



Dr. Vishwanath Karad
**MIT WORLD PEACE
UNIVERSITY** | PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



Department of Media and Communication

Education as it should be
For Mind, Body and Soul

2023 - 24

+ BA

+ MA

REACH US @



Introduction

MIT-WPU

The Department of Media and Communication at MIT World Peace University takes pride in being one of the best schools of Media studies and journalism in the country, shaping young media enthusiasts into world class professionals. The Department offers undergraduate and postgraduate programmes which focus on instilling critical and analytical abilities in the students while making them aware of the close relationship between society, communication, and media.

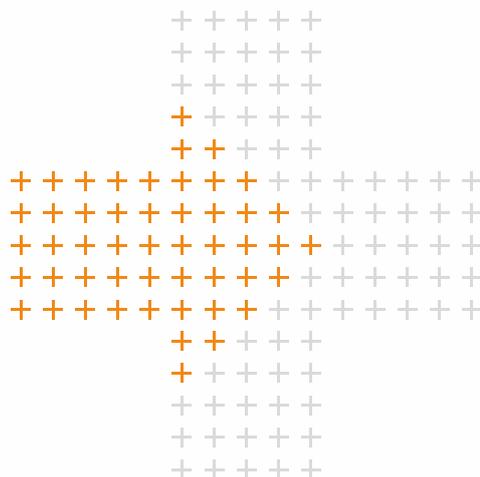
The unique pedagogy of the programmes incorporate lively theoretical lectures, tutorials, classroom presentations, and industry-driven assignments. The industry-driven curriculum trains the students in the various facets of media, broadcasting, journalism and communication industry while making them adept in the emerging technologies and online media channels.

The learning experience is further enhanced by hands-on projects, field trips, rural immersion programs and national and international study tours. The Department organizes interactive sessions with academicians and industry experts which gives them an opportunity to understand the dynamic industry in depth, making them socially aware and professionally competent to enter the workforce and build a successful career.

MIT-WPU

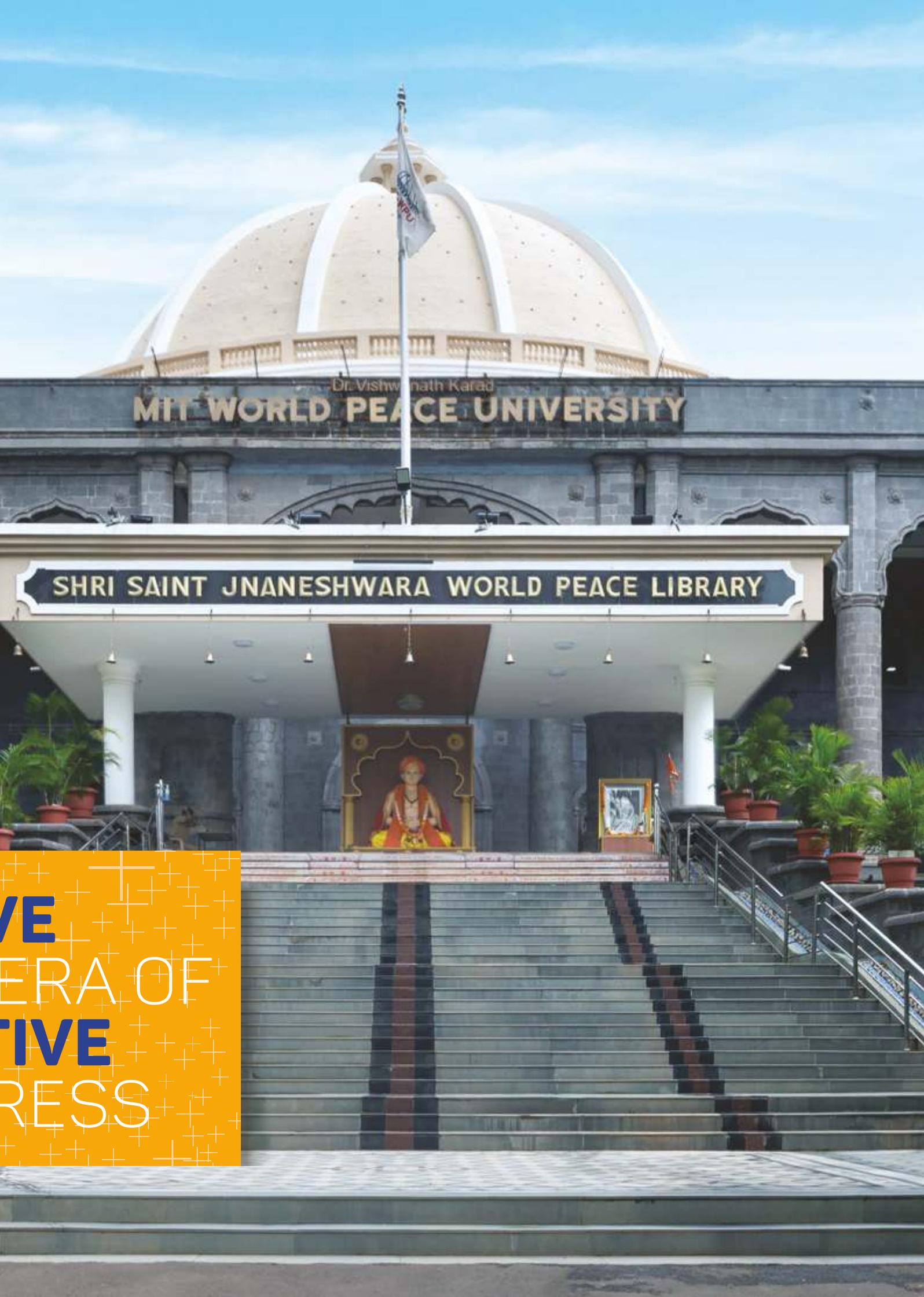
Highlights

- Well-equipped Audio-Visual media labs with the latest equipment, tools and software
- Regular study tours and Industry visits to TV Channels, Newspaper Press, Ad Agencies.
- Seminars and workshops on media-related and contemporary issues by media experts
- Samvaad Lecture series by eminent industry experts
- National and International immersion program
- 100% Internship assistance with top media agencies such as News18, Ogilvy, HT Digital



WE LIVE
IN AN
CREAT
PROG

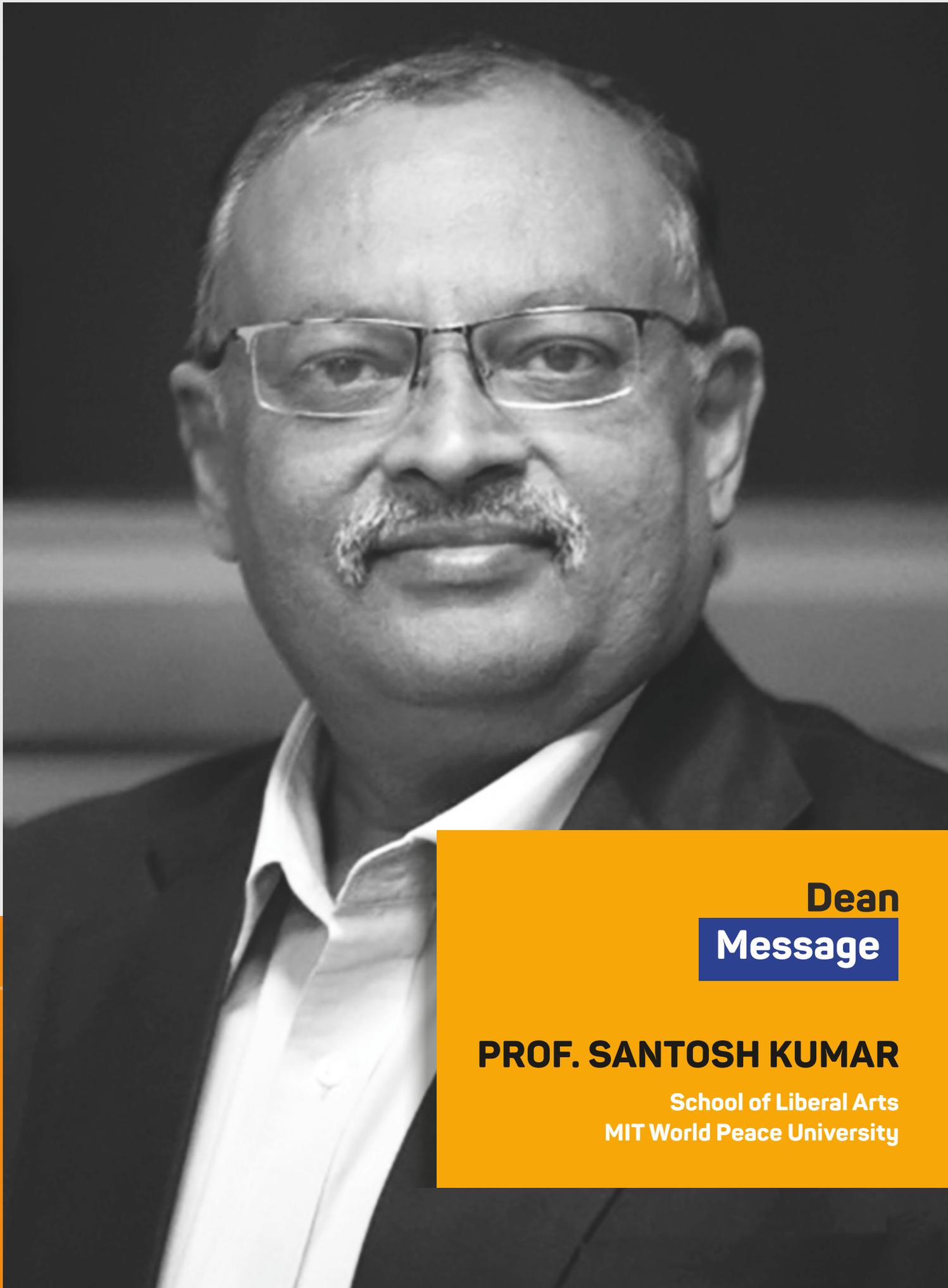




Dr. Vishwanath Karad
MIT WORLD PEACE UNIVERSITY

SHRI SAINT JNANESHWARA WORLD PEACE LIBRARY

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Message

PROF. SANTOSH KUMAR

School of Liberal Arts
MIT World Peace University

My Dear Students and Parents,

Welcome to the world of Liberal Arts that teaches you to think freely and help you become the person you want to be.

Let me begin with a thought provoking and inspiring quote by the great thinker Plutarch, "The mind is not a vessel that needs filling, but wood that needs igniting." This has gained overwhelming relevance in the present world, which is characterized by volatility, uncertainty, complexity, and ambiguity or VUCA.

The macro-environment is progressively getting globalized, automatized, virtualized, networked, and flexible. The formal learning is shifting from 'degrees' to the 'education', which prepares the students for life in a complex, rapidly changing world. The students need to learn to think laterally and critically and communicate clearly. Effective teamwork, a significant attribute to imbibe and cultivate leadership qualities that sets them apart from others, is critical for the leaders of the future.

They need to learn how to synthesize multiple perspectives, inspired by the diversity of the human experience, by applying creativity, innovation and ethics to problem solving in all areas of life. Hence Liberal Arts, which inculcates among the students, the new skill and competencies that will become more important such as non-linear thinking, social and intercultural skills, self-management, and self-competence.

Long-term success means being flexible, adaptable, and intellectually curious. Employers need globally conscious graduates who are clear communicators, strong analytical thinkers, and consummate researchers who know how to formulate good questions and then go out and find the answers. These are all skills that studying the Liberal Arts develops. But there's more to life than work.

A strong foundation in the Liberal Arts develops patterns of thinking and doing that support intellectual growth over the course of a lifetime, whether that comes in the form of travel, supporting reading good books, having meaningful discussions with friends, or picking up a new hobby that brings fulfilment outside of working hours. In other words, studying the Liberal Arts enhances your overall quality of life, now and in the future.

School of Liberal Arts seeks to offer cutting edge, multi and inter-disciplinary majors and minors from its four constituent Units, viz., Media and Communication, Social Sciences and Humanities, Photography and Education. Each of the major offers Core from the theoretical and conceptual perspective and Electives from the point of view of specialisation and thus facilitating the professional preparedness and journey of the leaders and social technocrats of the future.

Let me end my note with quotes from two STEVES, Steve Case and Steve Jobs, which captures the essence of Liberal Arts at our University.

Steve Case, one of the most ignited minds, an American entrepreneur, investor, and businessman best known as the former chief executive officer and chairman of America Online (AOL), and he says, "I do think that a general liberal arts education, with strong foundation and vertical specialisation, is very important, particularly in an uncertain and changing world".

Steve Jobs states, "Its technology married with liberal arts, married with humanities that yields us the results that make our hearts sing"

I invite you to the challenging and exciting intellectual environment at School of Liberal Arts, MIT-World Peace University, and a journey that helps YOU define yourselves today and shape YOUR future.

BA

Media and Communication

The BA in Journalism & Mass Communication programme incorporates the latest digital communication techniques, digital audio-visual production, media marketing, advertising, and the emerging technologies in the sector of communication. The programme inculcates a critical understanding of the working of the communication industry through experiential learning, develops research skills and ensures the holistic development of the students through Yoga and Peace Studies modules. The programme trains students in skills like reporting, writing, photo and videojournalism, public relations, editing and media analysis through hands-on projects and assignments. They get the option to choose one of the two tracks, namely Advertising and Public Relations, and Journalism in their final year. They are encouraged to build independent portfolios and they gain industry exposure through a compulsory internship with top organizations in their last semester.



Duration- 3 years



Fees- 2,30,000 PA



MA



Media and Communication

The Masters in Media and Communication is an intensive, two-year programme which exposes students to contemporary issues in the various channels of communication. The programme provides a broad understanding of the various social, political, ethical and economic issues that influence the creation of news and content on the various platforms like social media, newspapers, online news channels and more. The programme prepares students for a number of successful careers through modules on professional photography, corporate communications, brand management, new media, graphic design, film studies, video editing and more. The programme also focuses on the holistic development of students through personality development and peace studies modules in the programme. They get the option to choose one of the two tracks, namely Advertising and Public Relations, and Journalism in their final year.



Duration- 2 years



Fees- 2,10,000 PA



**TRANSFORM
YOUR WORLD...**

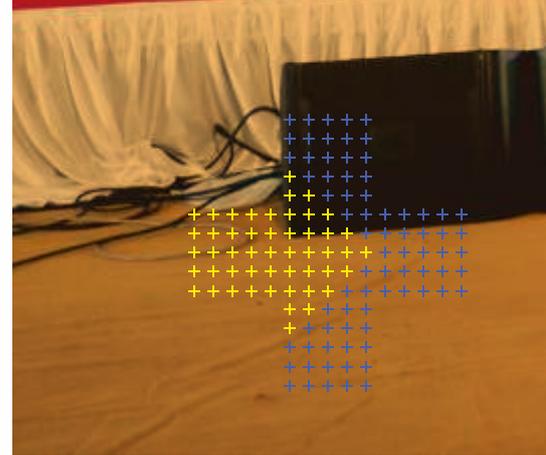
NCMJ

National Conference on Media and Journalism



The National Conference on Media and Communication (NCMJ) is an annual conference hosted by MIT-WPU to initiate conversations about the evolving nature of media, the challenges faced by the field and the role of media in society. The conference provides a platform for leading media figures, professionals, policy-makers, academics, social observers, administrators, and peace activists to discuss the best national and international practices of the sector and exchange viewpoints on conflict resolution through intense reflection, open dialogue and inclusive discussions.

The conference provides an opportunity for students to critically evaluate the role of media and communication in the peacebuilding process through panel discussions with experts from a variety of media fields and academic institutions. They get the chance to interact with professionals from industry and academia, which enables them to forge connections that will aid them later in life.



School of Media and Communication

LOGUE • INCLUSIVITY • PEACE



Career Avenues

Digital Media portals, Social Media Content and Marketing, TV Production Houses, Film Production and Promotion, Entrepreneurship, FM Radio, Corporate Communications, Public Relations, TV News, Web and Online Portals, Media Research, Advertising Agencies, Event Management Firms, NGOs



ELIGIBILITY

Undergraduate Programmes

- 50% & above aggregate score in 10+2 or in equivalent examination with English subject. (at least 45 % marks, in case of Backward class categories candidates belonging to Maharashtra State only)
- 50% & above aggregate score in MIT-WPU CET & Personal Interview

Postgraduate Programmes

- 55% in Graduation in any stream from UGC approved Institution (at least 45 % marks, in case of Backward class categories candidates belonging to Maharashtra State only)
- Valid MIT-WPU CET Score. Media Report and 50% & above Personal Interview

Scholarship

MIT-WPU awards scholarships to deserving students based on their academic performance, requisite National Level Tests scores, and performance in the MIT-WPU internal test- MIT-WPU CET for the academic year 2023-24. These scholarships are valid for the duration of the programme.

The categories of Merit Scholarships are

- Dr. Vishwanath Karad Merit Scholarship AY 2023-24
- MIT-WPU Merit Scholarship AY 2023-24
- Scholarships to Elite Sports person AY 2023-24
- Scholarship Awarded to Wards of MIT-WPU/ MAEER's Staff Members

For more information visit

<https://admissions.mitwpu.edu.in/scholarship/>



Internship

Experiential learning is an integral component of learning at MIT-WPU. The students get an opportunity to apply their knowledge and skills through a mandatory three-month industry internship incorporated within the BA and MA degrees in the last semesters. This internship aims to provide a platform to integrate classroom knowledge with related practical applications and skills in a professional ecosystem. The students get a chance to access real-world practical learning that instill critical perspectives for rewarding future career pathways.

Placements

The Training and Placement Cell at MIT-WPU plays a crucial role in locating job opportunities for students who complete their BA by inviting reputed firms and industrial establishments for opportunities. MIT-WPU has been successful in maintaining high placement statistics over the years.

The Placement Cell organises career guidance programmes for all the students. The cell also arranges training programmes including Mock Interviews, Group Discussions, Communication Skills and multiple workshops.

Top Recruiters



Life at Campus



MIT-WPU ensures that the campus, course curriculums, and activities enhance a student's learning experience and make them physically fit, mentally sharp, and spiritually elevated



Admission Process



Dr. Vishwanath Karad
MIT WORLD PEACE UNIVERSITY | PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

Call
WhatsApp-only
Email
Website
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+91-20-71177104
+91-9881492848
admissions@mitwpu.edu.in
admissions.mitwpu.edu.in
MIT-WPU, Kothrud, Pune

Apply online



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