

**G D GOENKA  
UNIVERSITY**  
FROM FOUNDATION TO FLIGHT

# SCHOOL OF COMMUNICATION



**W**elcome  
to G D  
Goenka

University's School  
of Communication  
where we impart  
skill-based and  
industry-relevant  
education to create  
the media leaders of  
tomorrow.

RESIDENTIAL / DAY BOARDING  
FULLY AIR-CONDITIONED  
Gurugram Sohna Road





*SoC has a remarkably very well thought-through programme. I was pleasantly surprised to discover the depth of understanding and knowledge being imparted to students and quite impressed by the host of initiatives the faculty takes on through the year to keep their students updated and relevant.”*

*Mr Elvis Sequeira, COO,  
Hakuhodo India*



## VISION

To shape the next generation of media scholars and practitioners, to provide thought leadership on existing and emerging trends of mass communication.

## MISSION

- Conduct media programmes that are sustainable, industry relevant and leads to greater employability.
- Nurture students to become effective and ethical communicators.
- Expose and sensitize students to humanitarian and socio-economic issues such as poverty, gender discrimination, environmental degradation, human rights violations, etc.
- Ensure that teaching keeps pace with changing technology, content creation tools and media consumption patterns across devices and platforms.
- Assess the impact of media on individual, societal and organisational behaviour through research and usability studies.

## PROGRAMMES OFFERED

**BA** - 3 Years (Bachelor of Arts)

**Ph.D**

- Journalism & Mass Communication
- Film and TV Production

**B.Sc.** - 3 Years (Bachelor of Science)

- Animation & VFX

**Diploma** - 2 Years

- Journalism & Mass Communication

**Certificate in Animation** - 6 Months

**MA** - 2 Years (Master of Arts)

- Journalism & Mass Communication
- Social Media
- Media Management
- Convergent Journalism
- Development Communication

**PGD** - 1 Year (Post-Graduate Diploma)

- Advertising & Public Relations
- Digital Content Management
- Event Management
- Film & Television
- Social Media Marketing
- Acting



## INDUSTRY-RELEVANT TEACHING

The focus of teaching at the School of Communication is skill-based, and this is reflected in the practical work that the students do and the skills that they acquire. We believe that the best way to learn is “by doing”.

- **The Crucible:** is an exclusive weekly four page newspaper created by the students. The entire process of newspaper production from conception to layout, content generation, reporting, photography and editing is done by the students under the supervision of media professionals from the print industry.
- **Radio G Pulse:** is an exclusive radio by the School of Communication. The main objective behind the creation of Radio G Pulse is to provide hands on training to the budding media professionals to generate informative content. The radio content is exclusively generated by the students under the supervision of radio professionals from the industry.
- **SoC Times:** is the monthly e-newsletter created by the SoC students. The objective behind the e-newsletter is to expose students to different forms of speciality writings such as medical journalism, science journalism, defence journalism, etc. The entire exercise is undertaken under the supervision of industry professionals.
- **Advertising and PR Campaign:** The students create mock advertising and public relations campaigns on socio-economic issues. All work from visualisation to execution is the responsibility of the students.
- **Television Bulletin:** The students shoot news reports, edit them on Macintosh, record voiceovers and then anchor news bulletins using the teleprompter.
- **Event Management:** The students organise events as part of their event management course. This requires event visualisation, budgeting, planning and staging the event.
- **Mobile Films & Documentaries:** The students shoot, edit and create one to three minute films using the mobile phone. They also make documentaries using high-end video cameras.
- **Social Media Campaign:** The students gets an opportunity to conceptualize, design and initiate an entire social media campaign by using social media platforms like Facebook, Twitter, Instagram etc.
- **SoC YouTube Channel:** The upcoming channel shall provide platform to students to showcase their work on YouTube platforms. The upcoming channel will be an online repository of knowledge and creativity.

## TIE-UP

- SoC MoU with GraFTII, an alumni body of prestigious Film and Television Institute of India, Pune.
- SoC MoU with Inshorts, which is one of the highest rated Indian news apps. Inshorts is known for its content discovery and distribution application for Android and iOS.
- Academic Collaboration with Center for Air Power Studies (CAPS) for research, seminar and internship.

**GraFTII North**  
ALUMNI BODY FTII PUNE

**inshorts**  
stay informed



# SOC ACADEMIC VENTURE

- 1st International Film and Photography Festival: Fotographia 2017 in collaboration with Institut Français: More than 200 schools and colleges across the world participated in the festival.
- Mobile Journalism Workshop: Prof (Dr) Stephen Quinn, Founder Principal, Mojo Media Insights, UK, conducted a workshop on mobile journalism for journalists.
- Narrative Writing Workshop: Mr Christopher Conte, a two-time Knight International Journalism Fellow, conducted a workshop on "Beyond the Inverted Pyramid: The Enduring Power of Narrative" for Indian journalists and students.
- SoC Joint Seminar with Centre for Air Power Studies (CAPS) on "Role of Media in Conflict Reporting & Peace Building: Prospects and Challenges for India".

# DISTINGUISHED GUEST LECTURES

The School of Communication invites eminent media professionals to interact with the students, and share their knowledge and insights. Some of the speakers who have addressed the students are:

Mr. Sreenivasan Jain, Managing Editor, NDTV

Ms. Aruna Raje, Eminent Filmmaker

Mr. Amitoj Singh, Associate Editor and Principal Anchor, NDTV

Mr. Alok Verma, Founder CEO of NewzStreet.tv

Ms. Puja Talwar, Entertainment Editor and News Anchor, NDTV

Mr. Anup Gupta, Group Creative Director, The Hindustan Times

Mr. Nitin Mantri, CEO, Avian Media

RJ Rahul Makin, Fever 104

RJ Khurafati Nitin, 92.7 Big FM

Mr. Neeraj Gupta, Political Editor, The Quint

Mr. Devanshu Gour, Senior Editorial Lead, BBC Media Monitoring Division

Mr. Elvis Sequeira, COO (Chief Operating Officer) HakuHodo India

Mr. Mandeep Malhotra, Co-Founder and CEO (Chief Executive Officer) The Social Street, Mumbai

Mr. Avijit Dutt renowned Actor and Director

# INDUSTRY VISITS

NDTV Studios

Public Service Broadcasting Trust (PSBT) workshop, New Delhi

International Film Festival of India (IFFI) Goa 2017

S Chand Publication House

Google

IAWRT Film Festival

Inshorts

# INTERNSHIPS AND PLACEMENTS

Some of the places where the students have gone for internships and have been placed are:



# ABOUT THE UNIVERSITY

The GD Goenka Education City is set on 60 acres with the ancient and picturesque Aravalli hills as a backdrop. The high-tech Millennium City, Gurgaon and the National Capital Region are just a stone's throw away. G D Goenka University is guided by the philosophy that new thinking in the areas of teaching, learning, research and training are pivotal to making students tomorrow's leaders and giving them a world view. The knowledge and proficiency of the students make them assets to any domain in today's world. Over the years G D Goenka University has established itself as one of the centres of academic excellence in the field of education.

# ABOUT SCHOOL OF COMMUNICATION

The School of Communication was set up in 2014 to offer media courses that prepare students to work in the industry. The School has a highly-experienced and dedicated team of Faculty that has been drawn from the industry, and is well-versed in media skills. The School's state-of-the-art infrastructure, which includes a modern Radio Studio, a well-equipped Television Studio, sophisticated Windows and Macintosh Labs, enables students to get hands on learning in different media fields.

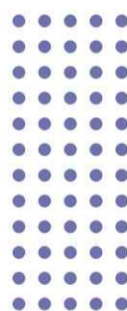
The curriculum of the School has been designed in collaboration with media professionals, and stresses on practical aspects over theory. The School has a mandatory internship programme, which provides students an opportunity to intern with reputed media houses and organizations. The Corporate Resource Centre of the University assists all students who successfully complete their courses in their placement efforts.

Nitin Mantri  
CEO & Business Partner,  
Avian Media.





1. Students get a hands on experience shooting music video in campus.
2. Ravish Kumar, Senior Editor of NDTV India interacting with students at a workshop.
3. Students recording at the Radio G Pulse studio.
4. RJ Rahul Makin, Fever 104 distributing certificates to students after a radio workshop.



Phone : 0124 3315999



G D Goenka University | G D Goenka Education City  
Gurugram Sohna Road, Delhi-NCR, Haryana-122103, India.



admissions@gdgoenka.ac.in  
www.gdgoenkauniversity.com

Application form may be downloaded from [www.gdgoenkauniversity.com](http://www.gdgoenkauniversity.com)