





**PRESIDENCY**  
UNIVERSITY



**Admissions Open** 2026 - 27

SCHOOL OF **MEDIA STUDIES**

**26 - 27**







## Welcome to Presidency University

Presidency University is a leading NAAC 'A' accredited state private university committed to excellence in education, research, and innovation. With a vibrant campus and a learner-centric approach, the university nurtures creativity, critical thinking, and leadership among students.

Offering over 70 diverse programmes across disciplines such as computer science, engineering, law, media studies, and more, Presidency University delivers academic excellence to a vibrant community of over 21,000 students. Guided by experienced faculty and strong industry collaborations, the university empowers learners to explore their potential and build successful, purpose-driven careers.

With state-of-the-art infrastructure—including smart classrooms, modern libraries, conference and seminar halls, advanced computer, media, and engineering labs, an incubation centre, and well-equipped sports facilities—alongside dynamic cultural activities and active NCC, NSS, and Rotaract units under the Department of Student Affairs, the university ensures a holistic and enriching academic experience.

Built on a strong foundation and guided by a global outlook, Presidency University continues to shape the leaders of tomorrow, setting new benchmarks in education that resonate beyond borders.

Welcome to Presidency

# School of Media Studies

Presidency School of Media Studies stands as a beacon of excellence in media education, offering a comprehensive and industry-aligned curriculum designed to equip students with the skills and knowledge essential for success in the dynamic media landscape. Students are meticulously trained to excel in the dynamic fields of print, digital, broadcast, radio, advertising, public relations, podcasting, event management, and fact-checking through the thoughtfully designed curriculum.

To bridge the gap between academia and industry, regular guest lectures by industry professionals are organised, and visits to media firms provide hands-on experience and real-world insights, and the educational photo walks and trips provide practical insights and enhance skills in photography and videography.

Our global partnerships with top academic institutions abroad offer students exciting study-abroad opportunities, enabling them to gain international exposure and a broader perspective on the media industry.

## Vision

To become a value-based, communication-effective School of Media and Journalism, committed to creating an ethical and positive approach to reporting, for the benefit of society at large.

## Mission

- Encourage students to become sensitive, responsive, and responsible social citizens in the realm of media and journalism.
- Empower students with the knowledge and skills to address social, political, and economic challenges.
- Sensitise students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances between the media and academia for research and its practical application.
- Instill entrepreneurial and leadership skills to address social, environmental, and community needs.





## Programmes Offered



### BA Journalism & Mass Communication (Specialisation: Immersive Media, AR/VR & Interactive Storytelling)

The Bachelor of Arts in Journalism & Mass Communication at the Presidency School of Media Studies, Presidency University, Bengaluru, is an innovative three-year programme designed for the next generation of storytellers. Blending the strengths of traditional journalism with cutting-edge immersive technologies, the course empowers students to create stories that audiences can see, feel, and experience. Learners are trained to move beyond 2D screens and craft powerful narratives using Augmented Reality (AR), Virtual Reality (VR), 360° video, interactive media, and emerging digital formats. The programme develops strong reporting and communication skills while building technical expertise to design immersive prototypes, interactive documentaries, ethically responsible Immersive Journalism, and research-led narrative experiences.

#### Duration

**3 Years (6 semesters) – Full time**

#### Highlights

**Industry-Relevant Curriculum:** A blend of traditional journalism, digital media, advertising, and PR, enriched with interdisciplinary courses to prepare you for the evolving media landscape.

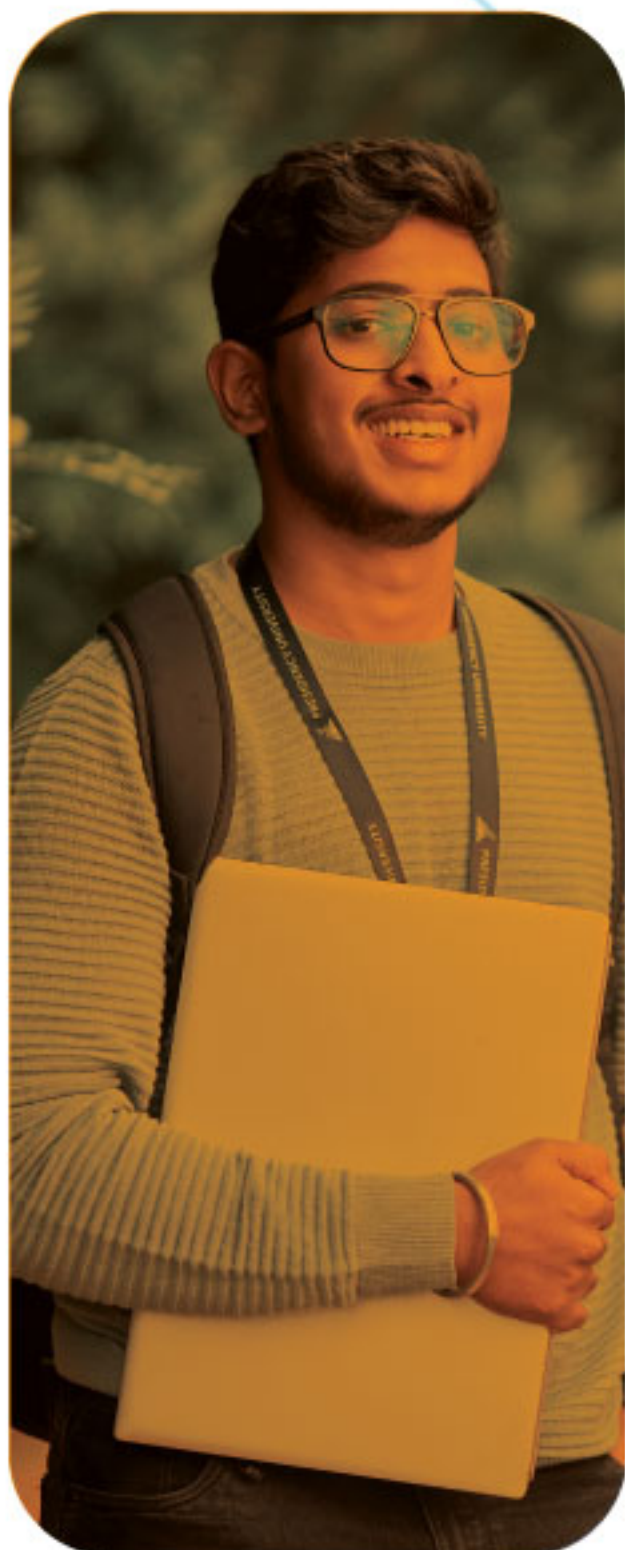
**State-of-the-Art Media Labs:** Access to advanced TV, radio, and digital editing studios that offer hands-on training in multimedia production.

**Expert Faculty & Mentorship:** Learn from seasoned journalists and media professionals who bring real-world insights into the classroom.

**Practical Experience & Internships:** Extensive live projects, fieldwork, and industry internships provide valuable practical skills and portfolio development.

**Global Exposure & Networking:** Opportunities for guest lectures, workshops, and exchange programmes with leading media organisations, enhancing professional connectivity.

**Strong Career Prospects:** Proven track record of high placements in top media houses, broadcast channels, digital platforms, and creative agencies.





## Career Opportunities



Immersive Journalist (AR/VR/360° Reporting)

AR/VR Content Creator



Virtual Production Assistant



Digital Producer for News & Media Platforms



Multimedia Journalist

Documentary Filmmaker (Immersive & Experiential)



Motion Graphics & VFX Artist

Social Media Content Strategist



Communication & Media Researcher



Digital Communication Specialist



EduTech / MediaTech Content Developer



Advertising & Brand Storytelling Executive



Content Writer / Scriptwriter for Immersive Media



Media Consultant for AR/VR Projects



Interactive Web & Mobile Content Producer



“

***“The stories we tell define the world we live in.”***

— Salman Rushdie





# DIANA

***“Media education is about  
learning how meaning is made.”***

— David Buckingham

”





## BA Journalism & Mass Communication (Specialisation: (JMC) Specialisation in Digital Storytelling & Content Creation

Presidency University's Journalism & Mass Communication specialisation in Digital Storytelling & Content Creation is a future-ready programme that shapes students into skilled digital media creators and leaders in the creator economy. Blending core journalism ethics and communication theory with hands-on digital production, the programme reflects global best practices and industry needs. Students don't just learn about the digital landscape—they actively create within it. The curriculum emphasises multimedia storytelling, including short-form videos, social media content, podcasting, and interactive digital narratives.

With a strong focus on technology-driven creativity and visual communication, learners gain expertise in using industry-standard tools to plan, produce, and manage compelling stories across platforms. By building a professional, portfolio-driven skill set, graduates are prepared for diverse roles in digital media, content creation, and emerging creative industries worldwide.

### Duration

**3 Years (6 semesters) – Full time**

### Highlights

**Future-Oriented, Industry-Relevant Curriculum:** Our curriculum is structured to address the demands of the digital-first media ecosystem and the growing creator economy, ensuring students are prepared for contemporary and emerging media roles.

**Strong Emphasis on Journalistic Ethics and Media Foundations:** We ground students in core journalism principles and communication theory, enabling them to create impactful content with credibility, responsibility, and integrity.

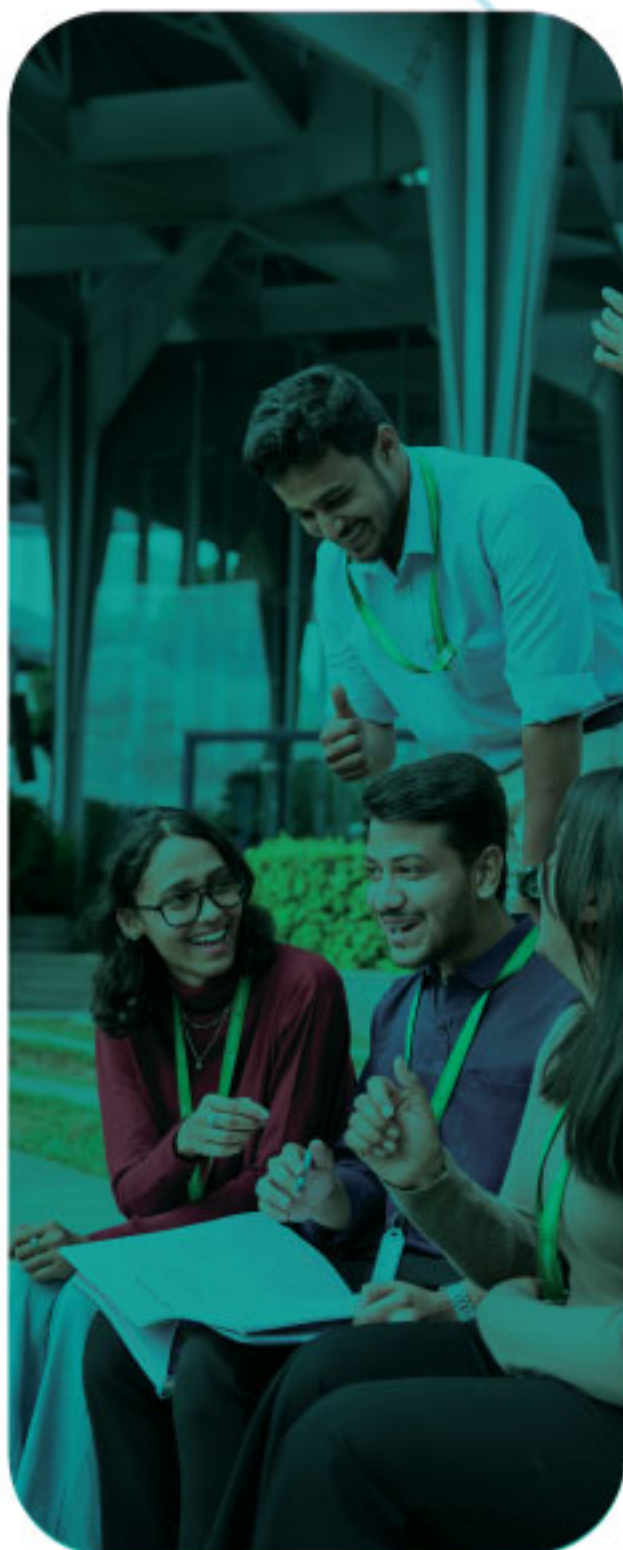
**Experiential Learning through Active Content Creation:** We emphasise hands-on learning, encouraging students to actively produce digital content rather than merely study media practices.

**Comprehensive Multimedia Storytelling Training:** We train students in short-form video production, social media storytelling, podcasting, and interactive digital narratives across multiple platforms.

**Technology-Driven Creativity and Visual Communication:** We equip learners with industry-standard digital tools and workflows to plan, produce, and manage compelling visual and multimedia stories.

**Portfolio-Centric Academic Approach:** We ensure students graduate with professionally curated portfolios that reflect their creative voice, technical proficiency, and industry readiness.

**Globally Aligned Pedagogy and Best Practices:** Our programme reflects global standards in media education, preparing students for opportunities in both Indian and international media landscapes.





## Career Opportunities



Media Consultant and Visual Designer for Digital Media

Content Strategist



Online Reputation Manager



Social Media Manager/Strategist



Digital Content Creator/Producer



Digital Journalist/Reporter



Blogger/Influencer



Podcast Producer



Video Content Specialist



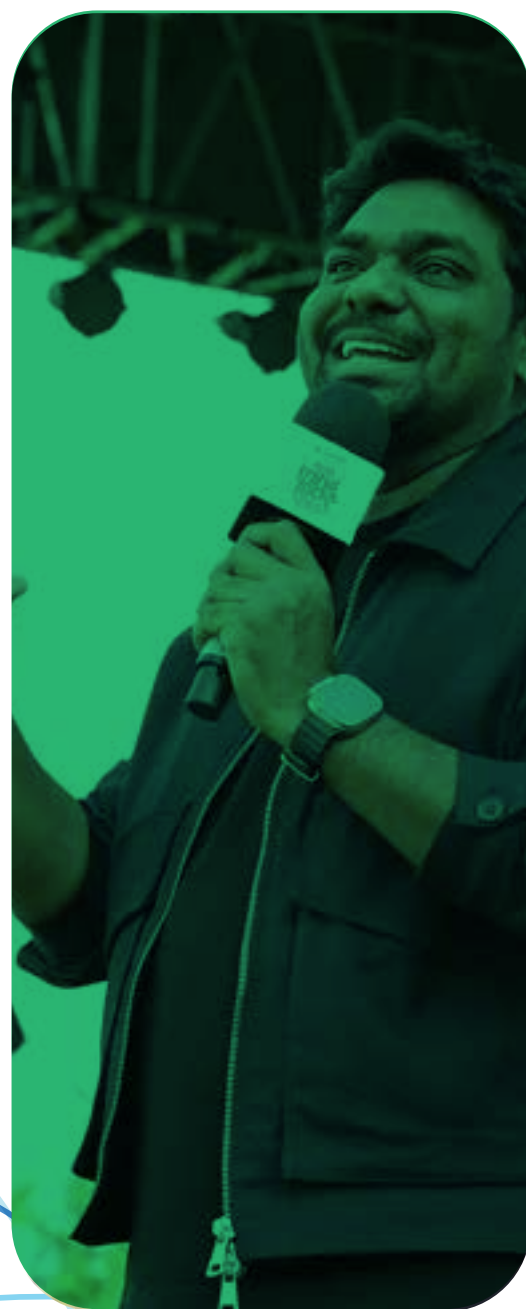
Digital Marketing Specialist



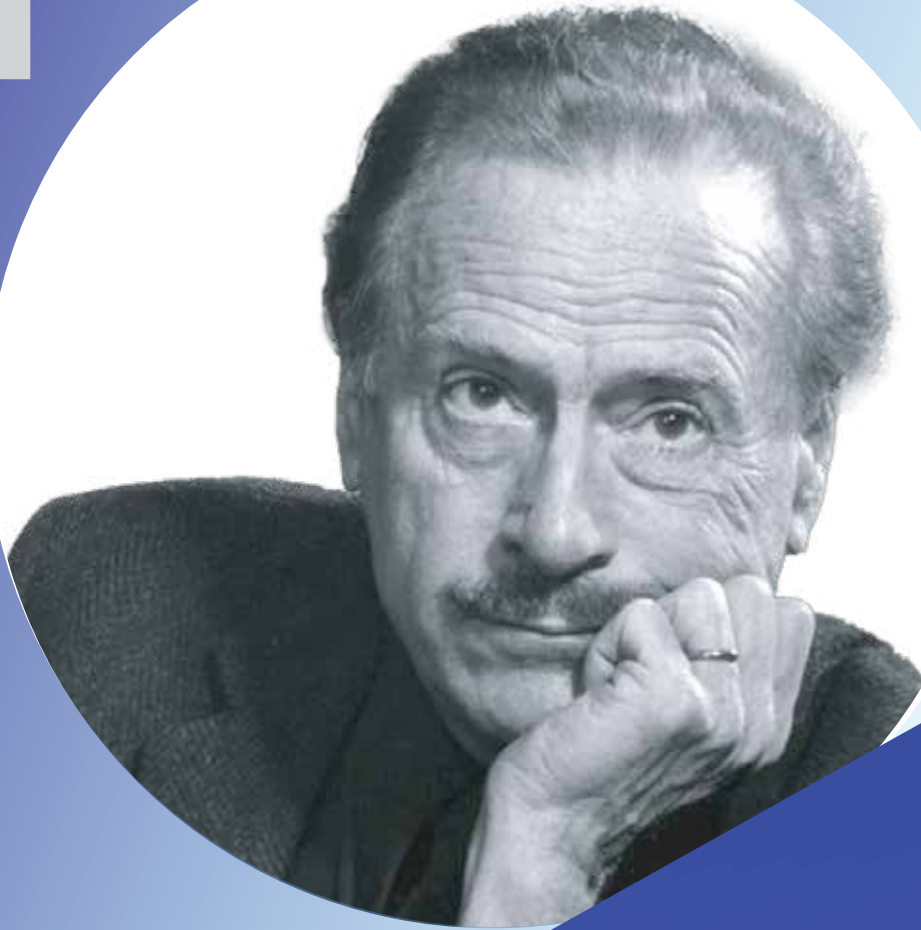
Video Editor/Producer



Corporate Communications Manager







***Storytelling is the  
most powerful way  
to put ideas into the world.***

– Robert McKee

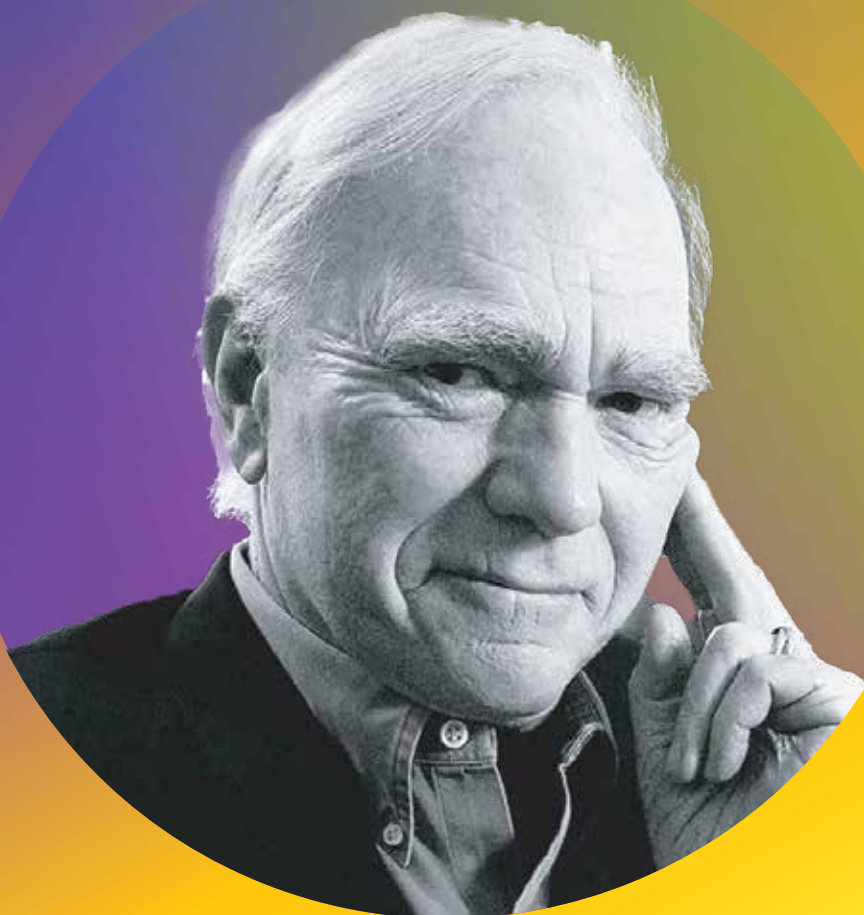


“

***The medium is  
the message.***

— Marshall McLuhan

”





## MA Journalism and Mass Communication

The MA in Journalism and Mass Communication at Presidency University is a comprehensive postgraduate programme designed to develop future-ready media professionals equipped to excel in a rapidly evolving media landscape. Blending strong theoretical foundations with rigorous practical training, the programme offers students an immersive learning experience across traditional, digital, and emerging media platforms.

During this programme, learners gain hands-on exposure to key industry practices such as news writing and reporting, audio-visual production, editing, broadcast journalism, script and screenwriting, photography, and digital publishing. The curriculum is thoughtfully crafted to foster expertise in storytelling, media management, new media practices, media ethics, and public relations while cultivating the ability to critically analyse media content and its societal impact.

### Duration

**2 Years (4 semesters) Full-time**

## Highlights

**Industry-aligned curriculum** blending theory, practice, and emerging media trends.

**Hands-on training** in news writing, reporting, audio-visual production, editing, and broadcast journalism.

**Skill-building in storytelling**, scriptwriting, photography, digital publishing, and media management.

**Focus on new media**, social media strategies, digital content creation, and multimedia storytelling.

**Strong grounding in media ethics**, public relations, and critical media analysis.

**Workshops, field assignments, and lab-based learning** to enhance practical skills.

**Guidance from experienced faculty** with rich academic and industry backgrounds.

**Preparation for diverse careers** in journalism, digital media, advertising, PR, broadcasting, and content creation.







## Career Opportunities



Journalist/Reporter

Content Writer/Editor



PR/Advertising

Corporate Communication



Digital Media Manager



Broadcast Journalist



Media Researcher



Documentary Filmmaker



Social Media Manager



Communications Consultant





## B.A. Journalism & Mass Communication

The Bachelor of Arts in Journalism & Mass Communication at the Presidency School of Media Studies, Presidency University, Bengaluru, is a comprehensive three-year undergraduate programme designed to build a strong foundation in media, communication, and storytelling. The programme integrates classical journalism practices with contemporary digital media skills, enabling students to analyse, interpret, and create content across print, broadcast, and online platforms. Emphasis is placed on ethical journalism, critical thinking, media research, and professional production skills, preparing graduates to engage confidently with a rapidly evolving media landscape.

### Duration

**3 Years (6 Semesters) – Full-time**

### Highlights

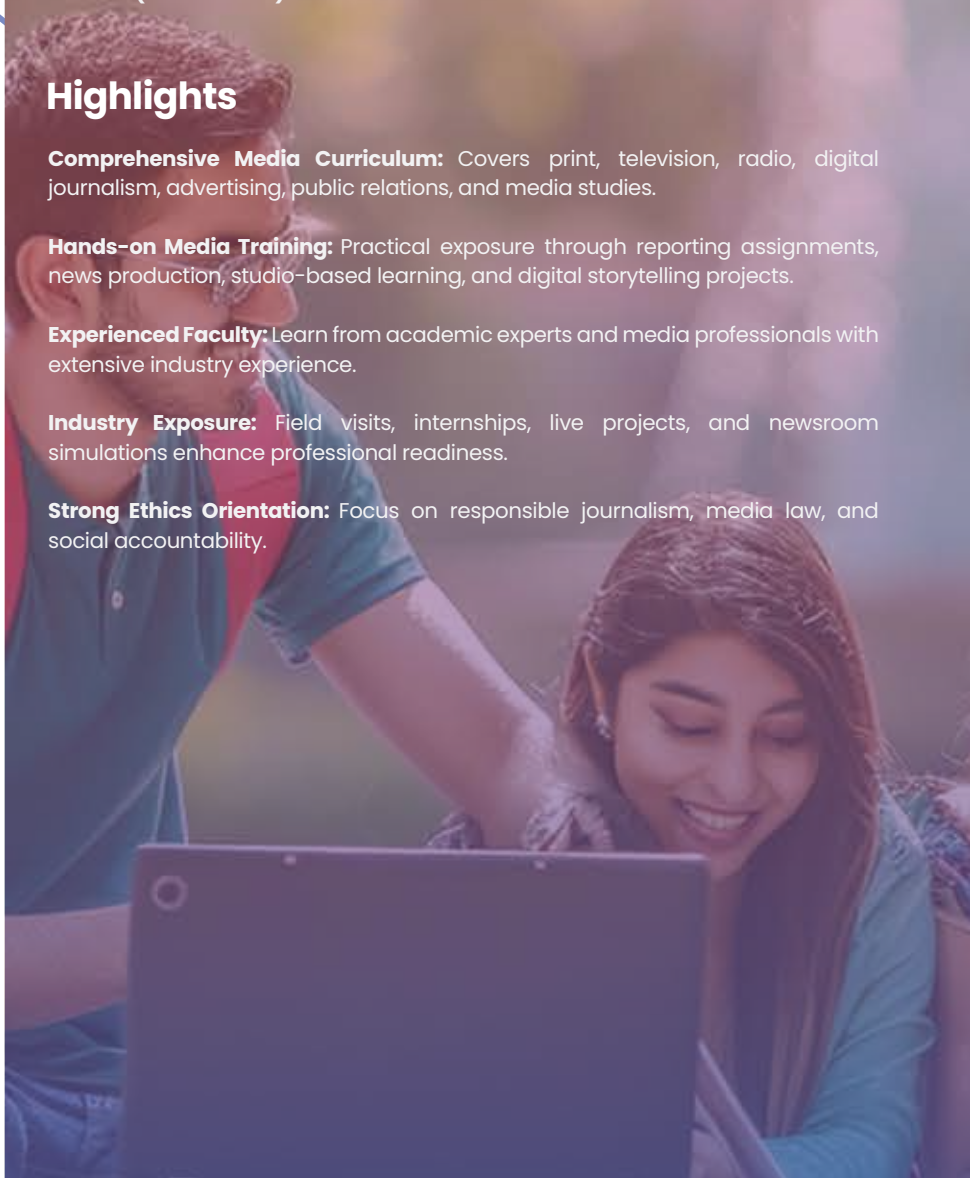
**Comprehensive Media Curriculum:** Covers print, television, radio, digital journalism, advertising, public relations, and media studies.

**Hands-on Media Training:** Practical exposure through reporting assignments, news production, studio-based learning, and digital storytelling projects.

**Experienced Faculty:** Learn from academic experts and media professionals with extensive industry experience.

**Industry Exposure:** Field visits, internships, live projects, and newsroom simulations enhance professional readiness.

**Strong Ethics Orientation:** Focus on responsible journalism, media law, and social accountability.





## Career Opportunities



Journalist/Reporter

News Producer



Multimedia Journalist



Content Writer / Sub-Editor



Digital Media Manager



Broadcast Journalist



Social Media Coordinator



Public Relations Executive




Media Research Assistant



Communication Associate







***“We are moving from  
an age of information  
to an age of experience.”***

— Sean Gerety





## BA Journalism & Mass Communication

(Specialisations: Digital Marketing & Advertising  
Public Relations & Corporate Communication)

This specialised B.A. Journalism & Mass Communication programme is designed for students aspiring to careers in strategic communication, branding, and corporate media. The programme combines core journalism training with in-depth specialisation in Digital Marketing & Advertising or Public Relations & Corporate Communication. Students develop expertise in audience engagement, brand storytelling, integrated campaigns, reputation management, and data-driven communication strategies relevant to contemporary media and corporate environments.

### Duration

**3 Years (6 Semesters) – Full-time**

### Highlights

**Integrated Curriculum:** Strong journalism foundation with specialisation-driven professional training.

**Digital-First Learning:** Exposure to SEO, SEM, social media strategy, analytics, influencer marketing, and online campaign management.

**Strategic Communication Skills:** Corporate messaging, media relations, crisis communication, and stakeholder engagement.

**Live Campaign Experience:** Work on real-world briefs, simulated agency projects, and industry internships.

**Career-Oriented Design:** Alignment with advertising agencies, PR consultancies, corporate communication teams, and digital firms.



## Career Opportunities

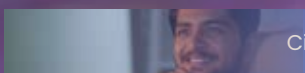


Film or Television Director

Assistant Director



Cinematographer / Camera Operator



Video Editor / Post-Production Artist



Sound Designer



Digital Content Producer

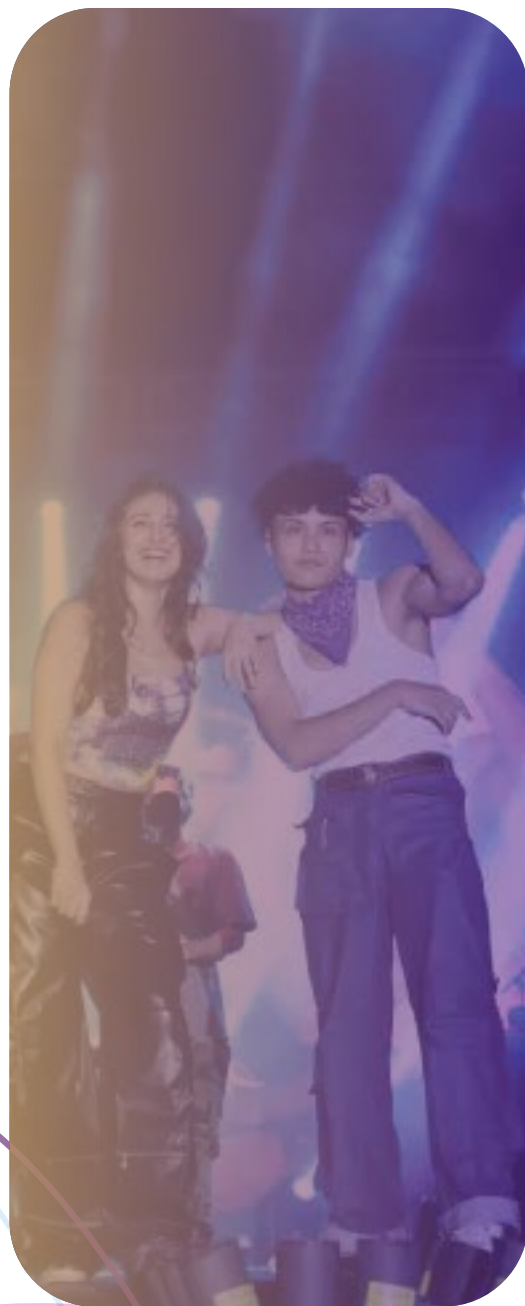


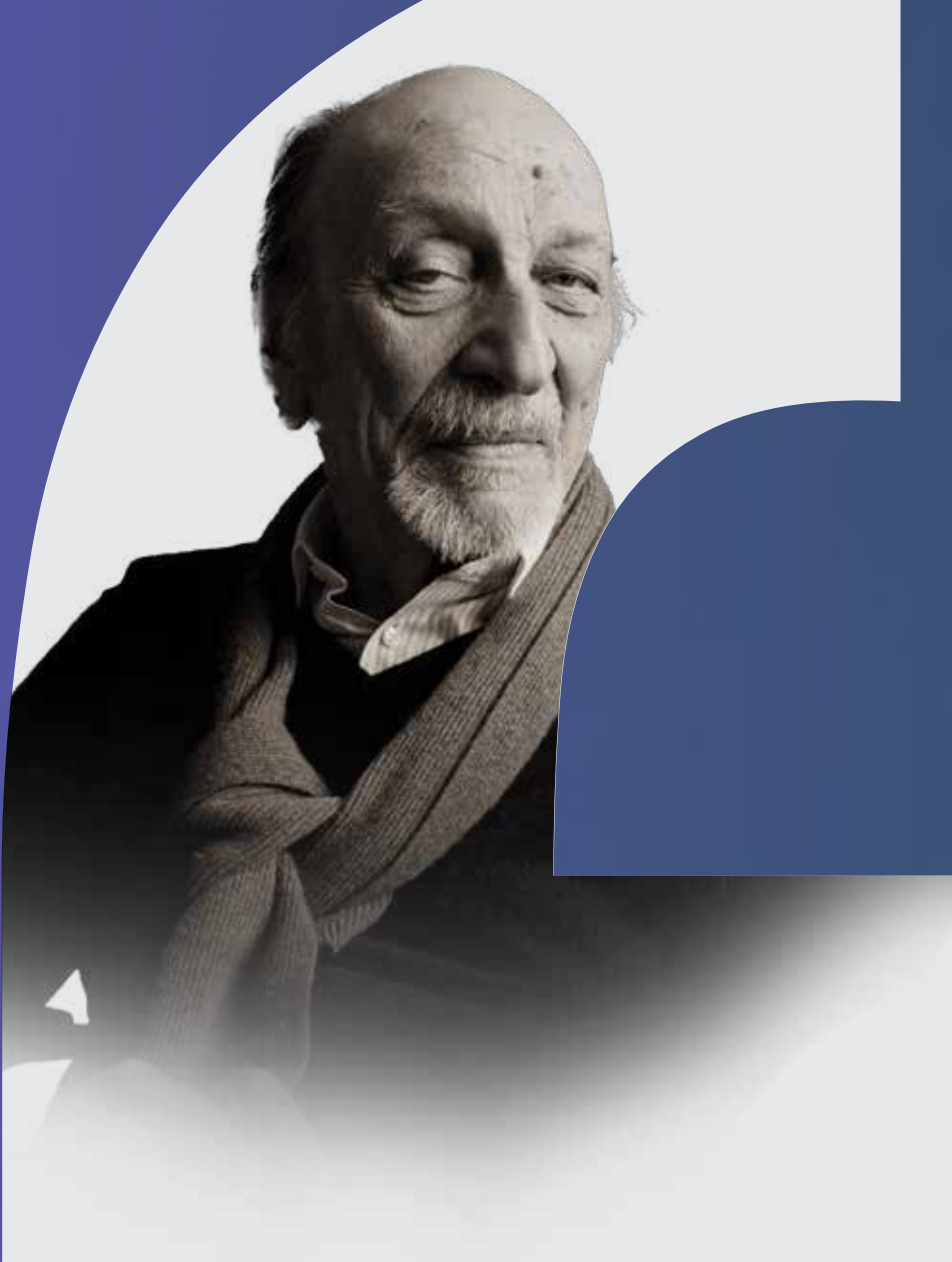
OTT & Web-Series Production Assistant

Documentary Filmmaker



Independent Digital Creator





***"There are three responses to a piece of design – yes, no and wow! Wow is the one to aim for."***

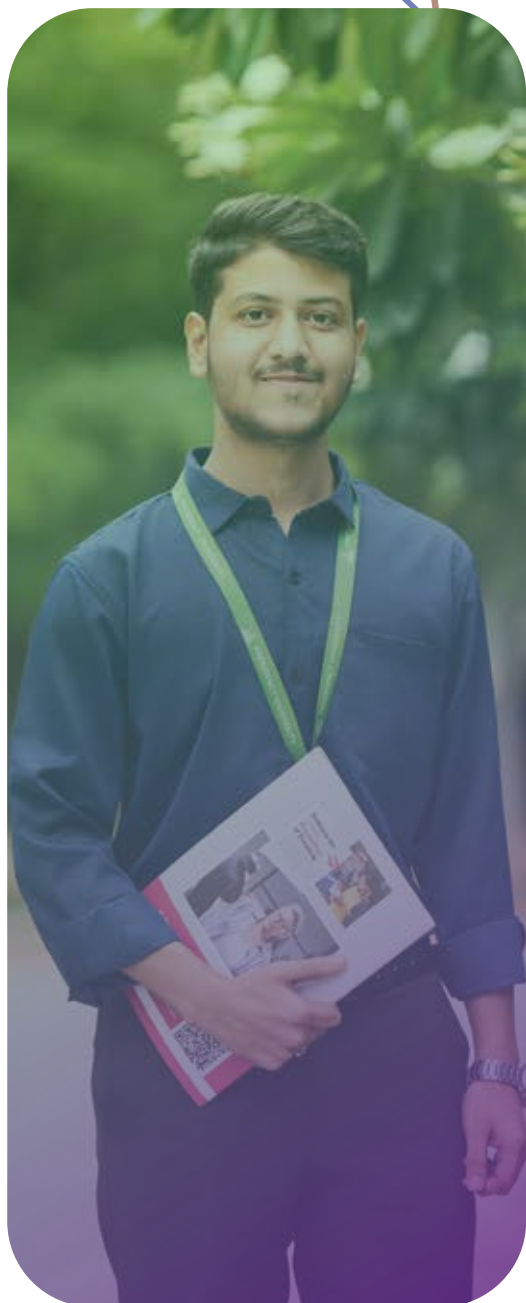
— Milton Glaser



***“Whoever controls the media,  
controls the mind”***

— Jim Morrison





## BA Journalism & Mass Communication (Specialisation: Film, Television & Digital Production)

The B.A. Journalism & Mass Communication with a specialisation in Film, Television & Digital Production is a practice-intensive programme designed for students interested in visual storytelling and screen media. The programme combines narrative theory with hands-on production training across cinema, television, OTT platforms, and digital media. Students gain experience across the full production process, from concept development and scripting to shooting, editing, and post-production.

### Duration

**3 Years (6 Semesters) – Full-time**

### Highlights

**End-to-End Production Training:** Film, television, web series, short-form, and digital content creation.

**Advanced Production Facilities:** Professional cameras, sound studios, editing suites, and post-production laboratories.

**Creative and Technical Skill Development:** Direction, cinematography, sound design, editing, and production management.

**Project-Based Learning:** Short films, documentaries, studio productions, and digital portfolios.

**Industry Mentorship:** Engagement with filmmakers, producers, and screen-media professionals.



## Career Opportunities



Film or Television Director

Assistant Director



Cinematographer / Camera Operator

Video Editor / Post-Production Artist



Sound Designer



Digital Content Producer



OTT & Web-Series Production Assistant

Documentary Filmmaker



Independent Digital Creator





*Henry Ford*

— Henry Ford

***"Stopping advertising to save money is  
like stopping your watch to save time."***



***"Advertising doesn't create a product advantage.  
It can only convey it."***

A handwritten signature in black ink, which appears to read "Bill Bernbach".

— Bill Bernbach



## Ph.D. in Media Studies

The Ph.D. in Media Studies is an advanced research-based programme designed for scholars, educators, and professionals seeking critical and theoretical engagement with media and communication. The programme supports interdisciplinary research across journalism studies, film and visual culture, digital media, political communication, media technologies, and audience research. Doctoral candidates are guided to produce original scholarship that contributes meaningfully to academic knowledge and contemporary media practice.

### Duration

**2 to 4 Years – Full-time**

### Highlights

**Interdisciplinary Research Framework:** Media theory, cultural studies, digital media, political communication, and emerging technologies.

**Experienced Research Supervision:** Mentorship from senior faculty and research scholars.

**Academic and Industry Relevance:** Research aligned with current media challenges and innovations.

**Publication Support:** Opportunities to publish in peer-reviewed journals and present at conferences.

**Academic Development:** Preparation for careers in higher education and research institutions.





## Career Opportunities

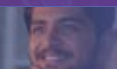


Academic Researcher / Lecturer

Media Studies Scholar



Policy and Media Analyst



Research Consultant



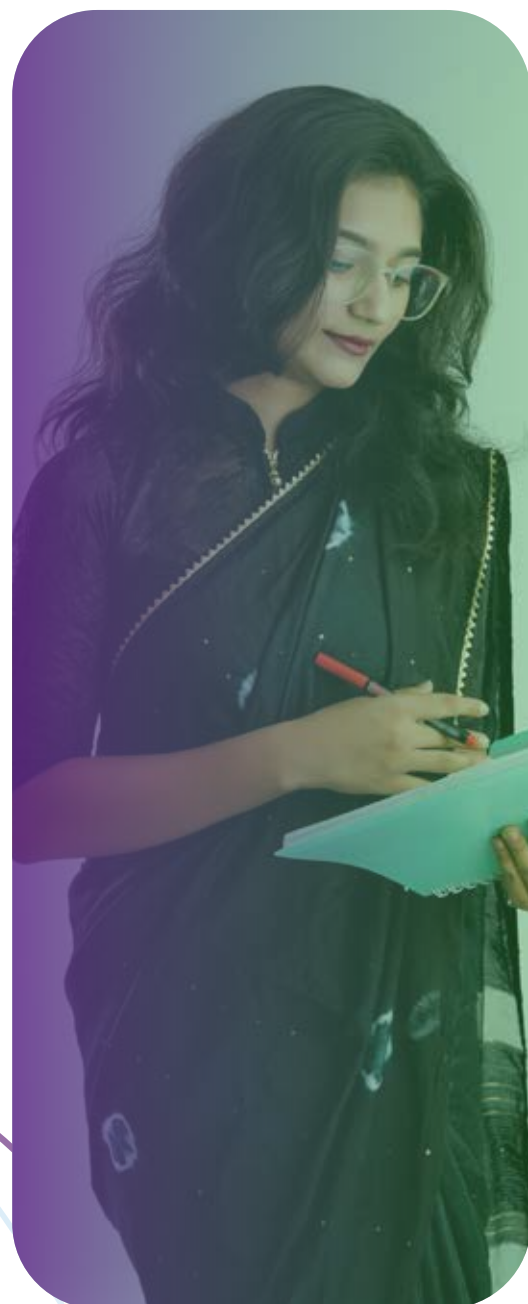
Think-Tank Researcher



Media and Communication Strategist

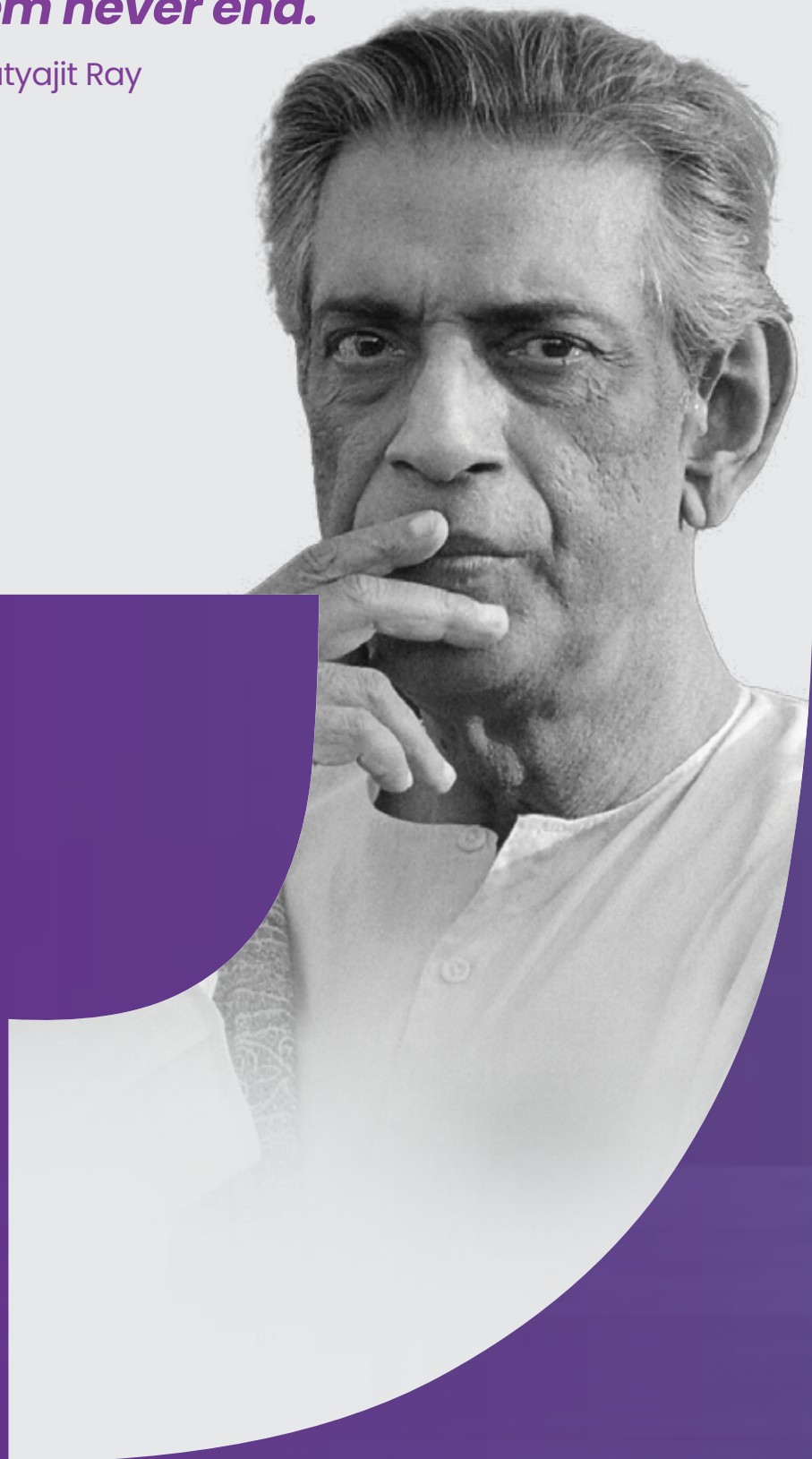


Author / Academic Writer



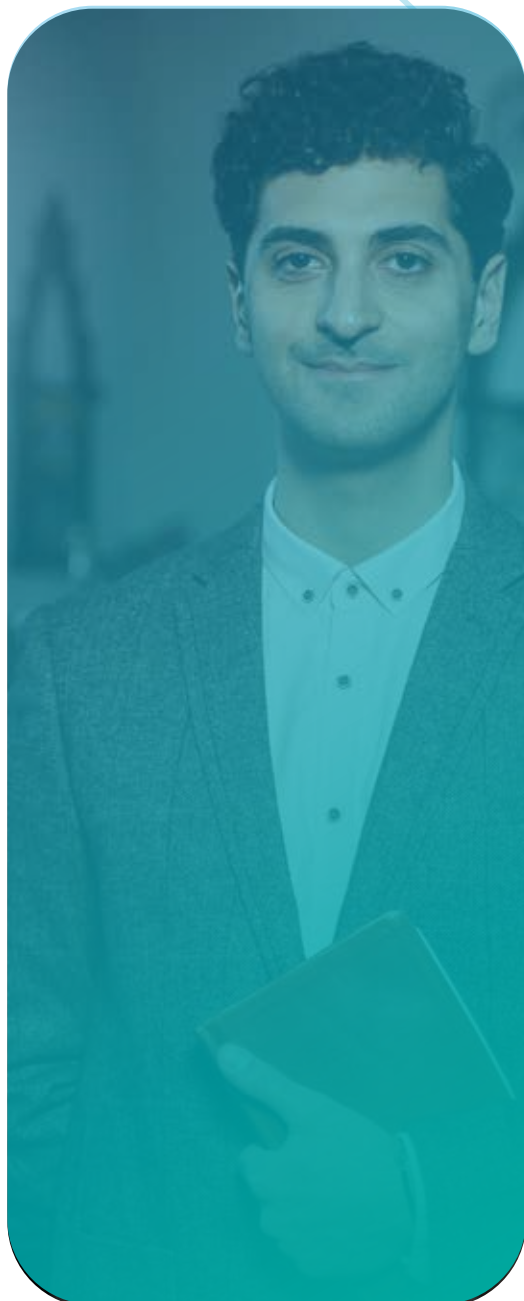
***"Human beings are infinitely  
interesting, and stories about  
them never end."***

— Satyajit Ray









## Postgraduate Diploma in Film-making

The Postgraduate Diploma in Film-making is an intensive one-year professional programme designed for graduates and working professionals seeking specialised training in cinematic storytelling. The programme offers immersive, hands-on learning in fiction, documentary, and digital film-making, balancing creative expression with technical proficiency. Students complete multiple production projects and graduate with a strong professional portfolio.

### Duration

1 Year – Full-time

## Highlights

**Studio-Based Learning:** Strong emphasis on practical film-making workshops and production exercises.

**Comprehensive Film-making Training:** Direction, screenwriting, cinematography, editing, sound, and production management.

**Industry-Aligned Projects:** Short films, documentaries, and collaborative productions.

**Professional Mentorship:** Guidance from experienced film-makers and technicians.

**Portfolio Development:** Showreels and completed film projects on graduation.

## Career Opportunities

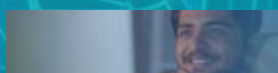


Independent Film-maker

Assistant Director



Screenwriter



Cinematographer



Film Editor



Sound Designer



OTT Content Creator



Documentary Film-maker



Production Executive







# INTERNATIONAL COLLABORATIONS







King Mongkut's University of Technology Thonburi



King Mongkut's University of Technology Thonburi



King Mongkut's University of Technology Thonburi



King Mongkut's University of Technology Thonburi



King Mongkut's University of Technology Thonburi



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King Mongkut's University of Technology Thonburi

# THE FUTURE LOOKS BRIGHT.



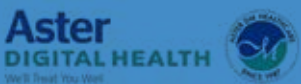
**Hrikeetha Mazumdar**  
Limescreen



**Tauquir Shola**  
Presidency University/ Media Lab

**Shrishti Srivastava**  
Avatar Studios

**Yelagala Prashanti**  
Aster Digital Health



**Athulay Nair**  
Aster Digital Health



**B.K Sathvika**  
Consulate of Cambodia

**Aditi Dubey**  
Brandcomm



**Kashish Yadav**  
ABP Network



**Swetha Kumari**  
AXM

**Mahiya Fayaz**  
Propertyfie

**Sansriti Singh**  
Propertyfie



**Simran Braganza**  
Make your own perfume



**Ankit Krishnan**  
Career Comrade

**Harshika Lalwani**  
Fortstone Media



**Abhijith Kundukattil**  
Klass Foods

**Koena Bhattacharjee**  
Stock Market Mentor





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