



- School of Engineering & Technology
- School of Business Studies
- School of Dental Sciences
- School of Medical Sciences & Research
- School of Allied Health Sciences
- School of Creative Art, Design & Media Studies
- School of Law
- School of Basic Sciences & Research
- School of Architecture & Planning
- School of Languages & Culture
- School of Nursing Science and Research
- School of Education
- School of Pharmacy
- Sharda Hospital

SHARDA UNIVERSITY CAMPUS

Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR)-201310 | Phone: 0120-4060210/11
Helpline: 0120-4570000 | Website: www.sharda.ac.in

THE WORLD IS HERE. WHAT ARE YOU WAITING FOR?

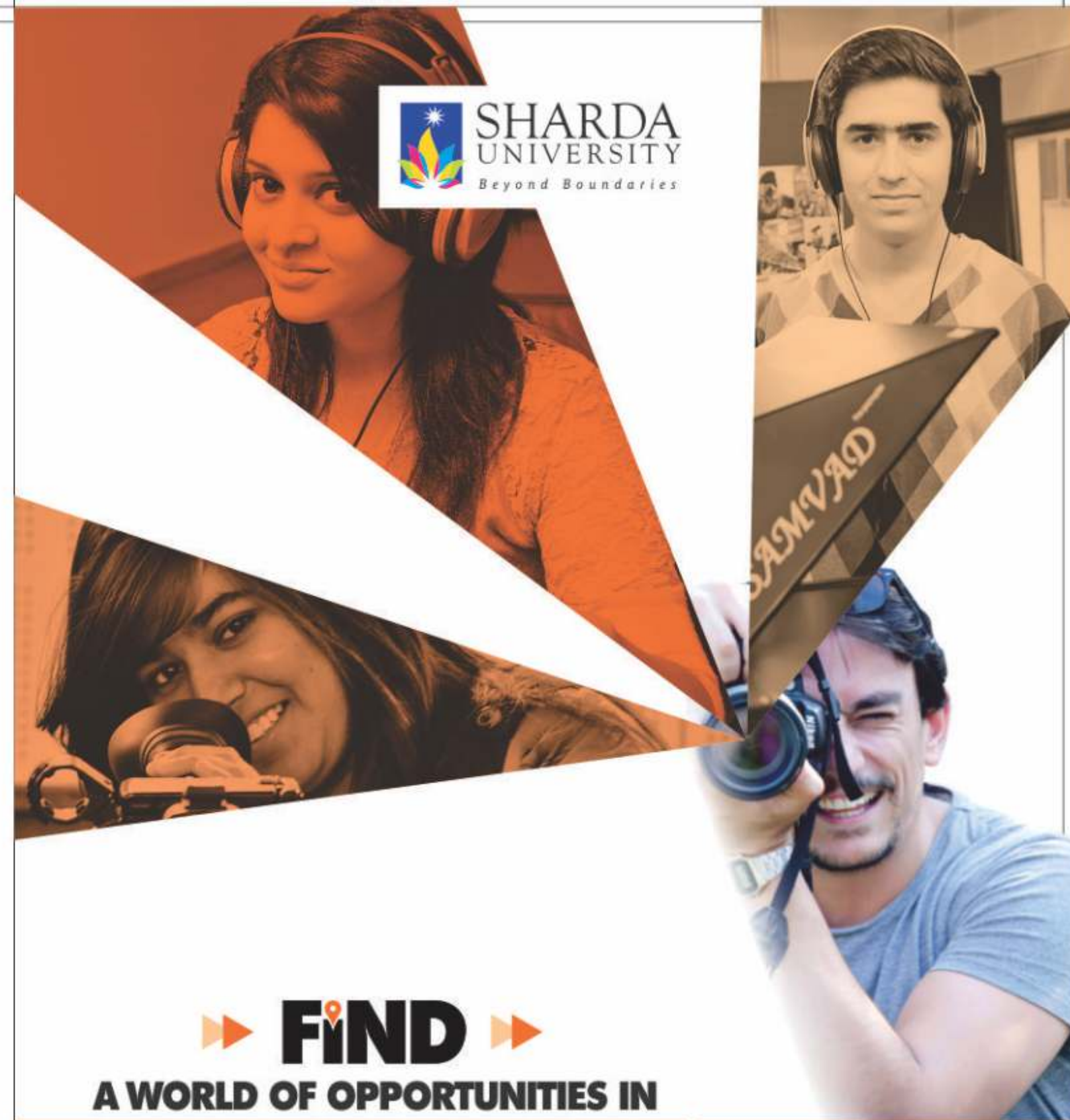
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▶▶ **FiND** ▶▶ A WORLD OF OPPORTUNITIES IN **THE MEDIA INDUSTRY**

DEPARTMENT OF
MASS COMMUNICATION

SCHOOL OF
CREATIVE ART, DESIGN & MEDIA STUDIES

FUTURE IS NOW TO DISCOVER



RECOGNISED AS THE
**BEST PRIVATE
UNIVERSITY**
IN INDIA FOR 8 YEARS
IN A ROW

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SHARDA UNIVERSITY

ONE OF NORTH INDIA'S LEADING UNIVERSITIES

“

The Sharda Group of Institutions (SGI) have been the provider of world class education since 1996. SGI the largest educational group based in Uttar Pradesh, has on its rolls 20,000+ students and more than 1200+ faculty members. Its 45,000+ alumni are today the leaders in their realms. The state-of-the-art campuses in Agra, Mathura and Greater Noida are located on 180 acres of land. Sharda Group of Institutions were the first in the self-financing sector in North India to receive Accreditation from the National Board of Accreditation (NBA) for internationally competitive Teaching-Learning Processes and Infrastructure facilities.

Responding to the strong need of bringing world class education to India at affordable price, Sharda Education Trust established a multi-disciplinary global university in the year 2009. Sharda University is located at Knowledge Park-III, Greater Noida in the National Capital Region (NCR), 25 km away from New Delhi.

The curriculum offered is continuously upgraded to keep pace with the overall development of industry and in line with the best practices followed world over. Highly stimulating instructions developed by experienced Indian and International faculty are delivered in ICT enabled environment, to train students and to develop their skills in tune with national campaigns like 'Make In India' and 'Digital India'. The teaching-learning process coupled with convenient and flexible credit options make Sharda University a truly global University.

”



ACRE SPRAWLING
CAMPUS



NATIONALITIES
ON CAMPUS



GLOBAL ACADEMIC
TIE-UPS



TOP
FACULTY



STUDENTS
PLACED



ALUMNI
WORLDWIDE





MASS COMM EDUCATION AT PAR WITH THE VERY BEST

Established with an aim of developing top media professionals, School of Creative Art, Design & Media Studies has evolved into one of the leading Schools in Delhi-NCR. The School is committed to providing a transformative learning experience in a collaborative and diverse environment. The School's advanced learning equipment; focus on practical experience and hi-tech studios give students a feel of immersive education.

RECOGNISED
AS THE **BEST PVT.
UNIVERSITY**
FOR 8 YEARS
IN A ROW




INTERNATIONALLY
RECOGNISED
DEGREES


BEST
STUDENT-
FACULTY
RATIO OF 1:15


COMMITMENT
TO BEST
MASS COMM
PRACTICES

FOCUS ON
EXPERIENTIAL
LEARNING



STATE-OF-THE-ART
FACILITIES


ACTIVE
MENTORING
OF STUDENTS


ONE OF THE
BEST MEDIA
LIBRARIES IN
DELHI-NCR

AFFORDABLE
FEE



PRACTICAL
LEARNING
OPPORTUNITIES

UNIQUENESS WHICH FUELS AMBITIONS

The Department of Mass Communication is focussed on developing students for the finest newspapers, television & radio channels, broadcast & film production companies, PR firms and advertising agencies.

Over the years, Sharda University has received top accolades from prestigious publications and reputed surveys. Recently, Sharda University was awarded the Best Private University in India by National Education Excellence Awards 2018.

Guest lectures by eminent personalities from various fields as well as workshops and seminars are organised regularly.

Curriculum, pedagogy, scheme and system is strictly followed as per UGC guidelines.

Curriculum offered is in line with those offered in premier educational institutions across the world in the field of mass communication.

The School is equipped with hi-tech studios; Wi-Fi enabled spacious classrooms with projectors and other audio-visual aids.

International Immersion Programme with 110+ Universities and institutions worldwide.

FACULTY THAT'S TRULY INSPIRING

Department of Mass Communication faculty comprises of academicians from India's leading universities, as well as leading media professionals from the industry. The School also regularly organises guest lectures to give new insights into what's happening in the media world.

“The School envisions to become a leader in nurturing brilliant and capable media & creative professionals who are knowledgeable and equipped with new-age skills to excel in the highly competitive media industry.”

Prof. Subhash Dhuliya
Dean, School of Creative Art, Design & Media Studies



Prof. Subhash Dhuliya, Distinguished Professor & Dean MA, Advance Dip. in Journalism (ISJ, Budapest)
Over 40 years of exp. in Journalism & Media academics. He has held senior editorial positions in leading newspapers. As an academician, he has designed & conducted a large number of programmes in various streams of Journalism & mass comm.



Prof. (Dr.) Eqbal Ahmad, Professor MJMC, Ph.D (Jamia Millia Islamia)
Over 28 years of experience in print and broadcast industry and academics. He has worked in many feature films, telefilms and serials. Has been associated with CNEB & DD (Urdu) as news producer and anchor.



Dr. N. Rohinkanta Singh, Assistant Professor M.A., M.Phil., UGC-NET, Ph.D
A social scientist having extensive research work on Peace Journalism and Postmodernism. Has published papers in various reputed UGC approved journals with high impact factors.



Ms. Divya Girdhar, Assistant Professor M.Sc. UGC-NET, Ph.D (Pursuing)
5 years of academic experience. She served as Head of Department in Heritage Institute of Management and Communication. She has worked as an Anchor in Siti Channel under the Zee Network Pvt. Limited.



Ms. Neha Bhushan, Assistant Professor MJMC, UGC-NET, Ph.D (Pursuing)
She has Masters in Journalism & Mass Communication and has 4 years of teaching experience. She has presented research papers and has published chapters in Media & Communication in Sustainable Development.



Ms. Ritu Verma, Lecturer MJMC
Over 7 years of experience in Media, Comm. Strategies/Public Relation with Development Sector, MNCs and Government organizations. She has also worked on Swachh Bharat Mission (Project of KPMG Government Advisory)



Mr. Mohammad Ashraf Ali, Teaching Associate MJMC, PGD (Development Communication)
11+ years of teaching experience in different colleges including AJK MCRC, Jamia Millia Islamia, Aditi Mahavidyalaya (DU), IIMM etc. Has directed a health show for ETV as well as many documentaries & short films.



Ms. Geeta Choudhary (RJ Geet) Radio Jockey and Teaching Associate
RJ Geet has 8 years of total work experience with Radio Industry as Radio Jockey and Programming head. She has worked with eminent broadcasters including All India Radio, BIG 92.7 FM and 107.4 FM.



Mr. Ashish Kumar Sonkar, Technical Officer B.Com.
11 years of experience in the Media Industry as technical and production professional. He has been associated with TOTAL TV, Tehlka and various other renowned media production houses.



Dr. Amit Chawla, Associate Professor & HoD MA, Ph.D
Internationally qualified trainer from Océ ITC, Netherlands. Areas of interest include Photography, Cinema, Video Production and Broadcast, Audio Production, Digital Marketing & Multimedia. Over 15 years of experience.



Mr. Arunesh Kumar, Assistant Professor SLET, UGC-NET, M.Phil, Ph.D (Pursuing)
10+ years of experience in the media industry and academics. Worked in eminent organisations like IIMC, Jamia Millia Islamia and in various news channels like Zee News, IBN7 and CNEB News as Bulletin Producer cum Anchor.



Ms. Mukta Martolia, Assistant Professor M.A., UGC-NET, Ph.D (Pursuing)
10+ years of experience in media and academics. Associated with many renowned media organizations and educational institutions. Presented papers in national and International conferences.



Ms. Priyanka, Assistant Professor MJMC (Gold Medalist), UGC-NET, JRF
5 years of experience in the areas of New Media, Film Making, Journalism, Advertising & PR and Client Servicing. She has been associated with India Today Group, Jabong and HIT 95 FM. She has been an award winning blogger since 2010.



Mr. Ravi Shankar Upadhyay, Lecturer M.A., MJMC
More than 14 years of industry and academic experience. He has been associated with many renowned print and broadcasting organizations including Dainik Jagran and Aaj Tak.



Ms. Sonali Srivastava, Lecturer, Dy. CoE M.A., Ph.D (Pursuing)
More than 16 years of experience in industry & media academics. She has produced various Documentaries, Promotional films, Training films & Corporate Ads.



Mr. Sachin Gaba, Radio Jockey and Teaching Assistant Masters in Journalism
Total work experience of 14+ years, including 9 years of multi-functional experience in Red FM (Delhi), Radio One (Delhi), and Total TV (Delhi) in India, and in Hum FM (Dubai) UAE.



Mr. Parvat Singh, Senior Technical Assistant
Many years of experience in media industry. Has been associated with many renowned broadcast media organizations and production houses.

LEARNING THROUGH INTERACTION WITH MEDIA PERSONALITIES



02



03



06



08



01



04

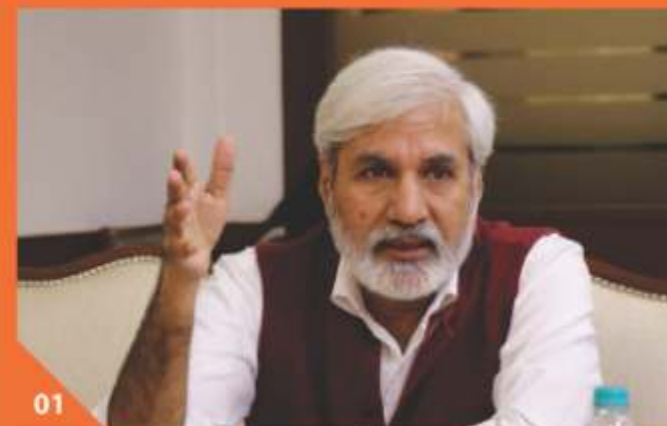


05



07

1. Mr. Prakash Jha (Film Maker/Actor)
2. RJ Naved (RJ Radio Mirchi)
3. Mr. FB Khan, Professor- Photography, Jamia Millia
4. Mr. Sambit Patra, Spokesperson, BJP
5. Mr. Prateek Trivedi (Sr. Journalist & Anchor, IBN7)
6. Mr. Shams Tahir Khan (Channel Head, Delhi Aaj Tak)
7. Mr. Sayeed Ansari- News Anchor, Aaj Tak
8. Mr. Ajit Anjum- Managing Editor, India TV



01



02



04



03



05



06



07



08



09

1. Mr. Rahul Dev- Senior Journalist
2. Ms. Alka Saxena- Senior TV Journalist & News Anchor
3. Ms. Neha Dixit- Senior Journalist
4. Mr. Vinod Kapri & Ms. Hrishitta Bhatt at Film Screening
5. Mr. Vikrant Gupta (Sports Editor, Aaj Tak)
6. Ms. Shweta Kothari, Aaj Tak
7. Mr. Rajesh Sharma (Animator, Walt Disney)
8. Mr. Prabal Pratap Singh (Senior Journalist)
9. Ms. Jaya Kaushik, NDTV

FOCUS ON ORGANISING EVENTS, SEMINARS, WORKSHOPS & INDUSTRY VISITS



RIGHT ENVIRONMENT FOR FUTURE MEDIA PROFESSIONALS

Sharda University campus combines modern teaching and study spaces on 63 acres of landscaped greenery. At Sharda, you can study in a clean, healthy environment that combines the benefits of an active global lifestyle with the resources of an international University.

When you want to work together and make new friends you'll find yourself in a welcoming community filled with people from over 74+ countries. Our campus includes academic support, accommodation, sports, culture and entertainment—everything you need.



DISCOVER

Learning Management System to discuss academic topics, submit assignments & check class notes.



LEARN

Browse through thousands of books & e-journals in libraries

PLAY



Relax by playing many outdoor & indoor games



EXERCISE

Stay fit at the on-campus gymnasium

EAT



Discover multi-cuisine outlets on campus

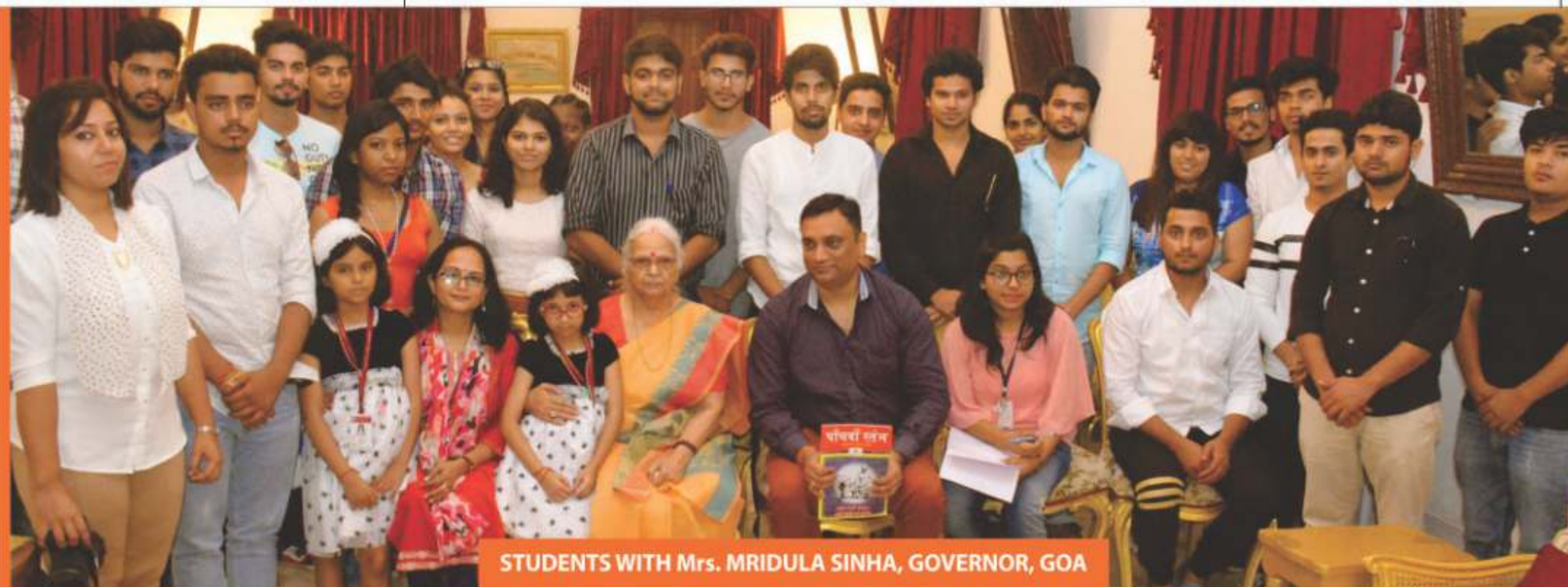
EXPERIENCE

Guest lectures, events & activities in auditoriums & seminar halls



CONNECT

Stay connected 24x7 through seamless Wi-Fi network



STUDENTS WITH Mrs. MRIDULA SINHA, GOVERNOR, GOA



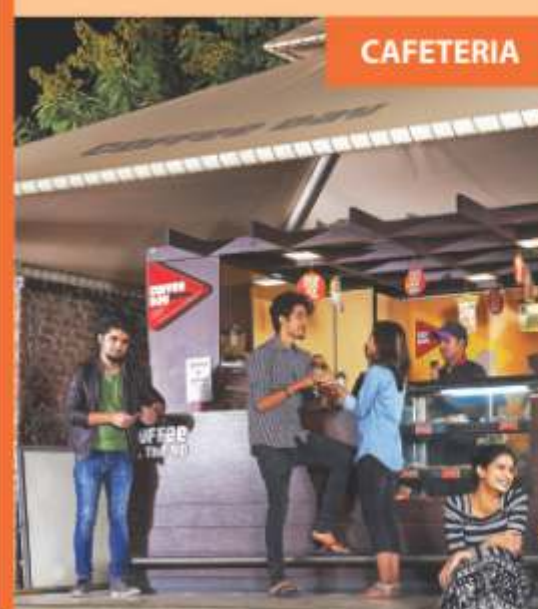
LIBRARY



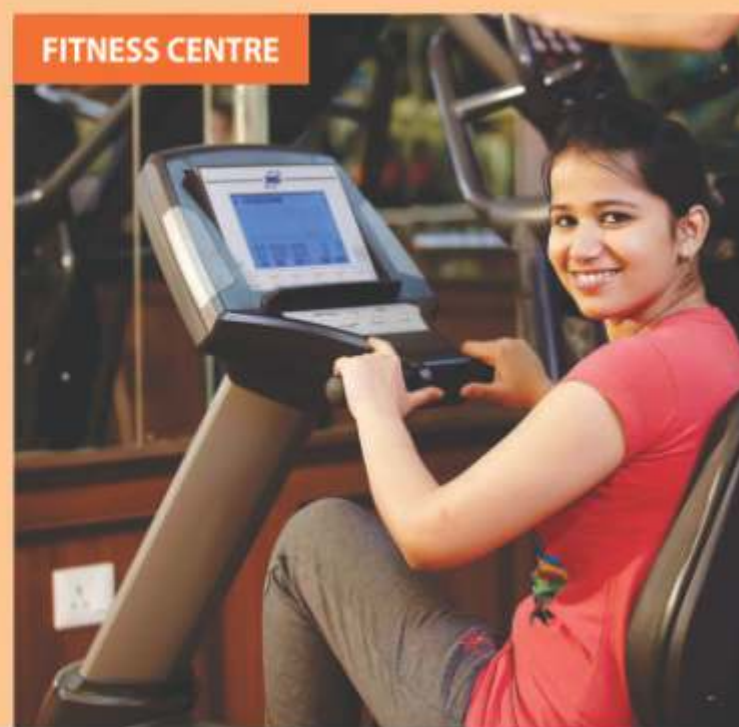
Wi-Fi CAMPUS



AUDITORIUM



CAFETERIA



FITNESS CENTRE



SPORTS FACILITIES

WORLD-CLASS INFRASTRUCTURE

PROFESSIONAL CAMERAS
WITH PROFESSIONAL
LIGHTING EQUIPMENT

01



HIGH-END STATE-OF-THE-ART
TV STUDIO
(MULTICAM SETUP)

02



WELL-EQUIPPED
PRODUCTION CONTROL
ROOM (PCR)

03



FCP VIDEO EDITING
SYSTEMS ON
MAC PLATFORM

04



HIGH END
AUDIO & VIDEO
EQUIPMENT

05



PROFESSIONAL SONY
VIDEO CAMERAS AND
CANON CAMERAS

06



SONY-MAKE
PROFESSIONAL AUDIO
RECORDING SYSTEMS

07



MULTIMEDIA LAB
EQUIPPED WITH ADOBE
MASTER COLLECTION,
QUARK EXPRESS PRO,
3D MAX, MAYA
ETC.

08



SUNO SHARDA 90.8 FM
RADIO STUDIO

09





PUBLICATIONS

SUNO SHARDA 90.8 FM GREATER NOIDA'S VERY OWN RADIO STATION

Suno Sharda 90.8FM, the community radio offering from Sharda University aims to change the lives of Greater Noida residents. Be it students, apartment dwellers and farmers, Suno Sharda 90.8FM has something for everyone with a variety of programming on legal, medical and various social issues.

Suno Sharda 90.8FM airs programmes focused on developmental, agricultural, health, educational, environmental, as well as social and cultural issues.

Suno Sharda was launched on December 16, 2015. The radio station dons the role of Greater Noida's own radio station. Senior TV journalist and RJ Richa Anirudh officially inaugurated it. On this occasion, she said, "Community radio is very different from commercial radio and being free from the commercial pressures, it can play a major role in the larger welfare of people of Greater Noida." The station is currently on air from 8am to 8pm. The students help manage the station by playing the role of radio jockeys, producers, script writers and reporters.

For the city of Greater Noida, the aim of Suno Sharda 90.8 FM is to make the air time memorable, refreshing and a learning experience.

PROGRAMME HIGHLIGHTS

- | | |
|--------------------------------|--|
| 1. Sharda Savera | : Live infotainment show |
| 2. I-Speak English | : Recorded educational programme on education, career, healthcare, diet, technology, life science & entrepreneurship |
| 3. Heart-2-Heart (Hindi-Eng) | : Recorded Entertainment Show covering music, films, social media, and other light topics |
| 4. Afternoon tales (Hindi-Eng) | : Recorded - Story Telling/Radio Drama Show |
| 5. Achievers journey | : Talk Show with Motivational Speakers |
| 6. I-Speak Hindi | : Recorded educational programme on real estate, agriculture, legal, medical, finance management and sports |
| 7. Koshish | : Community hour recorded Show by students on community issues |
| 8. Evening Live Show | : Live infotainment show |



मीडिया मेला में कई प्रतियोगिताओं का होगा आयोजन

ग्रेटर नोएडा, 14 मार्च (देशबन्धु)। शारदा विश्वविद्यालय के मास क युनिकेशन विभाग द्वारा दो दिवसीय मीडिया मेला 2018 का आयोजन 15 व 16 मार्च को किया जा रहा है, मेले का उद्घाटन समारोह 15 मार्च 2018 को सुबह होगा। मेले के पहले दिन फोटो प्रतियोगिता, लघु फिल्म प्रतियोगिता, फिल्म स्क्रॉनिंग, एड-मैड, आरजे हंट व स्लोगन राइटिंग जैसी प्रतियोगिताओं का आयोजन किया जाएगा। विजेताओं का चयन एक स्वतंत्र निर्णायक मंडली द्वारा किया जाएगा। मेले के दूसरे दिन 16 मार्च को बॉलीवुड के प्रसिद्ध निर्माता-निर्देशक महेश भट्ट मीडिया मेले में शिरकत करेंगे। मेले के दौरान महेश भट्ट विभाग के एचओडी डॉ. अमित चावला द्वारा लिखी गई किताब कमर्शियल स्टूडियो फोटोग्राफी इन इंडिया को भी लांच करेंगे। इसके बाद महेश भट्ट अपनी टीम के साथ दोपहर बात निकली तो... नाम से एक नाटक का मंचन भी करेंगे। मेले के दौरान कई अंतर-कॉलेज प्रतियोगिताओं का आयोजन किया जाएगा। मेले के दूसरे दिन फोटो प्रदर्शनी, डिबेट व पोस्टर कैमरा (पीटीसी) जैसी कई प्रतियोगिताओं का आयोजन होगा। विभाग के डीन प्रो. सुभाष धूलिया ने बताया कि ये प्लेटफॉर्म हमारे छात्रों की प्रतिभा को निखारने और उसे साझा करने के लिए है।



आयोजन मेहनत व लगन से काम करोगे तो सफलता जरूर मिलेगी : महेश भट्ट

ग्रेटर नोएडा, 16 मार्च (देशबन्धु)। शारदा विश्वविद्यालय के मास क युनिकेशन विभाग द्वारा दो दिवसीय मीडिया मेला 2018 का आयोजन 15 व 16 मार्च को किया जा रहा है, मेले का उद्घाटन समारोह 15 मार्च 2018 को सुबह होगा। मेले के पहले दिन फोटो प्रतियोगिता, लघु फिल्म प्रतियोगिता, फिल्म स्क्रॉनिंग, एड-मैड, आरजे हंट व स्लोगन राइटिंग जैसी प्रतियोगिताओं का आयोजन किया जाएगा। विजेताओं का चयन एक स्वतंत्र निर्णायक मंडली द्वारा किया जाएगा। मेले के दूसरे दिन 16 मार्च को बॉलीवुड के प्रसिद्ध निर्माता-निर्देशक महेश भट्ट मीडिया मेले में शिरकत करेंगे। मेले के दौरान महेश भट्ट विभाग के एचओडी डॉ. अमित चावला द्वारा लिखी गई किताब कमर्शियल स्टूडियो फोटोग्राफी इन इंडिया को भी लांच करेंगे। इसके बाद महेश भट्ट अपनी टीम के साथ दोपहर बात निकली तो... नाम से एक नाटक का मंचन भी करेंगे। मेले के दौरान कई अंतर-कॉलेज प्रतियोगिताओं का आयोजन किया जाएगा। मेले के दूसरे दिन फोटो प्रदर्शनी, डिबेट व पोस्टर कैमरा (पीटीसी) जैसी कई प्रतियोगिताओं का आयोजन होगा। विभाग के डीन प्रो. सुभाष धूलिया ने बताया कि ये प्लेटफॉर्म हमारे छात्रों की प्रतिभा को निखारने और उसे साझा करने के लिए है।

8,000 run for health in G Noida marathons

Newspaper: Hindustan Times
Date: 19/2/2018
The Sharda lead '8,000 run for health' event was organized by Sharda University in Greater Noida to spread awareness about cancer and promote healthy living.

MASS COMM PROGRAMMES DESIGNED FOR SUCCESS

Department of Mass Comm programmes are designed to prepare students for all aspects of media practice. From the moment students arrive, they are considered members of the media community and are challenged to meet the expectations of all.

PROGRAMMES OFFERED

B.A. (Journalism & Mass Communication)	3 Years
M.A. (Journalism & Mass Communication)	2 Years
M.A. in Advertising, Public Relations and Corporate Communication	2 Years
M.A. in Digital Media and Multimedia Communication	2 Years
Ph.D in Mass Communication	-



APPROVED BY
UNIVERSITY GRANTS COMMISSION



B.A. **(JOURNALISM AND MASS COMMUNICATION)**

3 YEARS

The Bachelor's Degree programme in Journalism and Mass Communication is exclusively designed to prepare students for continuously evolving media & communication industry. After successfully completing their BA-J&MC, the students will be ready to take on jobs as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY: Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

DISCIPLINES

- Television Broadcasting
- Print Journalism
- Advertising & PR
- Indian Polity & Society
- Media Law & Ethics
- Language (Functional English and Hindi)
- Radio Broadcasting
- Photography
- Social Sciences
- Media Research
- Media Planning & Management

PROGRAMME OUTLINE:

- The course outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each semester has perfect balance of theory and practical (jury) subjects.
- Students are encouraged to prepare portfolio, short films, and research projects as their assignments.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on training/experience to the students.
- Special efforts are taken to improve speech and personality development of the students.

M.A. **(JOURNALISM AND MASS COMMUNICATION)**

2 YEARS

The Masters Degree programme in Journalism and Mass Communication aims to transform students into highly skilled media & communication professionals. The course is carefully structured to offer the students a foundation for a strong career in media industry as well as media research. After successfully completing their MA-J&MC, the students will be ready to grab job opportunities as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY: Bachelors Degree in any discipline with 50% marks, with creative personality & proficiency in English Communication.

DISCIPLINES

- Advanced Television Journalism, Production & Broadcasting
- Advanced Radio Broadcasting
- Digital Media
- Photography
- Media Laws & Ethics
- Advertising, PR & Corporate Comm.
- Contemporary & International Affairs
- Print Journalism
- Data Journalism
- Media Research
- Media Planning & Management
- Development Communication

PROGRAMME OUTLINE

- The programme allows the students to choose from specializations in the third semester.
- The programme provides specialization in three broad areas such as, Broadcast Media, Print & Online Media and Advertising & PR.
- The course outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each Semester has perfect balance of theory and practical subjects.
- Students are encouraged to prepare portfolio, short films, documentaries, radio programmes and research projects as their assignments.
- Classroom learning and outdoor exercises/ Field visits are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- Personality Development Assistant is added advantage of this programme.

M.A. (ADVERTISING, PR & CORPORATE COMM.)

2 YEARS

M.A. in Advertising & Public Relations is a specialized Master's degree course, which is designed to equip students with specialized skills to be Effective Communicators, Advertisers, PR professionals and Qualified Media Professionals. The course is specifically designed to cater the requirements of rapidly changing advertising and PR industry.

ELIGIBILITY

Bachelor's Degree in any discipline with 50% marks, with creative personality & proficiency in English Communication.

DISCIPLINES

- Mass Communication
- Media Productions
- Marketing Research
- Media Planning & Management
- Service & Retail Marketing
- Digital Marketing
- Integrated Marketing Communication
- Advertising, PR & Corporate Communications- Theories & Concepts
- Applied Public Relations & Corporate Communications
- Applied Advertising
- Media Ownership
- Marketing Management
- Consumer Behavior
- Corporate Social Responsibilities
- Campaign Management

PROGRAMME OUTLINE

- The programme has been designed by top academician and renowned Ad & PR professionals to ensure up-to-date coursework for the students.
- The specialized course ensures broader career opportunities for the students in the relevant field.
- Students are encouraged to prepare advertising & PR Portfolio, Ad Films, Corporate Films and market research projects as their assignments.
- The course outline is specifically planned to offer integrated marketing communication exposure to the students.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- After successfully completing the degree, students will be able to take on challenges of Advertising, PR and Corporate Communication Sector.

M.A. (DIGITAL MEDIA & MULTIMEDIA COMM.)

2 YEARS

Digital Media is creating immense level of job opportunities and this requires highly skilled and well-trained professionals. The university with its dedicated masters degree programme in Digital Media & Multimedia Communication aims to create highly talented professionals. The course is dedicated to prepare students for the futuristic industry of Digital Media Communication.

ELIGIBILITY

Bachelors Degree in any discipline with 50% marks, with creative personality & proficiency in English Communication.

DISCIPLINES

- Mass Communication
- Cyber Journalism
- Search Engine Optimization
- Blogging & Vlogging
- Web Analytics
- Content Marketing
- Study of Digital Media-Facebook, Twitter, Instagram, LinkedIn
- Study of Internet
- Digital Marketing-Strategies
- Content Management System
- Website Design & Development
- Digital Media Productions
- Smartphone Ecosystem & Mobile Marketing

PROGRAMME OUTLINE

- MA Digital Media & Multimedia Communication offers perfect blend of classroom learning, highly equipped multimedia labs and industrial exposure.
- The course is structured to provide hands on industrial training experience to the students about the functioning of social media (Facebook, twitter, Instagram), SEO, Google Analytics & all the other aspects of Digital Media & Multimedia Communication.
- The programme aims to equip students with advanced digital media skills, technical abilities to excel as top Digital Media Professionals
- The programme is carefully designed to inspire the students to take on advanced research projects in the field of Internet.
- The degree program is dedicated to prepare students for the futuristic industry of Digital Media Communication.

PH.D IN MASS COMMUNICATION



SHORT TERM CERTIFICATION PROGRAMMES



School of Media Studies at Sharda University offers Doctor of Philosophy (Ph.D) in Mass Communication. The university encourages research practices in every field. Considering how media has a central role to play in art, culture, society, politics and economic development of the country, a comprehensive Ph.D programme is designed to transform scholars into great research resources of the society.

ELIGIBILITY

Postgraduate in Journalism and mass communication or post-graduation in other relevant subject with 50% marks are eligible to apply.

COURSE OBJECTIVE

Doctor of Philosophy (Ph.D) in Mass Communication at Sharda University aims to assist the scholars in transforming into great academicians and research professionals, who can further contribute to the welfare of public.

COURSE OUTLINE

- Highly reputed academicians & researchers are associated with the Ph.D programme to offer complete guidance to the scholars.
- Esteemed Faculty Board under guidance of Academic Council has designed the course plan for Ph.D scholars.
- The curriculum is designed in interdisciplinary nature, allowing the scholars to customize their research area as per their career interest.

Summer Certification programmes in Media are a promising endeavor of Department of Mass Communication, Sharda University, which aim to introduce you with all aspects of Mass Communication in the period of one/two weeks. The courses are designed by experts to offer advanced practical exposure to the learners about given subjects. Collaboration with renowned brands brings the opportunity for learners to explore the best of learning about media, directly from the experts.

ELIGIBILITY:

The course is open to all, who wish to hone their skills in Media & Communication studies.

COURSE OBJECTIVE

The key objective to offer these short-term summer certification programs is to enhance your confidence by enhancing your skill set. The world is turning into a multimedia showcase and to catch up with the pace, our strategically designed courses are a perfect upgrade to sign up for.

CERTIFICATION COURSES

- **Programme 1** : Video Editing (joint certification with Apple)
- **Programme 2** : Radio Jockeying
- **Programme 3** : Anchoring and Presentation
- **Programme 4** : Still Photography
- **Programme 5** : Graphics & Animation
- **Programme 6** : Script Writing
- **Programme 7** : Cinematography
- **Programme 8** : Digital Media Marketing

INTERNSHIP & PLACEMENT



Department of Mass Communication maintains healthy and cordial relationships with a large numbers of media organizations, academics institutions & other industry professionals. As per our modern practical-centric curriculum, it allows our graduates to get a flavour of the real working atmosphere of media industry. Faculty members themselves are involved in the placement process. Balaji Films, CNN-IBN7, News 18, NDTV, Rediff fusion, India TV, Rajshri Production, Mudra group, Percept, PTC, India News, Big Synergy etc. are some of the companies which has provided on-job training & placements to our students. Department of Mass Communication has witnessed more than 90% placement after BA-J&MC & MA-J&MC.

OUR RECRUITERS



VIEWS THAT SPEAK EXCELLENCE



Mr. Shamim Zakaria, Correspondent, Global News Channel, China

The delicate years of my school life dashed off learning thoughts like 'an aimless person is like a rudderless boat tossing in an ocean.' Alas! it was not until I joined Sharda University, I realised it is only a rudderless boat that has the liberty to float resolutely at will. Only a rudderless boat can dance to the blithe breeze, play with the maddening waves - all thanks to this glorious institution called Sharda University - its value based education, practical oriented curriculum, most engaging classroom modules, faculty of astounding wisdom and the university's erudite ambience that never ceases to enchant.

Graduating with a bachelors degree in journalism and mass communication and thereafter a brief stint in news reporting, I eventually went on to complete my post gradation in MA International Journalism from University of Sussex, United Kingdom on a scholarship. Currently, I am working for the international desk of a global news channel in China. Sharda University helped me gain enough of every gratifying experience to keep me smiling for another thousand lifetimes.

Ms. Priyamvada Budhalakoti, Gold Medalist (BA-J&MC), Producer & Writer, Salmon & Co.

Since March 2017, I have been associated with Salmon & Co, a digital agency as a Producer and Writer. Here, I am a part of the creative process right from ideating for pitches to the clients to handling the process of production from pre-production to post production, including finalizing the budgets.

Earlier I was working with Big Synergy Media Ltd, as an Assistant Director with the fiction team. I was associated here in the creative process of conceptualizing web series and TV Shows for various channels like SONY, Star, Zee, and digital platforms like Balaji's ALT.

Sharda University has been an important part of my growth. Mass Communication Department and its faculty members have been my constant support and strength in helping me realize my potential and dreams. The three years I spent here has given me strength and wisdom to go out and face the world with the values taught.



Ms. Deepika Sharma, Account Executive, Maverick Innovations

When I look behind, I see the best days which one could spent in their college life. I enjoyed each and every moment spent in Sharda University. I had spent three long years in that University, where I learnt how to grow and grow. I did my Bachelors of Journalism and Mass Communication from Sharda University. Whenever I look behind, I cherish each moment which I had lived there. A girl who has just passed her 12th standard does not know much that what is good for her career, but here in Sharda University I always got motivated from my teachers. They always supported me in my projects. They were always standing behind me in my toughest phase of life where I didn't know what to do in my career. Professors always treated us like their own family.

Ms. Mansi Seth, Content Writer & Social Media Manager, Aquarius Media

Choosing Journalism and Mass Communication course at Sharda University is the best choice I have made till date. The course structure and learning pattern teaches us a lot. The faculty of the department gave us both theoretical and practical knowledge of the media field. The support and encouragement helped me to cross all the obstacles. With their support, efforts and teaching knowledge, I got the opportunity to work with the best media houses like Hindustan Times and Hindu newspaper which gave a kick start to my career as a journalist and writer. And, now I am working as an Associate Editor with a web health portal 'Mynahcare.com'. I always embrace my whole journey with the university and faculty. I will definitely recommend everyone to be a part of this.



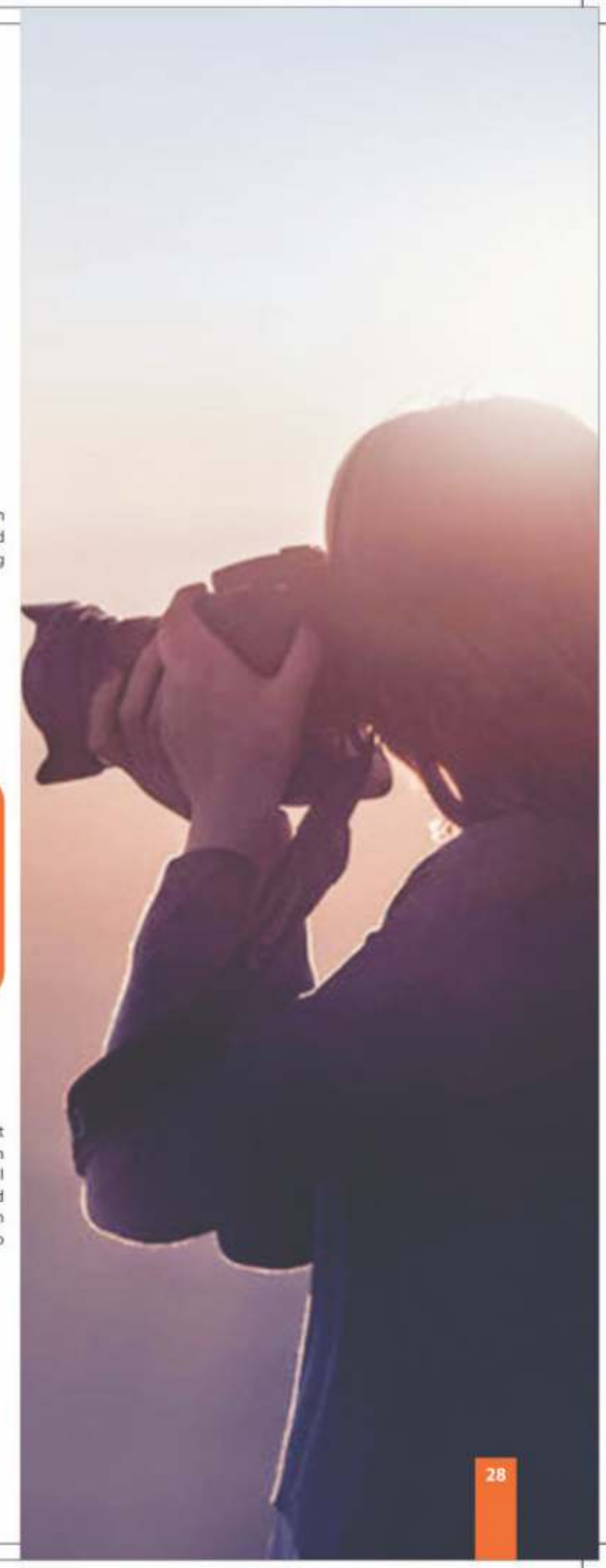
Ms. Insha Khurshid, BA-J&MC

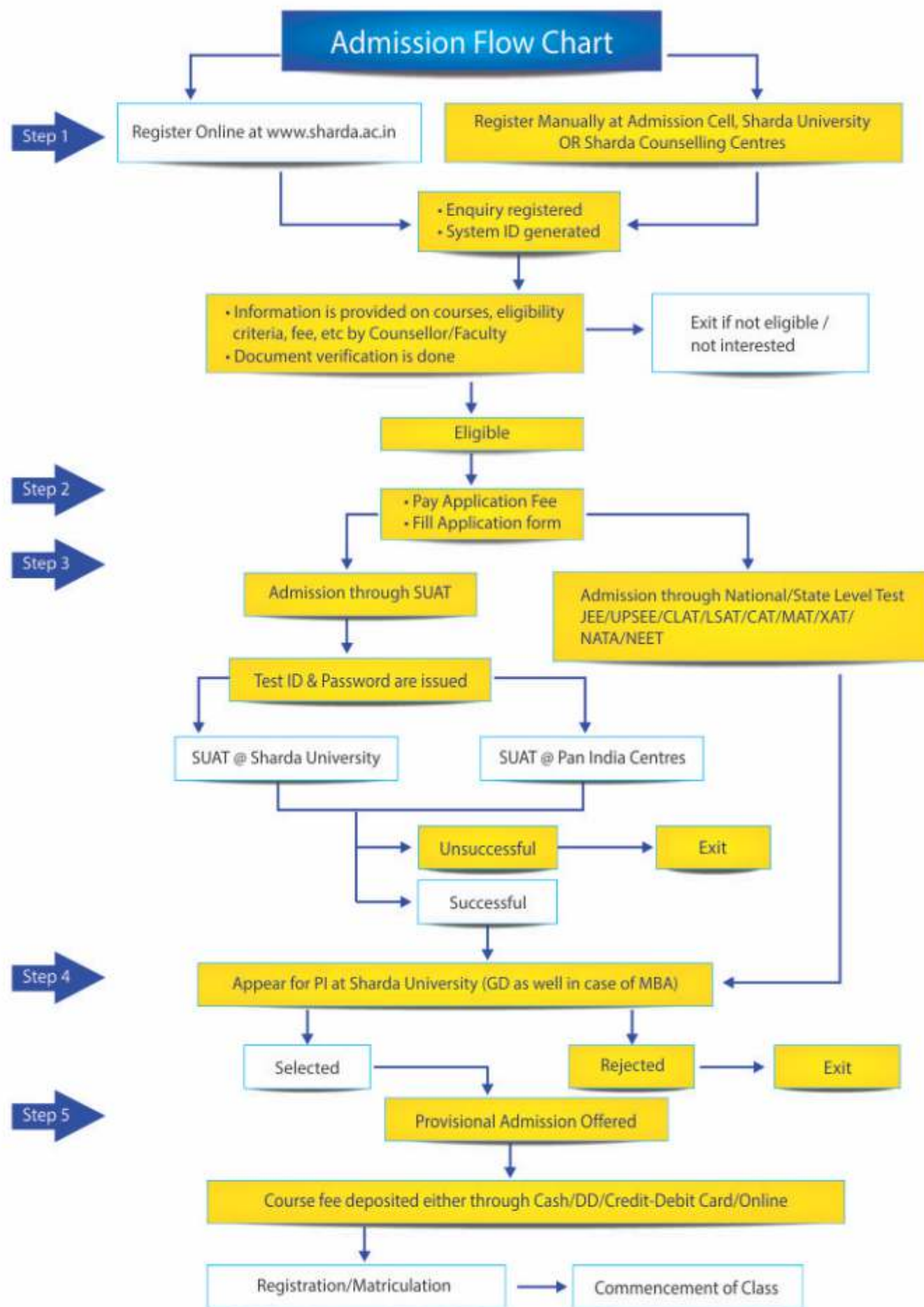
Pursuing Mass Communication from Sharda University was a dream come true. The learning I acquired at Sharda helped me to find internship at the Ministry of Information and Broadcasting. Getting training here has raised my confidence level.



Ms. Nasrin Akter (Zerin)

"Angrezi mein kehte hain" was my first Bollywood movie as an Assistant Director. This project was initiated during my final year of graduation in Sharda and I was involved with pre production and post production. I am fortunate enough to start my career in India from NDTV channel and then with this concept based movie with a lot of learning from experienced personalities. Sharda is a key which helped me a lot to go beyond boundaries in excelling my skill set.





GREATER NOIDA

HUB OF WORLD-CLASS EDUCATION



Situated adjacent to New Delhi, Greater Noida is one of the fastest developing educational hubs. Home to some of the leading universities in India, Greater Noida sees lots of international students pursuing their career dreams.

India's first ISO 9000-2000 certified city, Greater Noida is amongst the cleanest, greenest and most well planned cities of India. Greater Noida is amongst the selected cities of the world, chosen for F1 Grand Prix Race.

Sharda University campus at Knowledge Park III is the largest in Greater Noida & the entire NCR.



NOTES

REGIONAL REACH



SHARDA UNIVERSITY CAMPUS

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INTERNATIONAL ADMISSION CELL

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SGI ADMISSION CELL AT AGRA

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