



**PRESIDENCY
UNIVERSITY**

NAACA
ACCREDITED UNIVERSITY

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Presidency School of Media Studies (PSOMS)



MORE INFORMATION

SUSTAINABLE
DEVELOPMENT **GOALS**



PRESIDENCY UNIVERSITY

School of Media Studies

Presidency University is a leading NAAC 'A' accredited, NIRF-listed, and THE-ranked 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.



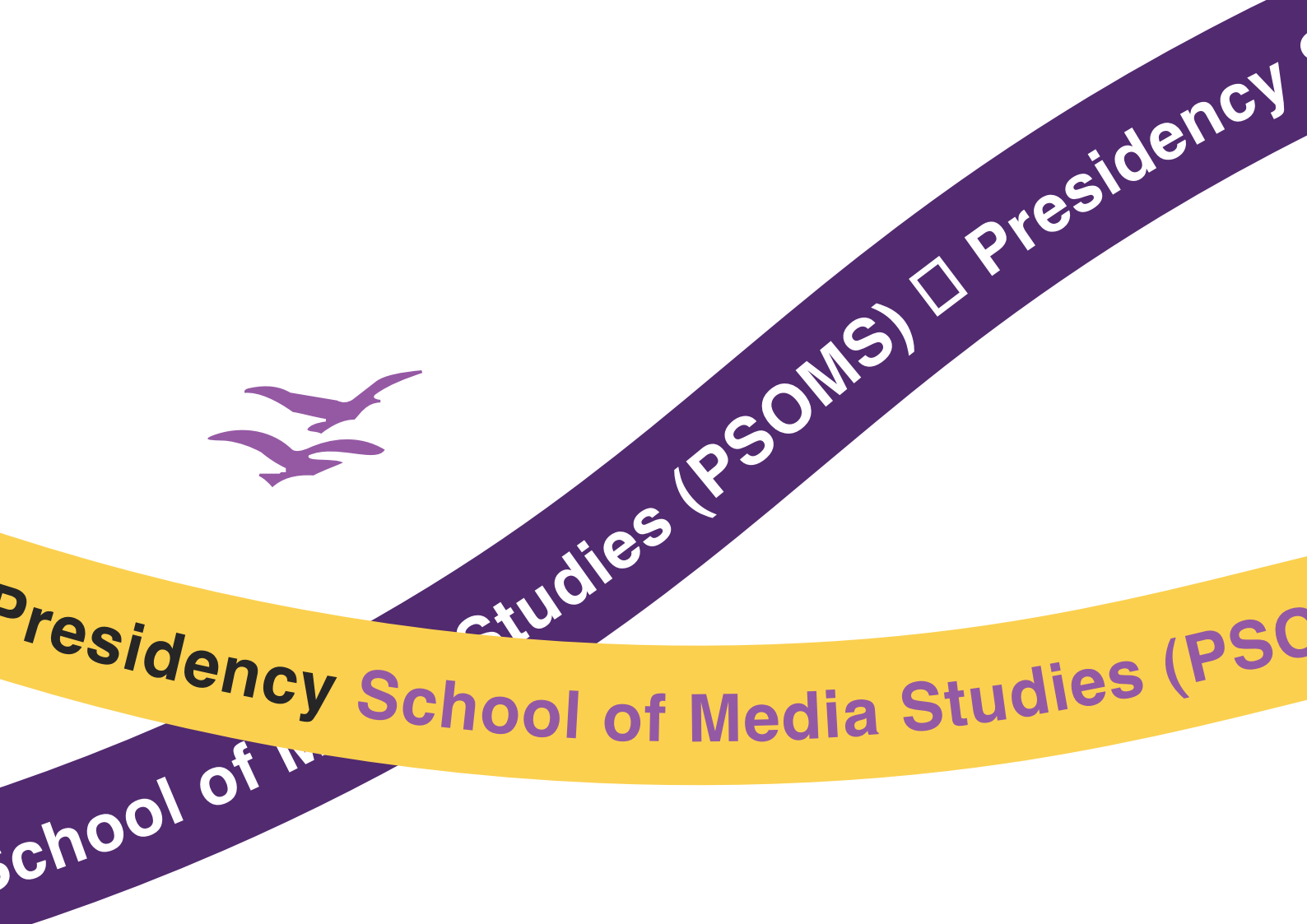
Offering over 70 diverse programmes across disciplines such as computer science, commerce, management, engineering, law, media studies, liberal arts, allied health sciences and more, Presidency University delivers academic excellence to a vibrant community of over 20,000+ students. Guided by experienced faculty, strong industry collaborations, and AI-integrated learning pedagogy, 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 labs, studios and media 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.

PSOMS





About the School

Presidency School of Media Studies

Presidency School of Media Studies offers a comprehensive, 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.

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.



Presidency School of Media Studies (PSOMS)





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.



Message from Chancellor

*At Presidency
University we
prepare you for that
tomorrow*

Presidency University embodies over a decade of academic excellence, while the Presidency Group of Institutions carries a rich legacy spanning more than 50 years. Our steadfast commitment to education has enabled us to explore new frontiers and deepen our understanding of what it truly takes to nurture excellence. We have learned that bringing out the best in every learner requires providing the very best—an environment that inspires growth physically, intellectually, and spiritually.

At Presidency University, we strive to be a premier and preferred destination for learning. Our institution stands as a temple of knowledge, dedicated to empowering society by shaping competent, responsible, and visionary professionals.

Our expansive and serene campus, cutting-edge technological infrastructure, AI-enabled pedagogy, forward-thinking curriculum, and the collective expertise of distinguished academic leaders and industry pioneers define the unique character of Presidency University. I am confident that as you embark on your academic journey with us, you will find it both enriching and transformative.

In the years ahead, we remain committed to advancing further, aspiring to establish Presidency University as a global benchmark in both academia and industry.

I warmly welcome you to this radiant, dynamic, and holistic learning environment — Presidency University, a vibrant university for the young.

Dr. Nissar Ahmed
Chancellor

Presidency
School of Media



Presidency School of Media Studies (



PROGRAMMES OFFERED

BA (Journalism & Mass Communication)

Specialisations in:

- **Digital Marketing, Advertising, PR & Corporate Communication**
- **Film, Television & Digital Production**
- **Immersive Media, AR/VR & Interactive Storytelling**
- **Digital Storytelling & Content Creation**

The Bachelor of Arts in Journalism & Mass Communication at Presidency School of Media Studies 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

ELIGIBILITY

Candidates applying for the B.A. Journalism & Mass Communication programme must have passed 10+2/Pre-University or equivalent with a minimum of 45% aggregate marks.

HIGHLIGHTS

- Robust practical training integrated with industry exposure
- Strong focus on contemporary digital and emerging media
- A diverse range of specialisation options
- Hands-on learning through active media labs
- Digital-first learning with exposure to marketing and online campaign management



PROGRAMMES OFFERED

M.A. Journalism & 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.

DURATION

2 Years (4 Semesters) - Full Time

ELIGIBILITY

Candidates must hold a Bachelor's degree with a minimum of 45% aggregate marks.

HIGHLIGHTS

- A blend of rigorous, industry-oriented learning
- Strong emphasis on media laws and ethical reporting
- Research exposure through fieldwork
- Training in industry-standard software





PROGRAMMES OFFERED

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 & media literacy technologies, and audience research.

DURATION

As presented

ELIGIBILITY

Graduate from any recognised university/institution of national importance with a minimum of 50% marks or equivalent grade.

HIGHLIGHTS

- A structured doctoral framework focused on advanced research methodologies, critical enquiry, originality, and meaningful scholarly contribution.
- Dedicated financial support, including a JRF/SRF-equivalent monthly stipend, contingency grants for fieldwork, and APC assistance for open-access journal publications.
- Hybrid coursework with remote learning options and intensive research residencies - ideal for international scholars and working professionals.
- Dedicated research supervisors, structured RAC reviews, and access to digital databases, analytical software, plagiarism detection tools, and media research facilities.

State-of-the-Art Facilities

MEDIA STUDIO

As a part of the curriculum, students actively engage in diverse activities such as on-camera ground reporting, mobile journalism (MOJO), camera operation, and anchoring. The media studio serves as a dynamic space for recording panel discussions and chat shows featuring both students and faculty. Equipped with innovative technologies, the studio provides training in videography, photography, filmmaking, scriptwriting, newsroom operations, and TV show production.

PODCASTING LAB

The podcasting lab offers facilities to foster creativity in audio storytelling. With advanced recording systems, soundproof studios, and professional editing tools, students gain hands-on experience in podcast production, from scripting to post-production. The lab supports diverse formats, including interviews and narrative podcasts, preparing students for the evolving audio content industry.

DIGITAL MEDIA LAB

Digital media lab helps students develop advanced skills in content creation for social media platforms, SEO strategies, and audience engagement techniques.



STUDENT LIFE

OFFICE OF INTERNATIONAL AFFAIRS



The Office of International Affairs (OIA), established in October 2021, fosters strategic global partnerships and advances internationalisation initiatives at Presidency University. OIA supports and facilitates the development of strategic alliances and collaborative agreements with international partners, including international internships, articulation and pathway programs, dual/double degrees, exchange and twinning programs, joint degrees, master's progression, offshore teaching arrangements, hosting international faculty, developing international strategy and policy, fostering student global experiences, and supporting international research partnerships. Whether you are a prospective student, collaborative partner, or international visitor, scan to learn more about the Office of International Affairs.

PRESIDENCY LAUNCHPAD



The Presidency Launchpad Association ecosystem enables start-ups to take their next big step by offering pre-incubation (ideation stage) as well as physical and virtual incubation support, free of charge for the first 18 months. The programme is open to all individuals with innovative ideas.

The Presidency Launchpad Association (Technology Business Incubator, or TBI) is a non-profit organisation registered as a Section 8 company. It supports aspiring entrepreneurs by providing guidance, facilities, and assistance to start, incubate, and successfully run businesses focused on innovation, societally important solutions, and environmentally relevant technologies.

PLACEMENTS



The Career Services Division serves as a springboard for students as they launch their professional careers, providing critical support at a pivotal stage of their academic journey. The Career Connect Division offers comprehensive placement services, forges strategic alliances with a wide range of companies, and oversees on-campus placement drives. Dedicated teams manage placement activities for the University's various schools. The Career Services Division has partnered with leading companies such as Cargill, VLSI, PLM, and Tech Mahindra, which have established laboratories on campus. These labs initially train faculty members, who in turn train students, equipping them with industry-relevant skills and making them job-ready.

360+

COMPANIES PARTICIPATED

410+

PLACEMENT DRIVES CONDUCTED

21000+

STUDENTS IN CAMPUS

100%

PLACEMENT ASSISTANCE

12.00

AVERAGE CTC, LPA

6.00

MEDIAN CTC, LPA

16.42

HIGHEST CTC, LPA

GLOBALITY RANKED ON



TO LEARN MORE ABOUT OUR CAREER SERVICE DEPARTMENT, SCAN:

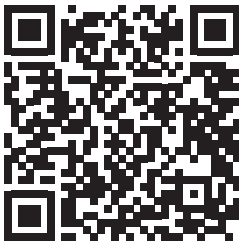
LIBRARY



Spread across three locations, Presidency University's library system includes a main library in the Management Block, which houses reference books for the School of Engineering. Located adjacent to this is the Library Annexe, which offers an extensive collection of books in management and commerce. Additionally, a dedicated library serving the School of Law is located on the second floor of E Block.

The library system houses a collection of over 40,500 books and subscribes to 343 national and international journals, along with 45 magazines. It also provides access to 23 online databases covering Engineering, Law, Management, Design, and the Humanities.

SPORTS & ATHLETICS



Presidency University believes that sports play an important role in the development of the integrated personality of the youth including body, mind and spirit. Sports contribute to the health of anyone by generating physical and mental energy that can be transformed into action, creativity, and innovation.

Students are encouraged to participate in the wide range of sports offered on campus. Presidency students have actively competed at international, national, and state levels across various sports, including cricket, horse riding, shooting, football, volleyball, table tennis, badminton, basketball, handball, hockey, athletics, and swimming. Presidency University is recognised among the leading universities for its innovative and modern sports facilities, made possible through the dedicated commitment of its coaches and physical education instructors.

STUDENT HOUSING



Presidency University is committed to creating a home away from home for both domestic and international students, enabling them to enjoy a welcoming environment while fully focusing on their academic pursuits. The University provides excellent hostel facilities for both male and female students. At present, there are three hostels accommodating boys and girls. Each hostel offers twin-sharing and triple-sharing rooms. Every room is furnished with beds, study tables and chairs, cupboards, and free Wi-Fi. Hostel amenities include independent dining areas, laundry services, recreation rooms with entertainment facilities, indoor and outdoor sports facilities, access to hot and cold drinking water, round-the-clock security personnel, and CCTV surveillance. For more information about student housing, scan QR Code.



To view complete admission process scan QR CODE



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