Journalism and Mass Communication : Graduation in any stream; Admission through personal interview and portfolio review (as applicable).
- Transparent fee structure and scholarships for academic achievers.
- Online / offline application process with counselling and helpdesk support.
- Orientation sessions introducing students to media tools, content formats, and newsroom dynamics.

## Internationalisation



Educator Access | Experiential Learning Content | Funding for Education, Training, Youth and Sport  
| Immersive Programmes | Mentorship from faculty & Research staff | Research Projects | Satellite  
Centers | Scholarships | Student and faculty Exchanges | Think-Tanks

## Placement

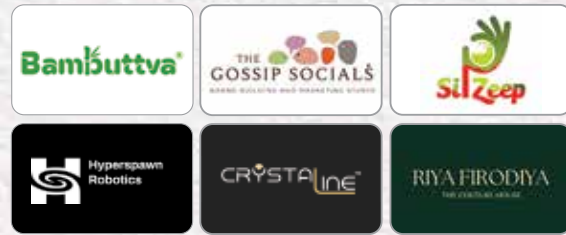




## Higher Studies



## Entrepreneurship



## Career Opportunities

**Print & Broadcast Journalism:** News Reporter, News Anchor, TV Correspondent, Radio Jockey (RJ), Bulletin Producer, Print Journalist, Sub-editor, Copy Editor, News Editor, Columnist, Feature Writer, Investigative Journalist.

**Digital & Multimedia Journalism:** Digital Journalist, Content Creator, Social Media Journalist, Multimedia Producer, Video Content Editor, Podcast Host, Mobile Journalist (MoJo), Online News Editor.

**Public Relations & Corporate Communication:** PR Executive, Corporate Communication Officer, Media Relations Manager, Crisis Communication Specialist, Communications Strategist, Press Secretary.

**Advertising & Branding:** Advertising Executive, Brand Communication Manager, Copywriter, Creative Director (Ad Agencies), Media Planner, Client Servicing Executive.

**Content Creation & Digital Media:** Content Writer, Blogger, Vlogger, Influencer Manager, Digital Content Strategist, Scriptwriter, SEO Content Creator, YouTuber.

**Film, Television & Production:** Assistant Director, Script Supervisor, Video Producer, Production Coordinator, Floor Manager, Cinematography Assistant, Dialogue Writer, Screenplay Writer.

**Event Management & Media Planning:** Event Coordinator, Media Buyer, Sponsorship Executive, Campaign Planner, Event Host (Emcee), Experiential Marketing Executive.

**Development Communication & Social Impact Media:** Communication for Development (C4D) Specialist, NGO Media Coordinator, Rural Communication Officer, Social Campaign Designer.

**Academia, Research & Teaching:** Media Researcher, Assistant Professor (Mass Communication), Media Studies Lecturer, Research Associate (Communication), Curriculum Designer for Media Studies.

**Freelance, Consulting & Entrepreneurship:** Freelance Journalist, Independent Content Producer, PR Consultant, Media Entrepreneur, Owner of Digital Media Platform, Podcast Creator, Communication Consultant.



## Admissions Office

📍 **Vishwakarma University, Pune**  
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