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2014-15

- MEDIA, UG & PG DEGREE COURSES
- LAW & MANAGEMENT
- FILM-MAKING, ACTING & DRAMA

UGC approved & recognised degree, diploma & postgraduate programs

TV PRODUCTION AND DIRECTION

ADVERTISING

ANIMATION & SPECIAL EFFECTS

BROADCAST JOURNALISM

CORPORATE COMMUNICATION

RADIO JOCKEYING AND PROGRAMMING

WEB CONTENT MANAGEMENT

COPYWRITING

EVENT MANAGEMENT

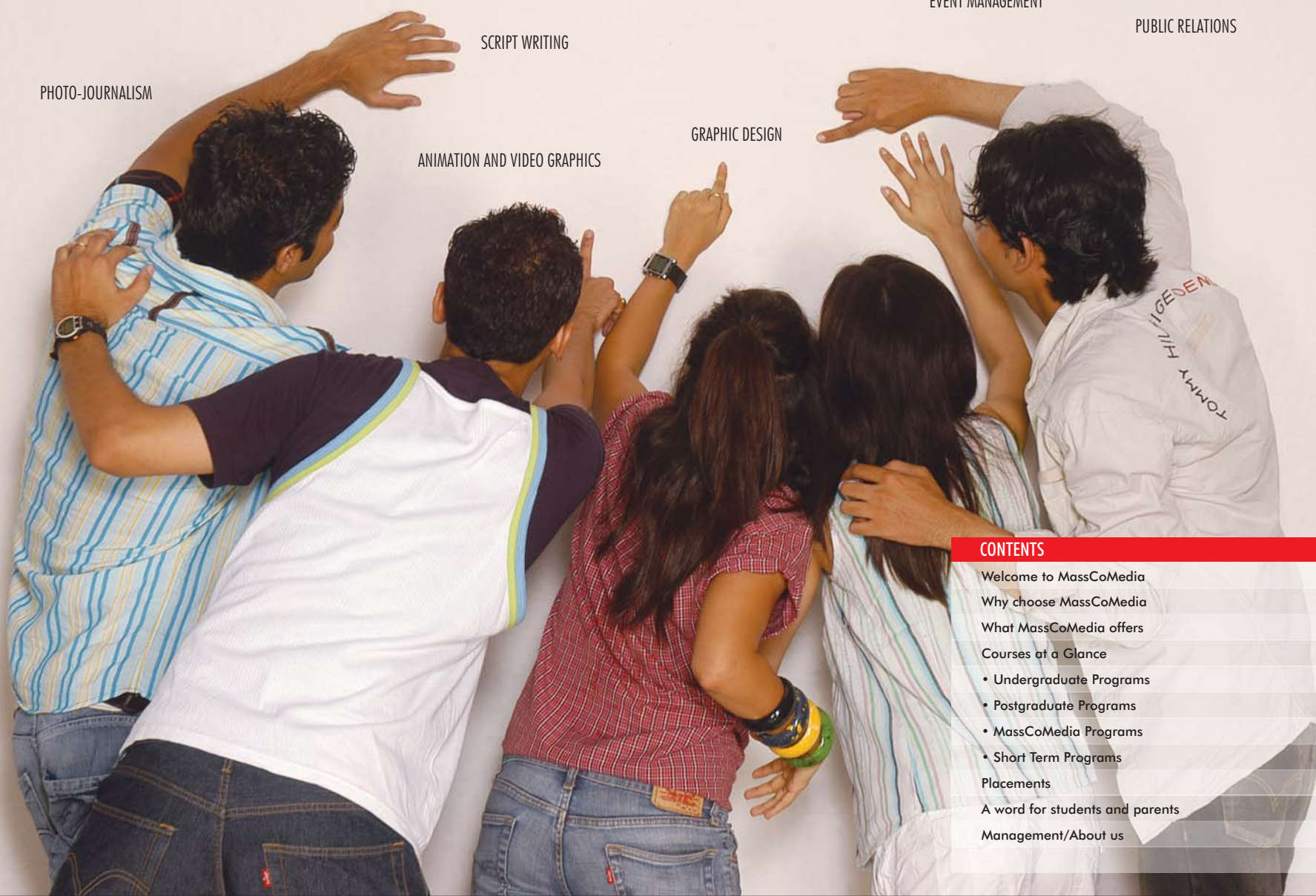
PUBLIC RELATIONS

SCRIPT WRITING

PHOTO-JOURNALISM

GRAPHIC DESIGN

ANIMATION AND VIDEO GRAPHICS



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Mission & Vision

“**MassCoMedia** envisions transforming the student into a real professional in a chosen field of media. With resources of technology and first-grade training facilities on offer, our endeavor is to make this institute among the very best communication schools in the sub-continent.

In a democratic set-up like India's, it is the Fourth Estate—the Media—that is supposed to shoulder the responsibilities of a watchdog. The students of **MassCoMedia** with their expertise and focus, yet multi-disciplinary approach, should be able to carry forward the challenges of presenting the facts before the world objectively, intelligently, and without harming the social fabric of society.

Welcome to **MassCoMedia**

Media today is about being where the action is. **MassCoMedia** is committed to instill in a student the right mix of courage and conviction to deliver the content of substance. **MassCoMedia** is in sync with the industry requirements introducing the use of state-of-the-art, in-vogue equipment and systems. Its studios and edit bays and other facilities are comparable with those of leading news channels in the country.

The media and entertainment industry is poised for a big leap from Rs 58,400 crore in 2008 to Rs 1,45,700 crore in 2016. This institute's interdisciplinary character is in tune with the job scenario in the media world. News and entertainment apart, media is about production, planning, executing, packaging, events, advertising, marketing, software development, animation and gaming. This underlines the gamut of programs at **MassCoMedia** suiting individual requirements and pockets.

Since India is all about degrees, **MassCoMedia** provides the student with options to graduate with international and Indian university awards. Campus recruitment is an ongoing affair. Professionals already with media companies have the option to improve their skill-sets and upgrade their qualifications. We encourage them to execute quality commercial projects.

Each student studying at **MassCoMedia** gets an e-portfolio for the peers, prospective employers and the world to see.

Welcome to the exciting world of **MassCoMedia!**



Why choose **MassCoMedia**...

In the multitude of career options, the media and entertainment industry promises never-before prospects, the excitement of being there, good earnings and professional contentment. Even as technical and financial resources grow exponentially, a huge shortfall of trained personnel is projected in the media world.

To meet the market requirements, influential brains in media and education created **MassCoMedia**, a new-age communication education concept. It offers comprehensive and specialized courses ranging from print, radio and television, both production and journalism, to films, the Internet, animation, special effects and other allied areas like advertising, corporate PR and event management.



MassCoMedia has a tie-up with international and Indian universities offering undergraduate and postgraduate degree programs in mass communication and broadcast journalism. Deakin University in Australia allows the student to study in India and get a credit transfer facility to finish the degree there. An Indian degree from a UGC-recognized university is also within the purview of the student. The courses, ranging from two months to three years, have been designed to meet the requirements of the industry.

Hands-on training at **MassCoMedia** empowers students to create professional content right from the beginning so that, when they go for placements, they are aware of the work culture and industry expectations.

What **MassCoMedia** offers...



The Infrastructure

Located at Noida, the nodal institute, spread over 30,000 sq ft, can accommodate nearly 450 students. It has two fully-equipped industry-standard TV studios, non-linear editing suites, a radio studio, photography studio, e-classrooms and provisions for commercial content development. More affiliates are planned across the country and even abroad.

MassCoMedia offers teaching and training in a congenial atmosphere. Its entire campus is air-conditioned.

The Facilities

- Two TV studios with 3 cam setups of Sony D 55 camera attached to a modern PCR and 10TB server capacity with DMX lighting controls, fully equipped for commercial shoots of TV channels and production houses
- Many handheld and Sony PD170 and HDV-Z1P cameras for in-house content generation and project work by students. Also, Nikon digital cameras for still photography
- File servers of 15 TB to store and archive video, animation and graphic content by students.
- Specialized animation, graphics and video graphics labs
- Multi-station set-up, non-linear editing suites using Final Cut Pro
- Video conferencing facility for lectures from faculty abroad
- Wi-fi library, seminar hall and cafeteria.



Courses at a Glance

Undergraduate Programs (UGC-approved Degree)

Courses	Duration
Bachelor of Journalism and Mass Communication Affiliated to Choudhary Charan Singh University	3 years
B.A LL.B Affiliated to CCS University	5 years
Bachelor of Elementary Education (B.EL.Ed) Affiliated to Choudhary Charan Singh University	4 years
Bachelor of Business Administration (BBA) Affiliated to Choudhary Charan Singh University	3 years

Postgraduate Programs (UGC-approved Degree)

Master of Journalism & Mass Communication (MJMC) Affiliated to Choudhary Charan Singh University	2 years
LLB Affiliated to Choudhary Charan Singh University	3 years
Bachelor of Physical Education (BPED) Affiliated to Choudhary Charan Singh University	1 year
Masters of Physical Education (MPED) Affiliated to Choudhary Charan Singh University	2 years
Masters of Business Administration (MBA) Affiliated to Choudhary Charan Singh University	2 years

MassCoMedia Programs

Courses	Duration
Diploma in TV Production (DTV)	1 year
Masters in TV Production, Direction and Broadcast Journalism (MTV)	1 year
Diploma in Acting & Drama	1 year
Diploma in Advertising, PR & Brand Management (DAPR)	1 year
Event Management & Corporate Communication	6 months
Masters in Advertising, PR & Brand Management (MAPR)	1 year

Short-Term MassCoMedia Programs

Certificate Course in Radio Jockey	6 months
Certificate course in New Anchoring & Broadcast journalism	6 months
Certificate course in Still Photography, Fashion and photo Journalism	6 months
Certificate course in Acting & Drama	6 months
Certificate course in Corporate Communication & PR	6 months

Central Board of Secondary Education (CBSE) is set to open all its 11,000 affiliated schools in India and abroad to courses in media and films this year. These courses were introduced in a few selected schools in class XI and class XII from the academic session 2010-2011 on a pilot basis. Based on the feedback received and on the basis of the overwhelming response from the other independent schools, the CBSE has decided to open it to all affiliated schools in the country and abroad from the academic session 2011-2012 for class XI & XII.

In keeping pace with the trends today, MassCoMedia has signed an MoU with Delhi University to conduct classes at their campus.

Achievements

List of MassCoMedia films that have won awards

Student	Name of the short Film	Festival Awardee	Year	Position
Debdutta Chkraborti	Road rage	JIMS, Delhi	Oct. 2013	1st Prize in Film Competition (FICTION)
Debdutta Chkraborti	DARPAN	JIMS, Delhi	Oct. 2013	1st Prize in Film Competition (PSA)
Padmini Rabha	Pixies on Earth	Navrang By JIMMS	Oct. 2013	11nd Prize
Nandita Anand	Domestic Violence	Navrang By JIMMS	Oct. 2013	11nd Prize
Debdutta Chkraborti	"On the spot film making"	LLDIMS, Delhi	Oct. 2013	1st Prize in the "on the spot film making"
Debdutta Chkraborti	Road rage	LLDIMS, Delhi	Oct. 2013	1st Prize in Short Film category
Nandita Anand	Girl Independence	LLDIMS, Delhi	Oct. 2013	11nd Prize in PSA
Nandita Anand	Girl Independence	LLDIMS, Delhi	Oct. 2013	1st Prize in PSA
Debdutta Chkraborti	Darpan	Indian Advertising & Corporate Film Festiva-2013	Oct. 2013	Best Public Service Ad.
Padmini Rabha	Pixies on Earth	Dada Saheb Phalke Film Festival	2013	First Award for documentary
Rahul Naik	Karishma	Dada Saheb Phalke Film Festival	2013	Special Jury Mention
Shobha Bhati, Shobha RJ Hunt	-do-	-do-	2013	Third Award
Shobha, Utkarsh, Ankit	On the spot ad making	BLS College 'Media Enclave' Haryana	2013	Second Award for Admad
Shobha, Utkarsh, Ankit, Siraj Khan	Masco Shoe Polish	JIMS College 'Prism'	2013	Second Award for Ad film
Shobha, Utkarsh, Ankit, Siraj Khan	Casualness is Fatal	JIMS College 'Prism'	2013	First Award
Shobha Bhati, Utkarsh, Anshu Verma, Brahma Prakash	Political Reporting	-do-	2013	Best 33 out of 500 students in Reporting
Shobha Bhati	Tarn Taran Police episode	-do-	2013	Second Award for TV script writing
Shobha Bhati	Ek Kamre ka Makaan	-do-	2013	First Award for story writing
Debdutta	Videhi	-do-	2013	First Award for fiction movie



News printed in The Hindustan Times on 18th July 2010.



From the pages of The Times of India, Delhi 8th June 2009

CBSE to offer courses in media, hospitality

ANUBHUTI VISHNOI
NEW DELHI, FEBRUARY 6

BUIJOYED by the enthusiastic response to its vocational courses offered in a clutch of schools during the last session, the Central Board of Secondary Education (CBSE) is set to open all its 11,000 affiliated schools in India and abroad to courses in media, films, geospatial studies and food & beverages this year.

The aforesaid courses were introduced in few selected schools in class XI from the academic session 2010-11 on pilot basis. Based on the feedback received and on the basis of the overwhelming response from the other independent schools, the CBSE has decided to open it to all affiliated schools in the country and abroad from the academic session 2011-12 for class-XI," the CBSE has said in a circular issued to its schools.

The CBSE had last year signed an agreement with Subhash Ghai's Whistling Woods Institute and Rohta India for courses in mass media and geospatial practices, respectively. The two institutes are helping train teachers and develop curriculum.

The media course was launched in 2010-11 across 20 schools. GIS-based mapping was offered in 13 schools. Now, students completing courses in food production or food & beverage will be

awarded joint certificate by the CBSE and the National Council for Hotel Management and Catering Technology under the Ministry of Tourism. The nearest Institute of Hotel Management will mentor the school opting for these courses.

Earlier, a course in financial markets management was launched with the help of the NSE. The CBSE is examining other courses such as animation & design.

As published in the Indian Express on 7th Feb 2011

Achievements

List of MassCoMedia films that have won awards

Student	Name of the short Film	Festival Awardee	Year	Position	Student	Name of the short Film	Festival Awardee	Year	Position
Utkarsh Dixit & Vishal	Forbidden Lives	-do-	2013	Third Award for documentary	Reshu Aggarwal	Massco Lotion	JIMS, Lajpat Nagar, N-Delhi	2012	2nd Prize
Padmini Rabha	Pixies on Earth	'Manthan Fest' by ISOMES College	2013	First Award for documentary	Reshu Aggarwal	Massco Lotion	R.K.Media Film Festival "Internegative"	2012	2nd Prize
Rahul Naik	Karishma	Miniboxoffice International Film Festival Bhopal	2013	Special Jury Mention	Navnitesh Singh	Forbidden Lives	R.K.Media Film Festival "Internegative"	2012	1st Prize
Jayesh Nambiar & Team	Donate your eyes	-do-	2013	3rd in 'Quickies' Section	Navnitesh Singh	Forbidden Lives	Festival at IMS, Noida	2012	1st Prize
Padmini Rabha	Pixies on Earth	JIMS Inter College Film Festival Jan 2013	2013	1st in Documentary films	Nandita Anand	Sammaan	III Miniboxoffice International Film Festival	2012	Best Documentary Film
Deepika Dhingra	Uddaan	6th Ayodhya Film Festival	2012	Screen in selected films. Result awaited	Nandita Anand	Sammaan	JIMS, Lajpat Nagar, N-Delhi	2012	1st Prize
Tanmay, Amit Meena, Ashish	National Media Festival	Vivekananda Institute of Professional Studies	2012	'Winner', & Certificate of Appreciation	Nandita Anand	Sammaan	Dada Saheb Phalke Film Festival	2012	1st Prize
Vidhi Sharma	Radio Jockey	-do-	2012	Third Prize in 'RJ Hunt' Category	Nandita Anand	Sammaan	LLDIMS, Delhi	2012	1st Prize
Reshu Aggarwal	Massco Lotion	-do-	2012	Second Prize in Ad Film Section	Ravi Kumar	Yearning	We care	2011	Special Award
Navnitesh Singh	Forbidden Lives	Mediakumbh Media Festival at Lingaya's Lalita Devi Insitute of Management and Sciences, Delhi	2012	First prize in Documentary Section	Team	Digital Diary	JIMS Films Festival	2010	Best Animation Film 1st Prize
Padmini Rabha	Pixies on Earth	Delhi Shorts International Films Festival 2012	2012	Special Festival Mention - Jury	Nikhil Suneja	The colour of blood	Amity University	2009	Best Short Film- 2nd prize.
Padmini Rabha	Pixies on Earth	Kolkata Shorts International Film Festival-2012	2012	Special Jury Mention	Shahbaz C A	Gurukul for Slums	Amity University	2009	Best Short Film- 1st prize, second prize.
Jayesh Nambiar	Roshni	Festival at ICare Eye Foundation, Sector-26, Noida	2012	3rd Prize	Sumant Abhayankar	Lungi vs. Jeans	First India International Students Film Festival	2009	Best Entertainment Film
Jayesh Nambiar	Reel Life	Festival at ICare Eye Foundation, Sector-26, Noida	2012	2nd Prize	Md. Shujaiddin	Jeena Isi ka Naam hai	First India International students film festival	2009	Best Film- Documentary
					Md. Shujaiddin	Jeena Isi ka Naam hai	First India International Students Film Festival	2009	Best Film - Documentary
					Sarika Tirkey and her team	Keep Away	Amity University	2008	Best Radio journalism
					Asha Upreti & her team	Keep Away	Amity University	2008	Best TV journalism
					Md. Shujaiddin	Jeena Isi ka Naam ha	First Frame Film Festival	2008	Best Direction- First Prize



"I always wish to be a good model and an actress. MassCoMedia helped me achieve my dreams by polishing my skills. MassCoMedia gave me a platform with Companies like e-bay, e-bazaar, Prasad creation and many others. Presently I am working successfully with Zee News. I am thankful to MassCoMedia for the exposure it has provided."

Manisha Garg

B.Sc Mass Communication, Advertising & Journalism
Presently working at **ZEE NEWS** as a **REPORTER**.



"Media students need to be well polished with extra ordinary talent and must get practical exposure to enhance their skills and creativity. I choose MassCoMedia as it provides a good platform and has the best studio facility and well trained faculty. I am a model and an actor and my parents are proud of what I am today. Thankyou MassCoMedia."

Pritha Pandey

B.Sc Mass Communication, Advertising & Journalism
Presently Working as an **ACTOR** with a **PRODUCTION HOUSE**



"Electronic Media is one field of media which is the most empowering tool of media. I wanted to be a News Reporter and MassCoMedia made it possible by providing me the practical platform. It helped me a groom my personality, communications and my presentation skills. I thank MassCoMedia and its faculty to help me achieve my dreams."

Sujeet Kumar

B.Sc Mass Communication, Advertising & Journalism
Presently working as a **NEWS REPORTER** with **SAMACHAR PLUS**



"News Electronic Media is the 4th pillar in democracy. To become a media personality one must have patience, interest & dedication. Media education shapes our thought, inner ability and can present differently. Whatever I am today and whatever I will be is because of MassCoMedia. It has shaped my thoughts, skills and creativity. I am presently working with Samachar Plus Rajasthan and I will always remain thankful to MassCoMedia."

Vasavada Arnab Ushakant

M.Sc Mass Communication, Advertising & Journalism
Presently working as a **NEWS REPORTOR** in **SAMACHAR PLUS, RAJASTHAN**



"My aim was to work in a production team and this was the reason I choose MassCoMedia. During my 3 years study at MassCoMedia I completed several short documentary and advertisement. I worked in the production team and learned a lot about camera, editing & production process. Studios at MassCoMedia gave me the platform to learn the things practically and I gained confidence in my knowledge and my work domain. I thank MassCoMedia for all this."

Priyanshi Saini

B.Sc Mass Communication, Advertising & Journalism
Presently Working at **OBACASIO INFOTEC SOLUTIONS**



"My journey with MassCoMedia was an amazing & learning experience. I have become a good communicator and more confident presenter. I got an opportunity to work in IPL 2010 & 2011 as a Volunteer Manager and in F1 Race as Team Coordinator. Presently I am working with an Event Management Company as a Business Developer."

Laksh Kocchar

B.Sc Mass Communication, Advertising & Journalism
Presently working at **SALT EXPERIENTIAL MARKETING** as a **BUSINESS DEVELOPER**



"I am thankful to MassCoMedia for all the practical knowledge I gained during my education. To become a successful media person it is very important to learn both the theory and practical nature of your work and I got this facility at MassCoMedia. The trained faculty and the studio facility helped me achieve my dream and I got the excellent opportunity to associate with Veera team as Assistant Director and now I am successfully working with StarPlus."

Navnitesh Singh

B.Sc Mass Communication, Advertising & Journalism
Presently working at **ASSISTANT DIRECTOR** with **Star Plus** for **TELE SERIAL- VEERA**



"Learning at MassCoMedia was a good experience. I got to enhance my skills as a good presenter, communicator and orator. Today I am working as a Public Relation Officer with a reputed PR Company."

Reshu Aggarwal

B.Sc Mass Communication, Advertising & Journalism
Presently working as **PUBLIC RELATION OFFICER** at **WFIVE COMMUNICATION**

Click masscomedia.tv

Students' Testimonials



I always had a passion for anchoring and Reporting. MassCoMedia helped me realize my dream. Today I am working successfully with India TV as a reporter and I can't overlook MassCoMedia's contribution to this.

Paru Durgapal

News Anchoring and Broadcast Journalism
Presently working at **INDIA TV** as a **REPORTER**



My 3-year journey with MassCoMedia was all in all a learning experience. Faculties are clear in their concepts and never hesitate to extend a helping hand. Other than the skills required for media I gained in confidence and public speaking.

Ravi Kant

Bachelor of Arts in Media & Communication
Presently working at **INFINITY** as a **CLIENT COORDINATOR**



I got my placement right before completing my one-year education here. But that was not all, I am still in touch with the staff and faculties and they are still helpful and motivating. One year was a great experience here.

Ujjwal Gaur

Master Program in TV Production, Direction & Broadcast Journalism
Presently working at **iSTART SOFTWARE PVT. LTD.** as a **PROJECT & CLIENT COORDINATOR**



Learning here in MassCoMedia was fun with knowledge and skills. I wouldn't have been where I am today if I had not gone through my education here in MassCoMedia.

Sidhant Bhardwaj

Master Program in Advertising, PR & Marketing
Presently working at **VERMILLION COMMUNICATIONS** as a **SR. ACCOUNT EXECUTIVE**



MassCoMedia emphasis is mainly on a student's practical exposure. I got to work here in state-of-the-art infrastructure which helped me prove my caliber and confidence to grab a chance to work with a leading production house in Mumbai as an assistant Director and a main lead in a daily soap.

Manisha Bharti

M. Sc. Mass Communication, Advertising & Journalism
Presently working at **PRODUCTION HOUSE** as an **ASST. DIRECTOR/ACTOR**



MassCoMedia helped me to achieve a professional outlook and get experience, which made me confident and balanced.

Mehak Zubair

M. Sc. in Mass Communication, Advertising & Journalism
Presently working at **CNN-IBN** as a **CONTENT WRITER**



I got to learn about advertising, public relations and mass media concept from respected faculty and staff of MassCoMedia.

Deepak Mishra

M. Sc. in Mass Communication, Advertising & Journalism
Presently working at **JWT ADVERTISING AGENCY** as a **ADVERTISING**



I am extremely proud of my decision to enroll myself in MassCoMedia. It proved out to be a turning point in my educational background. Brilliant faculty and industry-standard studios make a perfect professional out of you.

Indrani Das

Master Program in Advertising, PR & Marketing
Presently working at **GCB SERVICES** as a **RECRUITER**



Undergraduate Programs

Degrees approved by UGC / international universities



B.Sc. in Mass Communication, Advertising & Journalism

Course: Degree Program
Duration: 3 years

Eligibility:

10+2 in any stream or equivalent. Students appearing for their board examination are also eligible to apply. However, their admission will be confirmed on their clearing the examination.

Admission is through an entrance test and interview.

Objective:

Journalism concerns collection and dissemination of news through the print medium and the electronic media. A career in journalism is prestigious and challenging. Opportunities are endless for discerning learners. Mass communication is a process of communication operating in society at a wide level. Electronic media with its various forms have upgraded the study of mass communication, journalism and advertising.

A qualified professional can take up a job of educating, informing, persuading, interpreting and guiding. The print medium offers several opportunities to become a news reporter, an editor, a feature writer or a photo-journalist etc. Electronic media offer great opportunities of becoming a reporter, news editor, news anchor, program host, cameraperson, producer and director etc. Advertising is a line for a creative and artistic person. Planning, designing or promoting a product, all fall under the purview of advertising.

The MassCoMedia USP:

Students gets a chance to be a part of the ongoing content development work undertaken at the institute. This would strengthen their portfolios and increase

Semester 1

Principles of Communication
Global Comparative Media
Information Technology
History & Industry of Mass Communication
Communication & Soft Skills
Practicals

Semester 2

Mass Communication Concepts & Processes
Print Media & Photojournalism
Reporting & Editing -I
Communication Skills
Computer Application For Journalism
Practicals

Semester 3

Reporting Techniques & Skills
Editing: Concepts & Processes
Reporting & Editing Lab
TV Journalism & Program Formats
Television Production: Idea to Screen
Practicals

Semester 4

Basics of Camera, Light & Sound
Advertising: Concepts & Principles
Advertising through Print, Radio & TV
Press Laws & Media Ethics
Television Production Lab
Operation & Handling of Video Equipment

Semester 5

Event Management: Principles & Methods
Organization & Management
Research Methodologies For Media
Cyber Journalism
Public Relations & Practicals

Semester 6

World Media Scenario
Contemporary Media Technology
Radio
Government Information System
Project Report & Practicals



B.Sc. in Multimedia Technology



Course: Degree Program
Duration: 3 years

Eligibility:

10+2 in any stream or equivalent. Students appearing for their board examination are also eligible to apply. However, their admission will be confirmed on their clearing the examination.

Admission is through an entrance test and interview.

Objective:

This course aims at giving students a good working knowledge of various graphics software. It takes care of desktop publishing, digital art photography, 2D animation, 3D animation, web designing, digital and sound editing and the entire spectrum till special effects.

The MassCoMedia USP:

The institute offers a unique combination of commercial quality project work, lectures and practicals training by permanent and visiting faculty who are distinguished professionals in their fields. Tutorials, developed in-house, will help students in project work which can then be added to their portfolios. This will enhance their market value.

Semester 1	Semester 2
Graphics	Digital Photography-II
Desktop Publishing	Transferring Digital Photographs
Digital Art Photography (Part I)	Advertising
Communication & Soft Skills	Project
Project & Practicals	Practicals
Semester 3	Semester 4
Fundamentals of Web Designing & Java Script	Flash, Website Design
HTML Basics	3D Introduction, Advanced Modeling &
2D Animation	Animation, Part-I
Project	3D Introduction, Advanced Modeling &
Practicals	Animation, Part-II
	Project & Practicals
Semester 5	Semester 6
Video Introduction & Advance	Scriptwriting & Story Board Designing
Digital Editing	Realistic Concept of Animation & Special Effects
Sound Editing	Director Basics
Project	Project
Practicals	Practicals



Bachelor of Arts in Media and Communication

Course: Degree Program

Duration: 3 years

In partnership with Deakin University,
Australia



Eligibility:

10+2 in any stream or equivalent with 55 per cent marks. Students appearing for their board examination are also eligible to apply. However, their admission will be confirmed on their clearing the examination.

Admission is through an entrance test and interview.

Objective:

The Bachelor of Arts in Media and Communication is specially designed to equip students with multi-skills needed for employment in the exciting mass media industry—newspapers, magazines, radio, TV, advertising, PR, event management, media arts and new media—worldwide. The course uses a combination of theoretical studies and practical training. Successful completion will open up lucrative career opportunities in and outside India.

Progression:

The student studies the course mapped out by Deakin University in India for the first two years. Thereafter, he/she can get transfer of credits for the top up degree in Australia. The student has the option of completing the degree online in case he/she is unable to travel to Australia.

The MassCoMedia USP:

Students will have the use of the institute's state-of-the-art studio set-up, digital photography, animation and video graphics facilities and non-linear editing software. They will also be a part of the ongoing content development work undertaken at the institute.

Semester 1	Semester 2
Introduction to Media & Communication	Advertising Strategies
Photography	Specialized Reporting
Print Journalism	Radio Announcing & Production
Advertising Concepts	Print Media Production
Graphic Communication	Public Relations & Brand Management
Verbal Communication (VAS)	Business Communication (VAS)
	Summer Project
Semester 3	Semester 4
Corporate Communication	Press Laws & Ethics
Media Management	TV Journalism
Digital Photography	Media Research Methodology
TV Production	Cyber Journalism
Multimedia & Web Designing	Business Journalism (VAS)
Principles of Marketing Communication	Summer Internship
Social Communication (VAS)	
Semester 5	Semester 6
Development Communication	Specialization : (any one)
Applied Communication Research	● Radio ● Television
Event Management	● Print ● Advertising
Film Making and Direction	● Photography ● Public Relations
Film Appreciation	
New Media (VAS)	



Bachelor of Journalism and Mass Communication



Course: Degree Program

Duration: 3 years

Affiliated to CCS University

Eligibility: Students should have appeared for class 12 exams to apply for admission. Intake is through entrance test and interview and is confirmed only if the student has passed the Board exams.

Objective:

BJMC provides equal grounding in print journalism, broadcast media, advertising, public relations, corporate communications, media arts and new media, besides traditional and digital photography. This course will provide students with thorough knowledge and skills needed to become an effective and efficient media person. Study includes ethical issues, media and copyright laws, communication research and development journalism.

This is a comprehensive program that teaches something about every medium including web content development and reflects new-age media convergence.

The MassCoMedia USP:

Students will get a chance to be part of the on-going content development work being undertaken at the institute and this will strengthen their portfolios and increase their job potential. A university degree is the added attraction.

<p>Semester 1</p> <p>Introduction to Journalism & Mass Comm.</p> <p>Essentials of Mass Media Writing</p> <p>Reporting-1</p> <p>Basics of Computers</p>	<p>Semester 2</p> <p>Audio Visual Media-I (introduction to Radio)</p> <p>Writing Mass Media /Skills</p> <p>Edition-1</p> <p>Computer Application in Mass Media</p> <p>Practical Examination</p>
<p>Semester 3</p> <p>Reporting II</p> <p>Audio Visual Media-II (TV and Films)</p> <p>Public Relations</p> <p>Indian Constitution, Politics and</p> <p>International Relations</p>	<p>Semester 4</p> <p>Editing –II</p> <p>Advertising</p> <p>Indian legal System and Legislative</p> <p>Procedures</p> <p>Photo journalism</p> <p>Practical Examination</p>
<p>Semester 5</p> <p>Design & Graphics</p> <p>Media Law</p> <p>Development Communication</p> <p>Economic Development and Planning</p>	<p>Semester 6</p> <p>Print Media Production</p> <p>Electronic Media Production</p> <p>Print Media Practical Exam</p> <p>Electronic Media Practical Exam</p>



Postgraduate Programs UGC-approved degrees



Master of Journalism & Mass Communication



Course: Degree Program
Duration: 2 years

Eligibility:

Graduation in any discipline. Students appearing for their final-year examinations are also eligible to apply. However, their admission will be confirmed on their clearing the examinations.

Admission is through an entrance test and interview.

Objective:

MJMC is a comprehensive program aimed at providing equal grounding in print production and journalism, broadcast media, public relations, media buying and management, corporate communication, graphics, media design and animation. The program also deals with web content management and other areas of new media, besides traditional and digital photography. The curriculum includes ethical issues, media laws, communication research, development communication and represents true new age convergence.

The MassCoMedia USP:

The degree program offers a judicious mix of practicals training and classroom teaching. MassCoMedia's advantage is industry standard studies, editing tables and e-classrooms.

Semester 1	Semester 2
Communication, Journalism & Society	Electronic Media II: Production
Language of Communication & Writing Skills	Editing, Layout & Production
Electronic Media I: Principles, Processes & Technologies	Development Communication & International
Reporting: Principles & Practice	Media Law & Ethics
Semester 3	Semester 4
Advertising & Public Relations	Internship
New Information Technologies & Mass Media Management	Project Report
Communication Research	Final Practical Examination
Special Paper:	
a) Business Journalism	
b) Sports Journalism	
c) Science Journalism	



MassCoMedia Programs

Placements!

MassCoMedia assists in providing suitable placements. Media organizations participate regularly in campus recruitment schemes. Many of the institute's alumni have found employment with reputed media organizations.

Each student studying at MassCoMedia carries back an e-portfolio for the peers and prospective employers.

Our Campus Placement Allies



Some of our placed students



Ahmed Zoobe



Amit Mishra



Animesh Richhariya



Ankit Sharma



Apporv Pandey



Vineet Sinha



Jaspreet Kaur



Kumar Sushant



Ashish Dixit



Divya Baksi



Gokul Jain



Gyandeo Prasad



I. Sinkender Mustafa



Kuljeet Singh



Nikhil Suneja



Pooja Rastogi



Promil Sharma



Jasleen Kaur



Rachit Mehrotra



Rahul Sharma



Ravi Kant



Rupanjita Bist



Saurabh Sisodia



Saurav Kumar



Shivani Tripathi



Sunanda Tripathi



Swati Jain



Anoop Kesharwani



Swati Rani



Siddharth Vashist



Deepak Kumar



Bhanu Sachdeva



Gurveen Kaur



Hameed Fayaz Khan



Vikas Bhardwaj



Megha Sinha



Vikas Bhardwaj



Vipra Jain



Vinay Joshi



Haridyeah Kumar

and many more...



Master Program in TV Prod., Direction & Broadcast Journalism

Course: MassCoMedia Program
Duration: 1 year

Eligibility:

Graduation in any discipline. Students appearing for their final year examination are also eligible to apply. However, their admission will be confirmed on their clearing the examination.

Admission is through an entrance test and interview.

Objective:

This electronic media-specific course aims at providing expertise in production of television programs and journalistic reporting. The course lays stress on pre-production, ideation, research, scriptwriting, production and post-production work—editing, voice over, music, vision mixing and packaging. It also covers graphics, media design and special effects.

As part of their course curriculum, students produce short video clips and a TV news bulletin.

The MassCoMedia USP:

The program offers a judicious mix of studio and outdoor shoots besides classroom teaching. MassCoMedia's advantage is industry-standard studios, editing tables and e-classrooms where the student to computer ratio is one to one. Since the student is made to work on live market/reporting projects he/she would be streets ahead of peers at other institutions.

*Direction (non-fiction)

Term 1

Introduction to News
News Gathering, Reporting, Interviews
Acquaintance with Technology
Camera (Basic)
Editing (Basic)
Writing & Scripting Stories

Term 2

Camera (Advanced)
Lighting & Sound
Editing (Advanced)
PTC & News Anchoring
Voice Packaging
Editing Packages
TV Bulletin Production

Term 3

Graphics & Special Effects
News Management
Media Ethics & Laws
Film Appreciation
Documentary Film Making



Master/Diploma in Advertising, PR & Brand Management

Course: MassCoMedia Program
Duration: 1 year

Eligibility:

Graduation in any discipline. Students appearing for their final year examination are also eligible to apply.

Admission is through an entrance test and interview.

Objective:

This is an exhaustive program aimed at preparing the student for the advertising and PR industry. The course prepares the student for business development, client servicing, media planning, budgeting, logistics, brand management, media buying and selling, production and creatives. The curriculum also includes organizational behavior, public relations, marketing communication and strategizing. Students can opt for specialization by working on a live project or make a presentation.

The MassCoMedia USP:

Students will get a chance to be a part of the marketing, content development and event management projects undertaken at the institute. This would lead to better job prospects and provide value-addition to their portfolio.

Term 1

Principle and Practice of Management
News Gathering, Reporting, Interviews
Consumer Behavior
Integrated Communications Management
Case Studies
Photography
Writing & Scripting Stories

Term 2

Servicing Marketing
Market Research Corporate
Communications and Crisis Management
Public Relations
Account Planning and Management
Advertising Campaigns
Photoshop/ Corel Draw/ Flash

Term 3

Brand Management
Media Strategy (Major Media Forms; Media Rating)
Media Planning—Space Selling & Media Buying
Operations Management, Event Marketing, Managing New Media and e- Business
Advertising Creative—Creative Planning, Visualization, Art Direction and Production



Event Management & Corporate Communication

Course: MassCoMedia Program

Duration: 6 months

Eligibility:

Graduation in any discipline. Students appearing for their final-year examinations are also eligible to apply. However, their admission will be confirmed on their clearing the examinations.

Admission is through an entrance test and interview.

Objective:

This is an exhaustive program aimed at preparing students for work in the professional areas of event management, corporate communication and marketing management. Students will be able to develop awareness about managing large-scale events and have in-depth knowledge about the business environment and marketing practices. They would acquire an understanding of the importance of media and market research, strategizing, budgeting and marketing. Students can opt for specialization by working on a live project or make a presentation.

The one-year program is spread over two terms. Each term comprises nearly three months.

The MassCoMedia USP:

Students get an opportunity to be a part of the marketing, content development and event management projects undertaken by the institute. This would enhance job prospects and provide value addition to their portfolio.

Term 1	Term 2
Introduction to Event Management	Event Planning, Promotion & Logistics
Event Management Concepts	Event Coverage, Stagecraft Design & Marketing and Promotion
Marketing and Promotion	Coordination
Advertising Management	Corporate Communication
Photography	Celebrity Management
Media & Market Research	Brand Management
	Crisis Management
	Event Evaluation
	Proposal, Presentation



Diploma in Television Production

Course: MassCoMedia Program

Duration: 1 Year

Eligibility:

Graduates and 10+2 in any stream or equivalent.

Admission is through an entrance test and interview.

Objective:

This is an electronic media-specific program aimed at providing skills in TV production. The course lays stress on technical aspects of pre-production, production and the entire gamut of post-production work which encompasses voice-overs, music, vision mixing and packaging. The course will cover various aspects of camera, lighting, sound and editing. Students are taught the basics of graphics and compositing. They also handle studio productions, switchroom operations and work on advanced editing software.

The MassCoMedia USP:

The program offers a judicious mix of studio and outdoor shoots besides classroom teaching. MassCoMedia's advantage is industry standard studios, and editing tables.

Term 1	Term 2
Introduction to News	News Anchoring (Advanced)
News Anchoring (Basic)	Broadcast Language (Advanced)
Broadcast Language (Basic)	Camera (Advanced)
Information Gathering & Scripting Stories	Lighting & Sound
Acquaintance with Technology	Editing (Advanced)
Camera (Basic)	
Editing (Basic)	
Term 3	
Feature Stories	
Studio & Production Techniques	
Specialization Project	



Short-Term Programs



Radio Jockeying, Programming & Production

Course: Short Term
Duration: 6 months

Eligibility:

Class 12 or above

Who benefits:

FM radio is among the fastest growing streams of mass media. With the mushrooming of private radio stations across the country, there is an acute shortage of good presenters, jockeys and producers. Students aspiring to be part of radio jockeying, programming and production have an excellent opportunity to take up professional assignments in this medium. It also benefits professionals who want to upgrade their skills by gaining experience in using radio effects available at the MassCoMedia's studio.

Course content:

The course offers excellent grounding in theoretical and practical aspects of radio production. This is a multilingual course since this medium is always multi-ethnic. Students are put through an extensive program in Podcasting to highlight production and editing for radio.

The MassCoMedia USP:

The institute has a professional FM studio set-up for talk shows and radio jockeying. It also has an extensive music library for re-mixing and presenting shows, and simulating a radio station environment.

Other Short-Term MassCoMedia Programs

Certificate course in New Anchoring & Broadcast Journalism

Certificate course in Still Photography, Fashion and photo Journalism

Certificate course in Acting & Drama

Certificate course in Corporate Communication & PR

Term 1

Introduction to FM Radio

Prerequisites of Radio Jockeying

Pronunciation, Diction & Accentual Pattern

Voice Modulation in English, Hindi & Urd

Organisational Structure of an FM Radio Station

Radio Formats

Radio Scripting and Copy Writing

Radio Programming

Term 2

Radio Production

Music Scheduling

Production of Special Shows, Jingles

Promos and Ads

Studio Interviewing

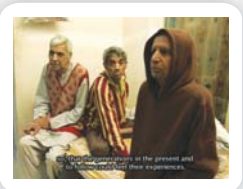
Jockeying of Special Events

Performance Appraisal

Making of own demo CD

Career Counselling

Akhari Sahara



Concept: This documentary is based on senior citizens and their problems. The documentary also features the loneliness of senior citizens & moral responsibilities of children.

Student: Deepika, Arjun, Rajat, Satish

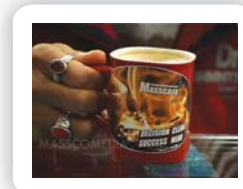
Housala



Concept: This documentary deals with physically impaired, who have to struggle hard for earning their livelihood. Generally, people do not give them jobs. It is worse for those who are illiterate. Some of them have acquired some skills/specialization which gets them their livelihood. But they all have high morale and courage.

Students: Utkarsh Dixit, Anshu Verma, Ankit Singhal, Siraj Khan, Sachin Pal

Masscafe



Concept: The film is conceptualized on the public perception about a coffee product titled 'MASSCAFE' and how this coffee brand influences the decision making ability in the choice of right institution for a career.

Students: Kaustav Chakraborty, Abhishek Sharma

Khari Baoli



Concept: Documentary revealing khari baoli as one of the biggest wholesale market of dry fruits and spices of Asia.

Students: Shikha, Sinduja, Neelima, Basant

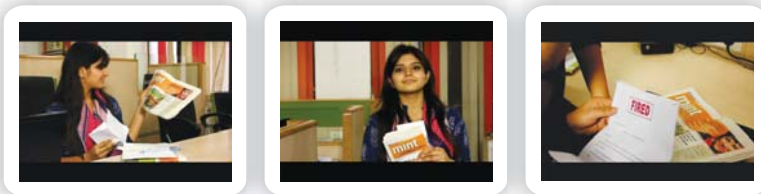
Kalabaaz



Concept: This television feature shows the inner and outer world of artists who are working in the field of circus and trying to fill colors in your life. But on another hand they are still fighting for basic requirements.

Students: Anjuri, Anupriya, Sankalp Srivastava, Vrikshikha

The Mint Magic



Concept: This film is based on the theme 'Survival of the fittest' and the Mint-Reader achieves everything with perfection.

Students: Vishal Bawa, Nandita Anand, Shashank Bhatt, Rachit Alika, Shiv Kaustav

Naya Savera



Concept: PSM to create awareness against child labour

Students: Shivam, Nitish, Ganesh, Raghav

Nari Ek Astitva



Concept: PSM to create awareness against sexual harassment at work places

Students: Abhinav, Sachin, Ramesh, Sakshi

Promos Galore



Concept: The advertisement talks about dreams of each student of MassCoMedia and how MassCoMedia has helped them fulfil their dreams.

Students: Vishal Tejwani, Vishal Bawa, Debodatta Chakraborti

Cadbury Hamesha Rishte Banaye



Concept: Advertisement features chocolate as a source of love and friendship.

Students: Shishshir, Rajat, Ankit

Casualness is Fatal



Concept: Public Service Message featuring message "Don't use the ear phone while walking on the road" because it can be fatal.

Students: Utkarsh Dixit, Anshu Verma, Ankit Singhal, Siraj Khan, Sachin Pal

Cast your Vote



Concept: PSM on Voting

Students: Osho Bajo Emanuel, Sachin Yadav, Ankit Betiwal, Nikita Shinduja Mishra, Kumar Sambhav

Sangharsh



Concept: Documentary on hard work of aam adami for food and shelter.

Students: Md. Raghiv, Aditya Kumar, Gagandeep Gulati, Anchal Srivastva, Pankaj Sharma, Raman Chaudhary

Disability



Concept : PSM features the fact that disability doesn't mean you cannot lead a normal life

Students : Vishal Tejwani, Aakash Malik, Kshitij Bhatnagar, Deepak Sharma, Navin Sharma

Road Rage



Concept: This is a public service message about the growing problem of rash driving on roads. We have taken a comical approach to it and have personified humans as cars.

Students: Vishal Tejwani, Rachit Kakkar, Jatin Bajab, Shiva Prakash, Karan Kherra, Aishwarya Sethi, Aakash Malik

Duhita



Concept: The movie is based on the story of a rape victim.

Students: Vishal Tejwani, Vishal Bawa, Debodatta Chakraborti, Aishwarya Sethi, Arnab Vasavada

City Hangout



Concept: A travel show features the cultural and famous happening places of Hauz Khas.

Students: Rachit kakkar, Jatin Bajaj, Kshitij Bhatnagar

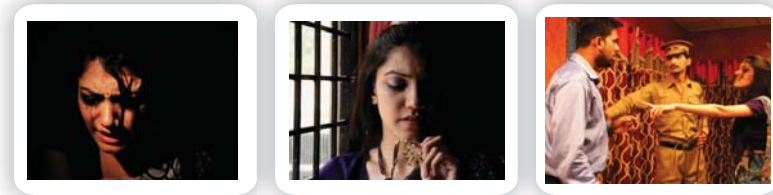
Zindagi Shades of life



Concept: This movie is based on life in a metro cities and ambitions of human being. The television feature reveals that success cannot be achieved by shortcuts and if you take shortcuts, you will move towards the dark side of your life.

Students: Utkarsh Dixit, Anshu Verma, Manish Manori, Vrikshikha, Raghav Paliwal, Puru Aggarwal

Pratikar



Concept: PSM showcases power of women and their fight for self respect .

Students: Utkarsh Dixit, Anshu Verma, Manish Manori, Vrikshikha, Ankit Siraj, Prashant

Idea can Change the Life



Concept: Advertisement of cellular service provider Idea

Students: Khushboo Jha, Nitish Ranjan, Ramesh Singh, Shivam, Neelima

No Smoking



Concept: PSM on the harmful effects of smoking in public places and if being an offence if caught.

Students: Ramesh, Shivam, Priyanshu

CP-Heart of India



Concept: Television Feature based on Cannaught Place and its glory

Students: Garima, Manmeet Kaur, Rahul Rai, Sangeeta Bidlan, Sudhanshu Hassan, Nyapi, Rajat, kamal

News Bulletin



Concept: News Bulletin on different issues of Noida

Students: Rajat Sharma, Paromita Balodi, Trivish Sharma, Tanmay Rai, Kumar Sambhav, Shashank Verma

Go Clean



Concept: PSM on the usage of dustbin and thus making a healthy environment

Students: Ramesh, Adbhinar, Khushboo, Nitish, Sourav

Rang Saaz



Concept: The movie depicts the life of a painter from small town and his struggle in a metro city.

Students: Vishal Tejwani, Vishal Bawa, Debodatta Chakraborti, Suleman Khan Jaitendra Makhija

Interview with MLA of Aam Admi Party Mr. Suriender Singh



Concept: Interview with Mr. Suriender Singh, Delhi Cantt MLA of newly formed Aam Admi Party which is against corruption, black money, and all evil aspects which are ruining our country.

Students: Lokender Tyagi, Shiv Shankar

Swami Vivekanand



Concept: News programme showcases philosophies of Swami Vivekanand.

Students: Abhishek Kumar, Vinay Kumar

Darpan



Concept: A silhouette act based on violence against women at various stages of their life

Students: Vishal Tejwani, Kshitij Bhatnagar, Shiney Koshey, Debanjali Malhotra Rachit Kakkar, Jatin Bajaj, Aakash Mallik

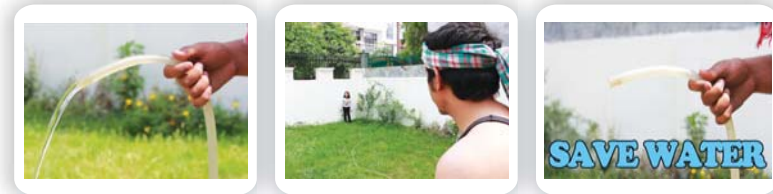
Women's Safety



Concept: Television programme focus on women security issue in Delhi after 16 Dec 2012 incident

Students: Madhur Sharama, Jaiveer, Rohit Kumar, Shivani

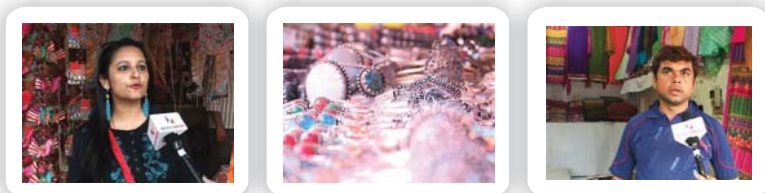
Water Conservation



Concept: Film on Water Conservation

Students: Vishal Tejwani, Vishal Bawa, Debodatta Chakraborti, Rahul Bhaduri, Shilpi Aggarwal

Delhi Haat



Concept: Television Feature based on Dilli Haat and cultural importance

Students: Garima, Manmeet Kaur, Rahul Rai, Sangeeta Bidlan, Sudhanshu Hassan, Nyapi, Rajat, kamal

Shapath Samaroh



Concept: news package of oath taking ceremonial of Mr. Arvind Kejriwal as Chief Minister of Delhi & others as Ministers of Delhi.

Students: Lokender Tyagi, Sachin Yadav, Shiv Shankar

Hostel Accommodation and Transport

For outstation students, hostel and paying guest accommodation are available in the vicinity of the campus. The institute assists them in finding suitable places of stay nearby. However, the tuition fee does not cover hostel accommodation.

The institute assists in locating private transport for students. Cabs bring students in the morning from near their homes, across Delhi, to the institute at Noida and transport them back to their destinations in the evening.

A Word for Students and Parents

The speed and reach of media and communication has made rapid strides in recent years. TV channels, FM radio stations, websites, niche magazines and journals are being launched by the week. Today, if you are into research, information, knowledge-process outsourcing or fact-spinning, you can contribute much to society.

Intelligent information also means having access to people in important positions in the market and scope for exciting placement opportunities. Media is the pivot that helps disseminate important information. The ever-burgeoning media—be it print, radio, TV, films or the Internet—are constantly on the look-out for trained professionals to fill in the market slots. The on-the-job performance by students depends on the kind of training they receive during their professional studies.

Join *MassCoMedia* for an exhilarating, fulfilling and lucrative career. Welcome to a dream life!
Welcome to *MassCoMedia*!







Naresh Nath

Founder Chairman, MassCoMedia

Naresh Nath was the Managing Director of Delhi Press, the largest magazine publisher and printer in the country. He had a deep background into the publishing industry and printing technology in India. Delhi Press, established in 1938, publishes many magazines in different languages, with a reach of over 50 million readers nationwide. *Sarita*, *Woman's Era*, *Alive* (formerly known as *Caravan*), *Champak* and *Suman Saurabh* are some of the publications of Delhi Press.

He also headed a printing and binding machine manufacturing company, Pramod Engineering Works, producing state-of-the-art equipment. He had been on various boards for the promotion of printing and publishing industry.

Prem Kishan Gupta

Vice Chairman, MassCoMedia

Prem Kishan Gupta has been in the family business of trading in newsprint and other special-quality paper since 1978. He is heading NTSC, one of the largest importers of newsprint in India catering to all major newspapers and magazine publishers. He represents manufacturers in the United States, Canada and Europe with strong tie-ups in South-East Asia. He also has investments in other areas of trade.

He is also the founder-promoter, Deputy Chairman & Managing Director of Gateway Distriparks Limited (GDL), a listed company on BSE & NSE.

Ravindra Kumar Gupta

Director, MassCoMedia

Ravindra Kumar Gupta during his tenure as Chairman and Managing Director of S. Chand & Company Ltd., has taken the publishing house to new heights. S. Chand & Co became the first publishing house in the country having all publishing-related facilities under one roof. It was also the first recipient of UGC Best Publisher Award for publishing text books. The company was also the first publishing house in the history of independent India to be given ISO-9001: 2000 certification. S. Chand and Co pioneered in bringing out multi-colour editions of many degree-level textbooks, which are very popular among teachers and students.

His interest in billiards and snooker is well known. He is an altruist and the philanthropist *par excellence*.

Naresh Mohan

Director, MassCoMedia

Naresh Mohan has 40 years of work experience in the newspaper industry and is engaged in media consultancy. He has held various positions in the print media. He was the Executive President of The Hindustan Times Ltd., President of the Indian Newspaper Society, Chairman of the Audit Bureau of Circulation, Chairman of United News of India and member of Wage Board for Journalists.

He is at present member of the Executive Committee of the Indian Newspaper Society and is an independent director on the boards of various newspapers and news agencies.

J P Agrawal

Director, MassCoMedia

J P Agrawal is the Chairman of the Hira Group of industries in Raipur. The group has substantial operations in steel, mines, power and cement. Some of the companies of the Hira Group are also listed on the Bombay Stock Exchange like Godhawari Power and Ispat Limited. His association with education is with Maharaja Agrasen College, Raipur, Jain International School, Bilaspur and many other educational institutions in Central India. Being an eminent person of the state, he has been the fountainhead of many developmental works, which look after the cause of social development.

Divesh Nath

Chairman & Managing Director, MassCoMedia

Divesh Nath is the Managing Editor and Publishing Director of Delhi Press magazines since 1996. *Woman's Era* and *Alive* magazines are personally edited by him and are the leading periodicals in their category. An alumnus of Modern School, New Delhi, he is also a qualified Chartered Accountant.

He has an enriched experience of workings of a media company, that being the family business, since 75 years and publishes and prints some of the best-known periodicals in India.

MassCoMedia, is his vision was created in 2007, in consonance with some of the best media business people in the country.

For posterity sake, the late Vishwanath established Delhi Press magazines in 1938, with the launch of *Caravan*, an English monthly magazine. Other publications of the Delhi Press Group are *Sarita*, *Woman's Era*, *Alive*, *The Caravan*, *Mukta*, *Suman Saurabh*, *Saras Salil* and *Champak*. Delhi Press publishes 32 magazines in 9 different languages, which reach 6 crore readers every publishing day. The magazines help the readers to live life a little better.

