

The background of the slide is a solid blue gradient. Overlaid on this background is a collection of various microphones, including handheld, desk, and boom microphones, all pointing upwards. The microphones are rendered in a dark blue, semi-transparent style, creating a sense of depth and focus on the communication theme.

School of Journalism & Mass Communication

School of Journalism and Mass Communication

Whether you dream of being a traditional media person, like an editor or a reporter in print or TV media, or aspire to be a social media curator, a PR professional or advertising expert, the School of Journalism and Mass-Communication offers you the best mix of subjects and courses.

Following blended mode of learning, live projects, live news gathering and documentary film-making constitute core of teaching learning processes.

Updated with the latest in media pedagogy, the School offers various specializations like Event Management(PR) and Digital Media among others. Workshop mode classes by the best in academia and the media industry, seminars, media festivals and placement workshops will form a part of regular curriculum.

Our live internship programs will make you work and employment-ready. Incubator Cell is designed to help you get hands-on experience with media industry partners.

The highly skilled technical team will sharpen your visual communication skills and teach you the

nuances of photography, and help you become good audio-video editors with state-of-the-art laboratories, studios and editing equipment.

The School of Journalism & Mass Communication offers:

- B. A. Journalism & Mass Communication (3 Years) after Class XII
- Bachelor of Journalism & Mass Communication: (1 Year) after graduation
- Integrated Master of Journalism & Mass Communication (1+1 Year) with provision to exit after one year with BJMCT

Features for Journalism & Mass Communication offers from AURO University

- World class programme designed for journalism and media careers of tomorrow
- Emphasis on skills for creating and editing all types of media - writing, audio, video and film makers
- Programme conducted by experienced media professionals from India and abroad
- Internship, training and placement support

Why Learn Journalism at AURO

Journalists to teach

Teaching by trained media professionals and journalists who have had a considerable career in the mainstream media would be offered.

Master the skills

Master the use of illustrations, photos, info-graphics, text, audio, video, 3-D and virtual reality. Not just the technology, as everyone else teaches, but learn the skills to successfully use the ever changing technology.

Multiple career options

Get skills to practice the art, craft and science of journalism, irrespective of the medium you choose. This programme is relevant for a career in digital media – including social media, blogging and portals. For print media - newspapers and magazines; for TV – news channels and videos and for audio – radio and web audio.

Internship & training

AURO University will provide structured internship, apprenticeship or training for the students in Delhi, Mumbai and Ahmedabad. Our tie-ups with foreign universities will help students get opportunities abroad for internships and training.

Media entrepreneurship

At AURO University, students will also learn the skills to become a media entrepreneur – a very unique discipline keeping in mind the entrepreneurial Surtis. Also this degree will train the students for practically all communication professions, like Corporate Communications, Public Relations, Copy writing etc.

Placement Support

We will provide placement support to the students by means of referrals, placement fair and much more.



Faculties & Mentors

One of the biggest differentiators of this course is the quality and range of its faculties. The syllabus will be taught by core faculties, who would be a good mix of media academics and particularly practising mainstream media professionals. Apart from core faculty members, journalist and a media persons from India and abroad will teach, guide and mentor students.

The Faculty

Core Faculty

Shyam Parekh, a former editor and a senior journalist with nearly 25 years of journalistic experience in mainstream media. He has trained hundreds of journalists during his career, who are successfully employed in different media organisations and elsewhere.

Nicola Phipps, British Broadcasting Corporation (BBC) trained journalist with extensive experience of designing and delivering journalism training in the UK and other countries.

Advisory Board

Mr Shravan Garg

Former chief editor of Bhaskar Group

Ayaz Memon

Former editor at large of DNA and noted cricket commentator and expert

Neelam Raaj

Magazine editor, The Times of India Group, New Delhi

Uday Mahurkar

Senior Editor with India Today magazine

Why AURO School of Journalism

- By 2020, India will have over 73 crore Internet connections – twice those in USA. This will give a massive boost to consumption of content in digital space. To tap this opportunity, India will need professionals and entrepreneurs who will generate high quality text, audio and video content.
- Not just India, the whole world will see a massive upswing in content consumption – which means opportunities for media professionals will be global.
- Most of the journalism, communication and mass media courses are emphasizing on the legacy of media – print or electronic.
- Auro School has taken a disruptive route. Our programmes focus on skills – mainly writing, editing, audio and video, which are basic requirement across media platforms, albeit with variations.
- A successful media professional needs critical thinking, integrity, professional competence, language, writing and editing skills, understanding of news and rigorous hands-on training at the outset of the career. Auro School will provide all these and more.
- In India, very few journalism schools offer the luxury of access to a large pool of seasoned journalism professionals. Auro has a massive advantage here.
- This School aspires to emerge as a world class entity, going well beyond the current needs of Indian newsrooms, which will equip its students to handle future challenges and stay relevant to work anywhere in the world.



Bachelor of Arts - Journalism and Mass Communication (3 years)

YEAR - 1	YEAR - 2	YEAR - 3
<ol style="list-style-type: none"> 1. Understanding modern media 2. Mastering the first technology - Language (English) <ul style="list-style-type: none"> • Grammar • Usage, application 3. Communication design and planning 4. Understanding and appreciating Literature 5. History, role and importance of Ideas 6. Indian Mythology 7. Communication Skills - I <ul style="list-style-type: none"> • Basic writing • Basic information gathering and processing skills • The art of translation 8. Foreign Language - French or Regional language 9. Advertising - Principles & Practices 10. Creative Photography 11. Creative Film making 12. Digital writing - social media 13. Indian political and governance system 	<ol style="list-style-type: none"> 1. Indian knowledge and knowledge systems 2. Basics of Research - I 3. An introduction to human psychology 4. Philosophy - the science of understanding everything 5. Behavioural Science - the nature of human behaviour 6. Sociology - the social issues 7. Computer Graphics, Animation & Sound 8. Developmental Communication 9. Public Relations, Corporate Communication & Event Management 10. News and issues for media - an introduction 11. Media skills - Photography 12. Media skills - news videography 13. Writing Project 	<ol style="list-style-type: none"> 1. Professional writing for media 2. Multimedia storytelling 3. Film-making - with theory and principles 4. International Issues & Affairs 5. Indian politics from media's perspective 6. Recent Indian history 7. Event Management - II 8. Social and digital media 9. Indian Journalism 10. Global Journalism 11. Future Media 12. Preparing to be a professional 13. Professional Project (Specialization in any one) <ul style="list-style-type: none"> • Print • Advertising • Public Relations and Events • Photography • Electronic Communication • Media Planning & Buying • Understanding the mayajaal of TRPs and IRS

* AURO University reserves the right to make changes in the curriculum / course structure.

Eligibility for Admission

- Successful completion of Class XII (10+2) or equivalent examination in any stream with 50% aggregate marks or equivalent grade. Students expecting their results by July 2018 may also apply for provisional admission.
- Students appearing for their Class XII examination will be given provisional admissions based on their Class X performance.
- In case the student has received the Class XII certificate from abroad or has been an IB student and has received IB diploma an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.

Fees Structure

Annual Fee Structure for Full Time 4 Years B. A. Journalism & Mass Communication Rs. 1,50,000/-



Integrated Master of Journalism and Mass Communication

YEAR - 1		Semester 1
1. Understanding the essentials of Journalism and Mass Communication <ul style="list-style-type: none"> I. An introduction to journalism, mass communication and media II. History and future III. Understanding news IV. The he(art) of storytelling V. The communication theories 	4. Mastering the skills - English writing for media <ul style="list-style-type: none"> I. The language for mass communication II. Learning to write III. Multilingual skills - handling translation IV. Learning the art of editing 	
2. Philosophy and the critical thinking <ul style="list-style-type: none"> I. The purpose of Journalism and its role II. Thinking, not writing, is the primary skill III. The critical approach IV. Objectivity 	5. Digital Storytelling and Articulation <ul style="list-style-type: none"> I. Writing for the digital world - content, blogs, websites II. Publishing in social media III. Juggling with multiple mediums IV. Multimedia storytelling 	
3. Know the mediums of communication <ul style="list-style-type: none"> I. Digital II. Moving Pictures - Film, TV and documentaries III. Print IV. Radio V. Photography VI. Others 	6. Writing and Research Project	

YEAR - 1		Semester 2
1. Great power, greater responsibility - Part I <ul style="list-style-type: none"> I. Media responsibility II. Meeting expectations III. Ethics 	4. The Perspective of Indian Journalism <ul style="list-style-type: none"> I. History II. The language press III. The English press IV. Magazines V. Radio VI. TV VII. Digital 	
2. The essential crafts of journalism <ul style="list-style-type: none"> I. Research and Analysis II. News reporting and the art of interviewing III. Digital storytelling & articulation - advanced 	5. Understanding human societies <ul style="list-style-type: none"> I. Psychology II. Philosophy III. Economics IV. Artificial Intelligence and futuristic sciences V. Sociology VI. Political Science 	
3. Mastering the skills - Audio, Visual and Writing <ul style="list-style-type: none"> I. Professional writing for media - writing and editing II. Skill building - audio III. The visuals - photographs, cartoons, illustrations and info-graphics, IV. with software training V. The basics of TV journalism 	6. Internship and project	

YEAR - 2**Semester 3****1. The Advanced Craft**

- I. Fact Check
- II. Data Journalism
- III. Advanced news reporting – Types/beats of reporting
- IV. Designing for media – page design for print and digital
- V. Visual Thinking and Planning

4. Mastering the skills - The visual media

- I. Film making – short and others
- II. Videography for TV
- III. Videos for digital world
- IV. Primary script writing – film, tv and news
- V. Softwares and technical skills

2. Great power, greater responsibility - Part-II

- I. Media Laws
- II. Best practices in media
- III. General conduct in public
- IV. The business of journalism – the reality of power, clout and influence
- V. Guarding values in aggressive competition

5. Major Project

Publishing news videos and short films

3. Becoming a media entrepreneur – Part-I

- I. New Media - Marketing and selling content in digital space
- II. Legacy media – Advertisements and marketing, circulation, TRPs etc
- III. Understanding media business
- IV. Functioning of media organisations

6. Second Internship**Fees Structure**

Annual Fee Structure for Full Time 2 Years Integrated Master of Journalism & Mass Communication Rs. 1,50,000/-

YEAR - 2**Semester 4****1. Global Journalism**

- I. Global trends
- II. Wikileaks, Panama papers - birth of international
- III. collaborations and newer weapons of journalism

4. Becoming a media entrepreneur – Part-II

- I. Setting up and running a media enterprise
- II. Wearing two hats – journalist and businessperson
- III. Creating a digital news or infotainment startup

2. Mastering the mediums

- I. Writing
- II. Audio
- III. Video
- IV. VR, AR and future technologies
- V. Editing

5. Communication professions

The essence of: public relations, corporate communication, event management, advertisement copywriting, film and TV scripts, creative and literary writing.

3. Advanced editorial skills

- I. Data Journalism
- II. Opinions, edits and views
- III. Columns
- IV. Features
- V. Reviews

6. Major Project and Dissertation

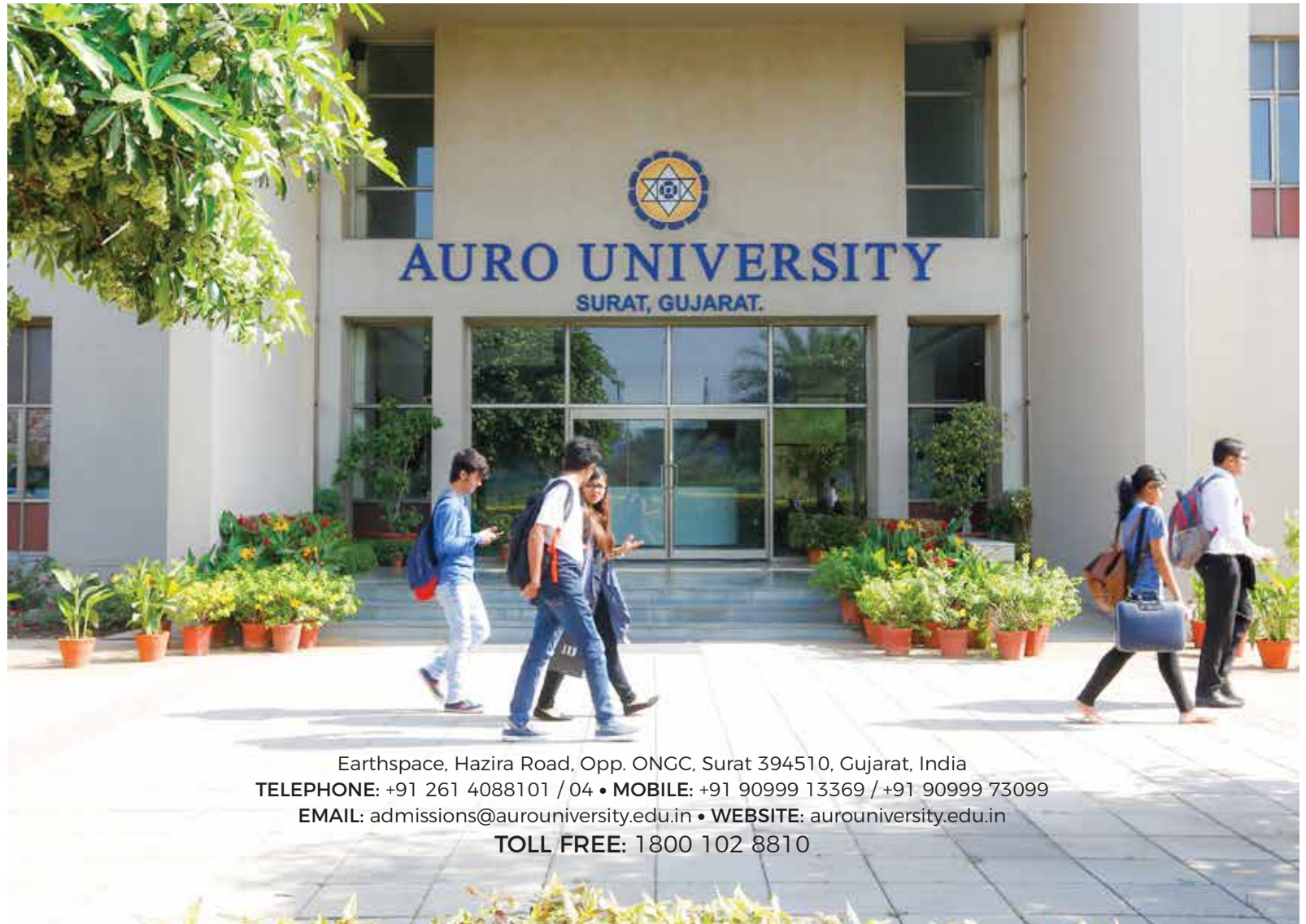
Writing, editing and publishing project and Dissertation

7. Final Internships and Training

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Eligibility for Admission

- Bachelor's degree (10+2+3 or 10+2+4) from a recognized University / Institute in India or abroad, with a minimum of 50% marks.
- In case, the Bachelor's degree is received from abroad, an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- Student expecting their results by July 2018 may also apply for provisional admission subject to the fact that their aggregate score in Bachelor Degree Examination shall be a minimum of 50% marks.



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