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WHERE
GLOBAL
MEDIA
AWAITS
YOU



AMRITA
VISHVA VIDYAPEETHAM
WISDOM IS THE WAY

Department of
Mass Communication
Coimbatore Campus



VISION

To ensure that students are committed to modern, ethical, and creative media practices, with bearing on the individual, industry, and society.

MISSION

To create a new class of professionals by blending theory and practice with a keen sense of social responsibility and an Indian consciousness.

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ABOUT

Situated in the foothills of the Western Ghats, Amrita Vishwa Vidyapeetham boasts of a 500-acre lush green campus that provides the right environment for innovative minds to come alive. True to the spirit of "Education for life and Education for Living", the Department of Mass Communication, strives to produce exceptional communication specialists with its holistic approach to education –one that prepares you for life, where professional growth meets social commitment.

CURRICULUM AND RESEARCH

The curriculum has been meticulously designed to offer education rooted in creativity, allowing students to think critically, analyze and find solutions to real-life problems. The syllabus that blends theoretical and practical approaches, covers Journalism, Advertising, Corporate Communication, Photography, Graphic Design, Film studies, Cinematography, Film Production, Public Relations, Content Marketing and Research. The syllabus follows the UNESCO model curriculum for Mass Communication and makes the course on par with International standards.



PROGRAMMES OFFERED

BA Mass
Communication
(3 Years)

MA Communication
(2 Years)

Ph.D in
Communication



ADMISSION ELIGIBILITY CRITERIA

BA Mass Communication

Eligibility

Candidate must have passed the higher secondary school certificate or 10+2 from a recognized board with minimum of 50% marks. Admissions to BA (Mass Communication) are eligible to apply for scholarships based on their Plus-Two marks and interview score.

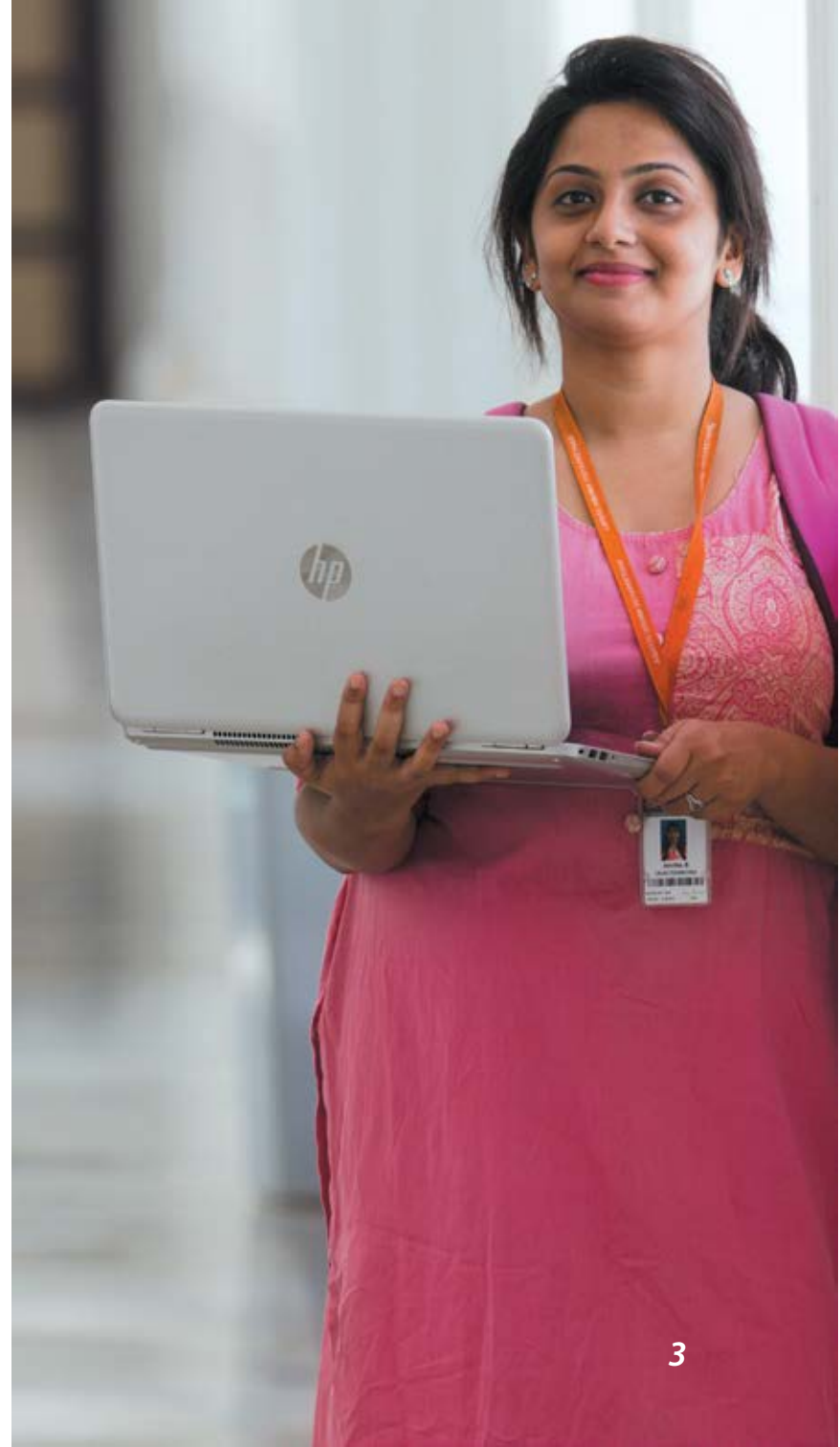
MA in Communication

Eligibility

A pass in the bachelor's degree in any discipline with minimum of 50% marks. Admissions to MA (Communication) are eligible for the scholarship based on their graduation marks and interview score.

PROGRAMME HIGHLIGHTS

- Member of International Communication Association.
- Member of Asian Media Information and Communication Centre.
- Seventh Indy's Education Award for Best Academic Curriculum.
- Infrastructure and service facilities include a modern broadcast studio and labs.
- Student exchange programs with partner Universities abroad.
- Internship and Placement.
- Geared students make a smooth transition from classrooms to the industry.



PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The students graduating from the Mass communication program will be able to:

- PEO1 **Critical Thinking:** Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.
- PEO2 **Effective Communication:** Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.
- PEO3 **Social Interaction:** Comprehend and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.
- PEO4 **Effective Citizenship:** Serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote news literacy.
- PEO5 **Ethics:** Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.
- PEO6 **Environment and sustainability:** Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.
- PEO7 **Self-directed and lifelong learning:** Education for life not living.

PROGRAMME SPECIFIC OUTCOME (PSOs)

The students of the Mass communication program will be able to:

- PSO1 Comprehend, synthesize and employ Communication theories, perspectives, principles, and concepts to create messages appropriate to the audience, purpose, and context.
- PSO2 Demonstrate the ability to critically analyze messages and apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- PSO3 Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in Communication inquiry.
- PSO4 Have life skills that create self-awareness and empower students, facilitating all-round development and influence public discourse.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The students graduating from the MA communication program will be able to:

- PEO1 **Critical and integrative Thinking** : Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.
- PEO2 **Effective written and oral communication** : Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.
- PEO3 **Societal and Environmental Awareness** : Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.
- PEO4 **Ethical Reasoning** : Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.
- PEO5 **Leadership**: Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

PROGRAMME SPECIFIC OUTCOME (PSOs)

The students of the MA communication program will be able to:

- PSO1 **Create** : Comprehend, synthesize and employ Communication theories, perspectives, principles, and concepts to create and produce messages appropriate to the audience, purpose, and context.
- PSO2 **Evaluate** : Demonstrate the skill and ability to justify their stand or decision and emerge as a leader and critique.
- PSO3 **Analyze** : Demonstrate the ability to critically draw connections among ideas and analyze messages by comparing contrasting and organizing viewpoints.
- PSO4 **Apply** : Apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues to execute, demonstrate or solve any problem.
- PSO5 **Understand** : Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in Communication inquiry.
- PSO6 **Remember** : Recall and remember basic facts and concepts in the related area.

OUR FACULTY



Dr. Sasangan Ramanathan
Acting Chairperson



Dr. Kalyani Suresh
Vice Chairperson
Associate Professor



Dr. Balasubramanian A.
Asst. Professor

Prof. Jayaram P.
Visiting Professor



Ms. Aswathi K. B.
Asst. Professor



Dr. Jayakrishnan N
Asst. Professor



Mr. Arunkumar V N
Asst. Professor



Mr. Dileep Raj
Asst. professor

Mr. Binoy V S
Assistant Studio Manager



Mr. Anish Mohan
Faculty Associate



EVENTS AND WORKSHOPS

The Department provides opportunities for the students to listen to experts from the industry and academia. Eminent personalities from all across the world have delivered guest lectures and conducted workshops on different topics, either on campus or on virtual platforms. Academy and BAFTA award winner **Dr. Resul Pookutty**, **Dr. Vamsee Juluri** from University of San Francisco, **Prof. Dmitri Williams** from USC Annenberg School for Communication, Movie cum Ad director **Mr. V K Prakash**, **Dr. Shyam Sundar** from Penn State University, Ad Film maker **Mr. A V Bhanuprakash** are some luminaries who our students have had the opportunity to interact with. The Department also encourages students to organize events to enhance their entrepreneurial skills, leadership, creativity, crisis management skills and critical thinking, to mould them into confident professionals.

Education for Life and not just Living is the motto that our students imbibe. Student initiatives such as 'Give Today (2017)', to raise Cancer awareness (2017), 'Maanushi (2018)' a 'Save Nature' campaign & photography exhibition, **Dhyuthi 2019** an event to support entrepreneurship among rural women are a few notable examples of this. Prominent playback singers **Mr. Vijay Yesudas** and **Ms. Gowri Lakshmi**, and South Indian actor **Mr. Allu Arjun** has supported the cause-related events and campaigns initiated by the students.





INFRASTRUCTURE

The Department has a State of Art Studio (4K) which meets the industry requirements with latest filming, editing and recording equipments along with a Post Production lab having Adobe and Apple non-linear editing software.

The Computer lab is also equipped with Adobe/ Affinity Package to work on Newspaper production and poster designing.

Dedicated Newsroom with national / international news channel subscription.

A system of 'textbook free' education encourages students to access the central and digital libraries for research and augmented reading.



FUNDED
PROJECTS

Funded projects showcasing student skillsets through broadcast media projects (2018-19).

Department has got the opportunity to work for the projects funded by **NABARD** (National Bank for Agriculture and Rural Development) in the academic year 2018-19. Students were encouraged to work on the projects under the supervision of faculty members which gave them the opportunity to apply what they have learnt in the broadcast stream. As per NABARD's request, the four videos based on the success story of NABARD have been completed in the state of Tamil Nadu and Kerala.



1. Watershed project
(Dharmapuri)



2. Green Tea Producer
Company Limited
(Waynad)



3. Sahakari Coconut Oil
(Kannur)

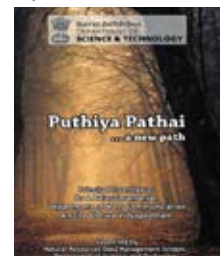


4. Biowin (Waynad).

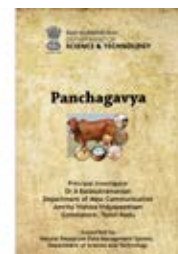
Documentation of the lifestyle of the Irula tribe in Gudular, Nilgiri District, Tamil Nadu with an emphasis on socio-economic development of the community' funded by the **Department of Science and Technology (DST)** under 'Natural Resources Data Management System' (NRDMS) with a grant of Rs. 15.95 lakhs. This project is a pursuit to visually document the Irula tribes' problems, identify the resources and the steps to be taken to develop. The cultural, economic and social well-being of the community through proper education.

Period of the project: October 2016 - 2018 .

Puthiya Pathai (Documentry)



As part of the **DST project**, three **TUTORIAL VIDEOS** were made for the Irula Tribals to enhance opportunities for alternate livelihoods – promoting **Vermiculture, Apiculture and Panchagavya**.



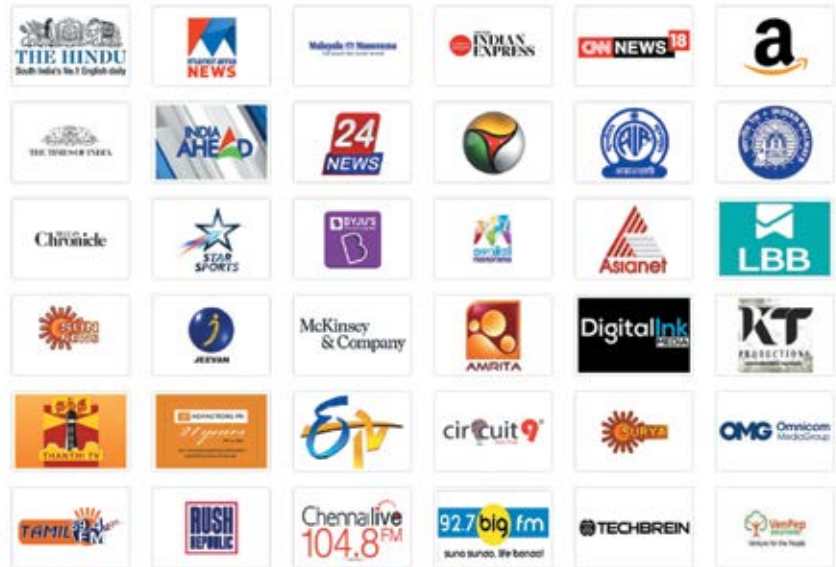
CAMPUS BEATS

The student-run 'Campus Beats', allows opportunities for students of the Department to mould the journalist, photographer, editor and writer in them. Authored, edited and published by students, it covers important events/ activities in the campus, along with articles penned by students across different disciplines within the campus.



INTERNSHIP AND PLACEMENTS

Placements in media and allied industries are mainly based on the portfolio, quality and eligibility of the students during their internship period. Internship is mandatory as part of the curriculum and the department provides ample assistance in finding internship. Typically, most of our students are absorbed by the companies offering internship. The Department of Mass Communication works with 75+ media houses and companies to assist with student placement. Corporate and Industry Relations (CIR) office also supports department in identifying the companies on placements.





CENTRAL LIBRARY

Amrita Vishwa Vidyapeetham Central Library uses an automated Library Information system connected to the LAN/Wi-Fi for quick interaction with the library.

HOSTELS

Separate hostel facility is provided for girls and boys. There are nine hostels, two for girls and seven for boys in the campus which can accommodate about 6400 students. There are 1900 single rooms, 984 four seater rooms and 202 two seater rooms in the Hostels. P.G. students and final year U.G. students are allotted single rooms

Hostel Capacity

BOYS : 7 Hostels - Capacity 3500 students

GIRLS : 2 Hostels - Capacity 1900 students



Corporate & Industry Relations (CIR)

In a multi-campus, multi-disciplinary university like Amrita Vishwa Vidyapeetham, the students have many options to choose from, in terms of programmes, courses and specializations. In order to cater to the requirements of students from diverse disciplines for building competencies in domain areas as well as in life skills, and play a vital role in the fulfillment of their dreams and aspirations, the university has established a dedicated centre, namely, Corporate and Industry Relations (CIR) at its headquarters in Coimbatore, with branches in the other four campuses.

CIR has been organising Learning and Development sessions in the three major areas of Life Skills training - Quantitative Aptitude, Verbal and Communication Skills and Soft Skills.



SPORTS

Amrita Institutions encourage the students to be healthy in body and mind.

(i) **Swimming Pool:** Amrita Swimming Pool is of Olympic Standard with 50m X 25m in Size and contains 2.4 million litres of water and a Toddlers Pool to accommodate babies and for the professionals to have Warm-Up. The pool has state-of art machinery that can purify 2.4 million litres of water within six hours.

(ii) Synthetic Tennis Court

(iii) Arogya Sadanam (New Gymnasium): 3000 sq.ft.

(iv) Four Play Grounds

OUR ALUMNI Says

KRISHNAN S R

Junior Communications Officer
EuroGeoSurveys , Belgium
(BA Mass Communication 2013-16)

Coping with the Challenges

The Department of Communication, a place which gave me a lot of exposure and opportunities to discover my talents and excel in them. It made me capable of coping well in challenging circumstances and respond well to changes.



ARVIND GUNASEKAR

Special Correspondent, NDTV.
(BA Mass Communication 2011-14)

Ethical Rigour

Amrita School of Communication, the place which taught me what is news and how to report it. Professors who have had several years of experience in the industry moulded me into a thorough journalist... more importantly, ethical journalism which I learnt and follow it as a rule book every day!



SAMIDALA MANOHAR

Media Consultant
Lok sabha Secretariate, Parliament of India
(MA Communication 2018-20)

When I graduated from Amrita Vishwa Vidyapeetham, Coimbatore, in 2020, I was no longer a small-town boy, but rather a young adult, itching to contribute something meaningful. To transform my flimsy desire of becoming a Political Analyst into a fiery passion of becoming a leader in Politics- all because I had witnessed this leadership in my mentor and friends at Amrita Vidyapeetham. Thanks to Amrita college. I am presently based out of New Delhi working as a Media Consultant to the Parliament of India.



University

RANKINGS & ACCREDITATION



GLOBAL MEDIA



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY

Department of
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Coimbatore Campus

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