

# Media & Communication

WPU School of Liberal Arts

Communicate. Innovate. Elevate.



**ADMISSIONS  
2024**

[mitwpu.edu.in](http://mitwpu.edu.in)

# MIT World Peace University (MIT-WPU)

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MIT World Peace University (MIT-WPU) is a prestigious world-class institution for higher education in India, boasting a remarkable 40-year legacy dedicated to fostering excellence in academics. With a global alumni network comprising over 100,000 professionals, MIT-WPU has consistently delivered outstanding educational outcomes. The institution offers over 150 undergraduate and postgraduate programmes that are thoughtfully designed to strike a balance between theoretical foundations and practical application. The pedagogical approach prioritises experiential learning, empowering students to translate knowledge into real-world skills. This is facilitated through immersive internships and invaluable mentor-mentee insights that serve as catalysts for personal and professional growth.



# University Highlights

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- ◆ **100,000+** Alumni Globally.
- ◆ **1600+** Companies visited for placement.
- ◆ International Students from **30** countries.
- ◆ Merit-Based Scholarship worth **Rs. 50 Cr.**
- ◆ Highest University Package: **Rs. 51.36** Lakhs CTC.
- ◆ Outcome based learning aligned with Bloom's taxonomy.
- ◆ Experiential learning through Rural, National & International Immersion and Co-creation Programmes.
- ◆ Lateral learning through events like RIDE (Research, Innovation, Design, Entrepreneur-ship), SLDP (Social Leadership Development Programmes) & more.
- ◆ The curriculum is taught by international academicians, industry practitioners, and alumni.
- ◆ Practical and real-life experience with Industry sponsored Capstone projects, Internships, & Seminars.
- ◆ Holistic development through participation in Yoga, Patriotism, Peace, Agriculture & Spiritual programmes.



# Why a Degree Programme in Media and Communication from MIT-WPU?

The Media and Communication degree programmes at MIT-WPU equip students with the essential skills required to thrive in today's dynamic media landscape. These programmes provide a comprehensive understanding of key aspects such as journalism, digital media, public relations, and advertising. Developed in collaboration with industry leaders, media professionals, and communication experts, these programmes ensure graduates are well-versed in theoretical frameworks and also possess practical insights demanded by the industry. A distinctive feature of the programmes is the emphasis on hands-on experience and industry exposure that prepare students for the challenges of the evolving media and communication landscape. It's the commitment to fostering innovation, entrepreneurship, and critical thinking that distinguishes the approach at MIT-WPU. Graduates emerge not only as media and communication professionals but also as future leaders and innovators.

## Programmes Offered

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- ◆ BA Media and Communication
- ◆ MA Media and Communication



# WPU School of Liberal Arts

The WPU School of Liberal Arts at MIT-WPU offers a comprehensive perspective on the world through its Departments of Liberal Arts, Education, Photography, Media & Communication along with the Dadasaheb Phalke International Film Institute. The school is dedicated to fostering a synergy between various disciplines, including political science, media and communication, photography, psychology, economics, literature, and arts. Through the integration of diverse skills and knowledge systems, the school provides students with a multifaceted understanding of the world. A key focus of the school is on instilling a research-oriented mindset, analytical thinking, problem-solving abilities, self-expression, and a commitment to lifelong learning.

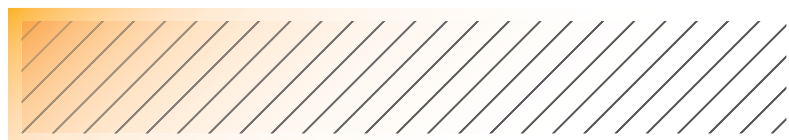
It equips students with applied knowledge and skills, addressing the contemporary needs of society. The school is committed to developing professionals with social sensitivity and ethical approaches, aiming to empower society at all levels. Through its departments and institutes, the WPU School of Liberal Arts shapes the personality of students by providing them with practical and relevant insights. With emphasis on a holistic approach to education, the school prepares students to meet the challenges of a rapidly changing world while contributing positively to society.



# Department of Media and Communication

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The Department of Media and Communication at MIT-WPU stands as a premier institution for media studies and journalism in the country. Offering both undergraduate and postgraduate programmes, the department places a strong emphasis on cultivating critical and analytical skills in students while imparting knowledge about the intricate interplay between society, media, and communication. Its pedagogy approach employs a blend of theoretical lectures, tutorials, classroom presentations, and industry-oriented assignments to equip students for diverse roles in the media, broadcasting, journalism, and communication sectors, with a specific focus on emerging technologies and online media channels. Beyond conventional classroom learning, the institution's multifaceted approach ensures that students not only grasp theoretical concepts but also gain practical insights into the dynamic field of media and communication. Interactive sessions with industry experts and academicians play a pivotal role in shaping students' perspectives, enabling them to delve deeper into the nuances of the ever-evolving media industry. Graduates emerge as future socially aware professionals who are competent and ready to navigate the intricacies of the corporate world with confidence.



# Programme Highlights



Well-equipped audio-visual media labs provide essential hands-on experience and exposure to the latest technologies in the field.



Over 100 student-led clubs catering to varied interests, from technology to drama, offer students ample opportunities to engage in extracurricular activities and enhance their overall learning experience.



Immersion programmes offer students the chance to broaden their perspectives, understand different cultures, and gain a deeper understanding of global dynamics.



Regular study tours and industry visits to TV channels, newspaper presses, and advertising agencies offer firsthand insights into the practical aspects of working in the media industry.



Internships offer hands-on experience and the chance to develop skills and knowledge in a real-world setting. MIT-WPU offers 100% assistance to students in finding internships with top media agencies, such as Ogilvy, News18, and HT Digital.



Engaging seminars and workshops on media related and contemporary issues provide a platform to learn about the latest trends, issues, and technologies from experts in the field.



Encouraging entrepreneurship in students through funding, mentoring, and network connection in MIT-WPU Pune Technology Business Incubator (TBI).



Samvaad, a lecture series by industry experts, offers a valuable learning opportunity for media students to gain insights from experienced professionals in the media field and learn from their experiences.

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**Navigate the challenges of the professional world with emotional intelligence and social sensitivity**

## Associate Dean's Message

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Dear students and parents,

It is my great pleasure to take you through the exciting opportunities that await you at the Department of Media and Communication.

In an age where communication is getting more and more visual and specialised, we bring a mix of practice and innovative teaching to give our students an edge in a highly competitive future. We encourage an interdisciplinary approach whereby students are enabled to learn from a mix of subjects and disciplines.

The Department of Media & Communication at MIT-World Peace University is a catalyst in shaping young journalists, advertising professionals, visual communicators, broadcasters, and media leaders of tomorrow. We aim for our students to achieve positions of influence in whichever sphere of communication they may choose.

We encourage our students to navigate the challenges of the professional world with emotional intelligence and social sensitivity. Towards this end, we organise immersive events and activities such as workshops, talks, and industry tours that ensure our students get a taste of the 21st-century workspace. We also provide a rural immersion programme where students get to experience firsthand the life of people in villages.



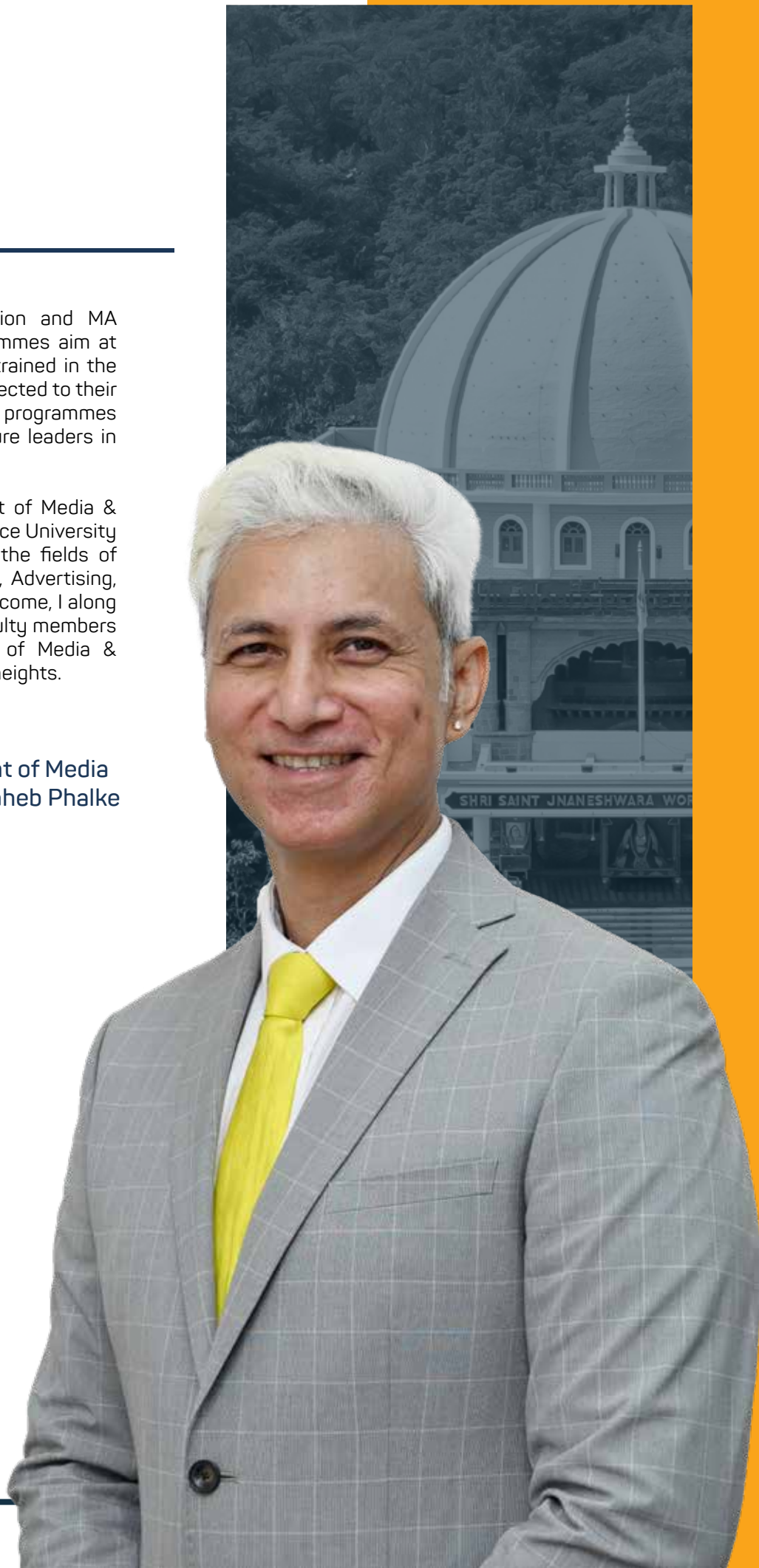
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Our BA Media & Communication and MA Media & Communication programmes aim at creating professionals who are trained in the latest global standards and connected to their industry peers and seniors. These programmes enable students to become future leaders in their chosen fields.

In a short time, the Department of Media & Communication at MIT World Peace University has made for itself a name in the fields of Journalism, Broadcasting, Radio, Advertising, PR and Branding. In the years to come, I along with my able and committed faculty members hope to take our Department of Media & Communication to even greater heights.

### **Prof. Dhiraj Singh**

Associate Dean, Department of Media & Communication & Dadasaheb Phalke International Film School



# Academic Programmes



# Bachelor of Arts in Media and Communication



**Duration - 3 years\***



**Fees - ₹ 2,35,000/- PA**



## **Industry Opportunities**

- ◆ Newspapers and Magazines
- ◆ TV News Channels
- ◆ Web Portals
- ◆ Radio Channels
- ◆ TV Production Houses
- ◆ ADVT Agencies
- ◆ Independent Film Makers
- ◆ Digital Media Networking
- ◆ Event Management
- ◆ Corporate and Organisations
- ◆ Media Organisations
- ◆ Media Planning Agencies
- ◆ Market Research Agencies
- ◆ PR Consultancies

The BA in Media and Communication programme at MIT-WPU offers a comprehensive insight into topics and skill sets needed in the fields of media, journalism, and communication. It integrates the latest digital communication techniques and emerging technologies to ensure students stay abreast of the rapidly evolving media landscape. Through experiential learning opportunities like hands-on projects and assignments, and the option to choose specialised tracks in the final year, students can customise their education based on specific interests and career goals. This programme promotes holistic development, including modules in yoga and peace studies. In the final semester, students engage in a compulsory internship with top organisations, gaining valuable practical experience and industry connections. Emphasising the creation of independent portfolios enables students to effectively showcase their skills and accomplishments to potential employers. With its practical focus and adaptability, the BA Media and Communication degree programme at MIT-WPU prepares students for successful careers in the ever-evolving media and communication industry.

\*Eligible students who opt for the 4th Year of the undergraduate programme will be awarded the Honours programme as per the National Education Policy (NEP) 2020.

# Master of Arts in Media and Communication



**Duration - 2 years**



**Fees - ₹ 2,15,000/- PA**



## **Career Opportunities**

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

The Master's degree in Media and Communication at MIT-WPU is an intensive programme covering topics and skills related to the media and communication industry, designed to help students stay current and relevant in a rapidly changing media landscape. This programme provides a broad understanding of the various social, political, ethical, and economic issues that influence the creation of news and content on various platforms, such as social media, newspapers, and online news channels. This enables students to develop a critical understanding of the media industry and the factors that shape it.

The MA Media and Communication programme also covers professional photography, corporate communication, brand management, new media, graphic design, film studies, and video editing, enabling students to develop the skills and knowledge necessary to succeed in media-related careers. It further emphasises the holistic development of students through professional and personality development and peace studies programmes. The option to choose between two tracks in the final year allows students to tailor their education to their specific interests and career goals.



# Eligibility & Selection Criteria

## Undergraduate Programme

- ◆ Minimum 50% aggregate score in 10+2/Class 12th or in equivalent examination with English subject (at least 45% marks, in case of Reserved Class category candidate belonging to Maharashtra State only)
- ◆ Minimum 50% aggregate score in 3-year Diploma from any Govt approved Institution or equivalent with English as a subject.
- ◆ The selection is based on Media Report & Group Discussion for eligible candidates.

Note: All International Baccalaureate (IB) students are required to score a minimum of 24 points for six subjects.

## Postgraduate Programme

- ◆ Minimum 55% aggregate score in 3-year Graduation in any stream from UGC approved Institution or equivalent (at least 50% marks, in case of Reserved Class category candidate belonging to Maharashtra State only)
- ◆ The selection process for the programme is based on:
  - Step 1 : Media Report: 2 open-ended questions (Written/Audio Visual)
  - Step 2 : Any current topic will be given to students. Every student will be given 3 to 5 minutes to share their thoughts followed by discussions.

\*MIT-WPU retains the right to make changes to any published schedule.

# Scholarships

MIT-WPU offers scholarships to meritorious students based on their performance in National/State Level Entrance tests and the MIT-WPU CET Examination for the academic year 2024-25. These scholarships are applicable throughout the programme\*.

## Merit Scholarship Categories:

- ◆ Dr. Vishwanath Karad Merit Scholarship
- ◆ MIT-WPU Merit Scholarship
- ◆ Scholarships for Elite Sports Persons
- ◆ Scholarship Awarded to the wards of MIT-WPU/ MAEER's staff members and Alumni

### \*Terms & Conditions:

- ◆ All Scholarships are awarded on a First Come First Serve basis.
- ◆ All Scholarships are awarded as fee adjustments.
- ◆ To continue the scholarship for the entire duration of the programme,
  1. A minimum level of academic score has to be maintained at an 8 CGPA across all semesters
  2. Attendance is to be maintained at a minimum of 80 per cent
  3. There should be no disciplinary action against the student.

### For more information visit

[mitwpu.edu.in/scholarships](http://mitwpu.edu.in/scholarships)

### BA Media & Communication

Scholarship for AY 2024-25	Dr. Vishwanath Karad Scholarship (100%)		MIT-WPU Scholarship I (50%)		MIT-WPU Scholarship II (25%)	
Name of programme/ Specialisation	X <sup>th</sup> Aggregate Score	XII <sup>th</sup> Aggregate Score	X <sup>th</sup> Aggregate Score	XII <sup>th</sup> Aggregate Score	X <sup>th</sup> Aggregate Score	XII <sup>th</sup> Aggregate Score
<b>BA Media &amp; Communication</b>	<b>92 &amp; Above</b>	<b>85 &amp; Above</b>	<b>90 &amp; Above</b>	<b>83 &amp; Above</b>	<b>88 &amp; Above</b>	<b>81 &amp; Above</b>

Note: Student will have to qualify both the criteria i.e. X<sup>th</sup> Aggregate Score and XII<sup>th</sup> Aggregate Score for availing the scholarship.

### MA Media & Communication

Scholarship for AY 2024-25	Dr. Vishwanath Karad Scholarship (100%)		MIT-WPU Scholarship I (50%)		MIT-WPU Scholarship II (25%)	
Name of programme/ Specialisation	Graduation Aggregate Score	XII <sup>th</sup> Aggregate Score	Graduation Aggregate Score	XII <sup>th</sup> Aggregate Score	Graduation Aggregate Score	XII <sup>th</sup> Aggregate Score
<b>MA Media &amp; Communication</b>	<b>90 &amp; Above</b>	<b>85 &amp; Above</b>	<b>86 &amp; Above</b>	<b>81 &amp; Above</b>	<b>84 &amp; Above</b>	<b>79 &amp; Above</b>

Note: Student will have to qualify both the criteria i.e. Graduation Aggregate Marks and XII<sup>th</sup> Aggregate Score for availing the scholarship.


# Internships & Placement:

## Paving Pathways to Success

The dedicated Placement Cell, which is the Centre for Industry-Academia Partnerships (CIAP) at MIT-WPU, opens doors to multiple career opportunities for graduates. With a consistent track record of high placements, the cell connects students with prestigious firms, providing career guidance and preparing them for the professional arena. Complementing this, the eight-week Summer Internship, from late April to mid-July, integrates classroom knowledge with hands-on experience. This mandatory programme propels students into professional ecosystems, providing practical insights crucial for their careers. Together, strategic placements and experiential learning define the institution's commitment to shaping well-rounded, industry-ready professionals.

**Highest Package: INR 6,00,000/- Per Annum**

## Top Recruiters

 **The Indian EXPRESS**

**MIRROR  
NOW**

**NDTV**

 **abp**

**Ogilvy**

**94.3  
RADIO  
ONE  
INTERNATIONAL**

  
PUNE INTERNATIONAL CENTRE

**सकाळ**



# Faculty Members



**Prof. Dhiraj Singh**  
Associate Dean - Academics



**Dr. M. Shankar**  
Associate Professor



**Dr. Vikas Pathe**  
Associate Professor



**Dr. Mithila Biniwale**  
Assistant Professor



**Dr. Anu Nair**  
Assistant Professor



**Dr. Thejaswini J.C.**  
Assistant Professor



**Dr. Rajeesh Kumar TV**  
Assistant Professor



**Dr. Aquil Ahmad Khan**  
Assistant Professor



**Dr. Nisha Sooraj**  
Assistant Professor

# Testimonials

## Here's What Our Students Have to Say

The 3 years of my graduation at MIT-WPU are no doubt the best years of my life. From boosting my confidence to making me capable of facing the real world, MIT-WPU has given me a great push towards a better future. That said, it has also made me believe there can be a family away from home. Such supportive faculty and a lovely campus have made me proudly say that MIT-WPU is my home.



**Milind Bailey**

MIT-WPU has a very multifaceted and versatile approach to education. One of the finest features of the University is that it focuses on comprehensive learning and experiential learning. From the infrastructure to the teaching methods, everything helps in the overall development of the students. Also, the best part is the opportunities students come across at the University. MIT-WPU offers us great opportunities such as industry visits, field trips, immersion programmes, guest lectures, club activities, and various events which help us develop our skill set and equip us with the practical knowledge that builds on our natural aptitudes. All in all, MIT-WPU prepares students to step foot in the industry with confidence and advance to the top in their chosen fields.



**Bhoomi Kotwani**

It has been a matter of great pleasure and privilege to be a part of MIT-WPU of Institutions, especially a part of DoMC MIT-WPU. It has been a roller coaster ride in the university on a personal front for the first year and a great learning experience. The incredibly supportive and understanding faculties and friends have made studying and learning a fun experience. Joining this university is the best decision I have made. Surprisingly, the campus exudes warmth and liveliness like none other. Through fun, fundamental learning, friends, and faculty... time breezes with productivity. Undoubtedly, DoMC cannot be rivalled by its counterparts for the balance it has maintained between quality education and ample fun.



**Ayushi Sharma**

It is an extreme pleasure to be a student at the Department of Media and Communication at MIT-WPU. The faculty at DoMC has always been the helping hand and a strong backbone that has helped me develop my skills and flourish in my desired career path. DoMC has provided us with all the equipment and allowed us to learn practically. Extracurricular activities, interesting classes and sessions from industry experts are what SOMC stands out for.



**Siddhi Vishal Sharma**



# Event at Department of Media and Communication

The National Conference on Media and Communication (NCMJ) hosted by MIT-WPU is a valuable opportunity for students to gain insights into the evolving nature of media, understand the challenges faced on the field, and comprehend the role of media in society. The conference serves as a platform for prominent media figures, professionals, policy-makers, academics, social observers, administrators, and peace activists to share perspectives and discuss best practices in the sector.

Participation in panel discussions with experts across various media fields and academic institutions allows students to deepen their understanding of the role of media and communication in the peacebuilding process. This experience proves invaluable to students of media and communication, providing them with the opportunity to interact with professionals from both industry and academia and fostering connections that can be beneficial in their future endeavours.



# Events @ MIT-WPU



## Bharatiya Chhatra Sansad Empowering Youth for Change

A brainchild of Shri. Rahul V. Karad and flagship initiative of MIT-WPU, Bharatiya Chhatra Sansad (BCS) is a nationally recognised initiative empowering youth in India's political landscape. Serving as a non-partisan platform, BCS engages young minds in debates, discussions, and addresses by distinguished personalities, fostering awareness of the socio-political landscape. Acknowledging the contributions of young leaders, sarpanches, and activists, BCS, with participation from 25,000 institutes nationwide, empowers youth to actively shape India's future in governance and administration.

## R.I.D.E. Igniting Innovation and Entrepreneurship

R.I.D.E. stands out as a unique educational initiative by MIT-WPU, fostering entrepreneurship beyond academics. This 5-day event, attracting over 10,000 students, showcases cutting-edge research, design thinking, and innovation across diverse domains. With 100+ startups and 50 venture capital experts, R.I.D.E. provides a real-world startup context, encouraging unconventional thinking and exposing participants to transformative dynamics and market trends.



# Rural Immersion Programme

The rural immersion programme of MIT-WPU provides students with a unique educational experience. Through village visits, students engage in hands-on projects such as optimising irrigation, water conservation, waste recycling, and solar power integration. This immersive learning develops critical thinking, problem-solving skills, and community awareness, fostering a profound understanding of rural dynamics and innovative solutions.



## Other MIT-WPU Events

- ◆ Design Xpo
- ◆ Aarohan
- ◆ Kala Mehfil
- ◆ Hackathon
- ◆ National Conference on Media and Journalism
- ◆ Abhivyakti
- ◆ TEXEPHYR
- ◆ Tesla
- ◆ Techogenesis
- ◆ RoboCon
- ◆ Science Expo
- ◆ World Parliament of Science, Religion and Philosophy
- ◆ Bharat Asmita National Awards
- ◆ National Women's Parliament
- ◆ International Symposium on Law and Peace
- ◆ Vidhi-Manthan
- ◆ Peace Marathon
- ◆ Sports Summit
- ◆ Social Leadership Development Programme (SLDP)
- ◆ And many more...

# MIT-WPU Student Clubs

MIT-WPU is a vibrant hub for student involvement, boasting over 100 clubs spanning cultural, social, sports, co-curricular, and NCC/NSS categories. Such student-led clubs provide students with a platform for active participation, connection-building, and leadership skills development.

- ◆ The Innovation Club is a hub for entrepreneurial and innovative events and workshops
- ◆ The Art and Photography Club brings together aspiring artists for creative expression
- ◆ The Sports Club, orchestrating spirited sporting events and activities
- ◆ The Cultural Club celebrates diversity and fosters cultural exchange
- ◆ Aatman- The sole Mental Health Club led by Psychology students, promoting well-being
- ◆ Team Dart- A motorsports team participating annually in the Rally Car Design Challenge (RCDC)

These clubs excel in national and international competitions, amplifying the dynamic MIT-WPU experience, nurturing leadership, and fostering holistic personal growth. Active participation in these diverse student clubs empowers students to optimise their time, enhance their skills, and contribute purposefully to the community.





# Life @ MIT-WPU







# Peace Studies: Fostering Holistic Growth

Understanding the importance of inner and social peace and conflict management skills is crucial in today's world. MIT World Peace University has adopted UNESCO's core vision of 'Building Peace in the Minds of Young Men and Women' as its guiding ethos.

The university offers a mandatory course of peace studies that lays the foundation for spiritual peace and harmony. It explores new ideas and practices from various cultures to tackle the challenges of global peace and sustainable development. The university also plans to introduce an advanced postgraduate degree programme in Peacebuilding and Conflict Management that offers state-of-the-art learning opportunities to study traditional and contemporary pedagogies of peacebuilding and conflict management.

The main objective of this course is to prepare students to become agents of social change and genuine global citizens. It trains them in non-violent communication to promote peace and prevent violence in communities and workplaces. Furthermore, the peace studies module also acquaints students with diverse yoga practices that enrich their cognitive prowess and information base, refining critical thinking and enhancing their overall personality. This interdisciplinary course, developed with input from scholars and practitioners worldwide, helps students build knowledge of India's spiritual and cultural ethos. Additionally, the course covers essential conflict management knowledge and skills that are in high demand in today's corporations.



# Admission Process



1

Start application at [admissions.mitwpu.edu.in](http://admissions.mitwpu.edu.in) by filling enquiry

2

Receive Login ID and Password

3

Fill Application Form and submit form till last page (Pay application fees for entrance examination- Rs.1500)

4

Receive the link for 'Media & Communication' Entrance Test

5

Appear for 'Media & Communication' Entrance Test

6

Track result notification on email once they are declared

7

Receive provisional offer of admission (if selected, on registered email)

8

Complete Programme Fee Payment (1st Instalment)

9

Complete all sections of Registration Portal (Payment/ Personal/Education/Documents)

10

Receive Student PRN (Permanent Registration Number) on registered email

11

Original Document Submission

12

Welcome to MIT-WPU!



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

Call: +91-20-71177137  
WhatsApp: +91 9881492848 (Message only)  
Email: [admissions@mitwpu.edu.in](mailto:admissions@mitwpu.edu.in)  
Website: [mitwpu.edu.in](http://mitwpu.edu.in)  
Address: MIT-WPU, Kothrud, Pune.

Scan to Apply



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