



Integral & Transformational Learning

Established under the Gujarat State Private Universities Act, 2009
and approved u/s 2(f) & u/s 22 of the UGC Act and Regulations, 2003

School of Journalism & Mass Communication

Now, one of the largest and most futuristic media schools in Gujarat

A Screenshot of Talkbot developed by our students



Vision

To be a Premier University of Integral and Transformational Learning for future leaders.

Mission

AURO University is grounded in value - based education and provides:

To Students: An environment for self-development; an institution that nurtures their potential based on their aptitude and interests.

To Faculty: A platform to be mentors and guides who shape the country's future leaders by imparting knowledge and skills; opportunities for research on emerging trends and industry practices.

To Industry and Community: Students with intellectual competence, reality-based knowledge and personal integrity; students who strive for excellence and aspire to become socially responsible leaders.



THE MOTHER SRI AUROBINDO

“Let us keep flaming in our heart the fire of progress, higher always higher.”

Vision of School of J&MC

To empower students to meet global and futuristic challenges in media & entertainment industry and to create a center of excellence to make future-ready Professional Leaders through inculcating the skills of Research, Innovation and Entrepreneurship.

Mission of School of J&MC

To make students excellent communicators and to equip them for top-notch employment globally through the use of state-of-the-art facilities and technology.

Communication is at the heart of modern civilization. With the advent of artificial intelligence, the ability to communicate effectively with the world will drive all employment opportunities.

With an overriding focus on the future, AURO University has designed cutting-edge Journalism & Mass Comm. Programs, which are miles ahead of other media education schools in the country.

AURO's SJMC has a contemporary course design that is oriented to make the student an excellent

communicator, equipping her or him for top-notch employment globally.

Tomorrow's major employment, freelance work & media entrepreneurship opportunities will be arising mainly from the domain of digital media, and will lead to newer genres of media like Immersive media - Virtual Reality, Augmented Reality and beyond.

In the past - when Print, TV and Radio reigned the work opportunities - one needed just one or two skills to sail through career for life. Like, just the writing skills for a career in print or audio skills for radio or video skills needed for TV.

But today and in future, journalism and communication professionals will need skills beyond generation

and curation of content for a specific media type. Digital media, which has the most local as well as global opportunities today, requires all the combined skills for print, TV and radio along with those necessitated by newer technologies.

Why School of Journalism & Mass Communication

The SJMC at AURO University is the only institute that stands out amongst all the journalism, media and mass communication education facilities across India. Here is what makes it unique:

We have an outstanding curriculum designed with focus on the requirements of tomorrow's market, retaining the relevant learning of the past.

We impart integral skills for communication professionals of the future – Critical Thinking and Ideating, Writing, Public Speaking, Conversations - all coupled with Photography, Audio, Video and Immersive Media (Augmented Reality, Virtual Reality) content creation and editing. We also help develop capabilities for Fact Checking as well as understanding Data Analytics and Artificial Intelligence from media use perspective.

We have the best team of professionals to teach our



students. They are former editors, journalism professionals with decades of work experience in mainstream media brands like, The Times of India, DNA, India Today TV, BBC and more. Also, the school is adorned with academically oriented faculties who have taught across India. An adjunct faculty from the University of Sydney, Australia, and many other partner universities. IIT-trained professionals teach immersive media and its skills.

We are the first media education facility to incorporate a Media Lab that has the facility to learn VR and AR skills for immersive media,

in addition to the standard audio and video skills. We will be providing local, regional, national and international internships and training opportunities to our students, depending on their requirements. This will be followed by placement support too.

We follow blended mode of learning. So in addition to conventional learning we also use VR and AR projects, live media projects, live news gathering and documentary film-making projects, debates and discussions, seminars, interviews and interactions, which constitute core of learning processes.

Why Learn Journalism & Mass Communication at AURO

Journalists-turned-Teachers: Like doctors teach at medical colleges, seasoned and established journalists and media persons teach at AURO School of Journalism & Mass Communication. This, along with teaching by academically oriented teachers, give AURO University a holistic edge.

Learn all the skills: Master the use of writing, audio, video, immersive media, illustrations, photography, info-graphics, public speaking, compering, debates, discussions, social media marketing and so on. Not just the technology as everyone else teaches, but learn the skills to effectively use them with the rapidly changing technology.

Multiple career options: Our programs suit all the communication career pursuits- digital media publishing, social media enterprise, Print and TV journalism, Radio careers and so on. Our programs are great for careers in copy-writing for advertisements, documentary and film making, public speaking, communication skills, media entrepreneurship, social media marketing, public relations, media academics, research and so on. The program provides globally competitive communication skills to students

planning foreign education and careers in other diverse fields.

'AURO Immersive Media & AI Content Lab': A dedicated media studio for the students, with latest recording, editing and lecturing facilities. It will soon turn into 'AURO Immersive Media Lab' as it will be the first such studio to facilitate learning the use of Virtual Reality (VR) - the most exciting media technology.

Internship & Training: AURO University provides 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, the students will also learn the skills to become a media entrepreneur - a very unique discipline keeping in mind the entrepreneurial spirit of the youth. Also this degree will skill the students for practically all communication professions, like Public Relations, Copy-writing, Corporate Communications, etc.

Placement Support: We will provide placement support to the students by means of referrals, placement fair and

much more.

Faculty & Mentors: One of the biggest differentiations of this program is the experience, exposure, quality, range and network of our faculty. Our syllabus is taught by core faculty, who are mainstream media professionals and media academics. Some of the specialized subjects are taught by subject experts who are associated as visiting faculty.

Features of our Programmes

The relevance and use of world-class programme designed for journalism, media and communication careers of tomorrow, will span beyond geographical and political boundaries.

Emphasis on skills for creating and editing all types of media - writing, audio, video and VR and AR media

Programmes conducted by experienced media professionals from India and abroad

Internship, training and placement support

Programmes Offered & Eligibility

5 Year Integrated Master of Journalism and Mass Communication

Plan: 3 years of BA + 2 years of Master's

Eligibility: Class XII (In any discipline; any 10+2 School Board certification)

4 Year Integrated Bachelor of Journalism and Mass Communication

Plan: 3 years of BA + 1 year BJMC (Bachelor's in Journalism and Mass Communication)

Eligibility: Class XII (In any discipline; any 10+2 School Board certification)

3 Year B. A. in Journalism and Mass Communication

Eligibility: Class XII (In any discipline; any 10+2 School Board certification)

2 Year Master of Journalism & Mass Communication

Eligibility: Bachelor's degree in any discipline

1 Year Bachelor of Journalism and Mass Communication

Eligibility: Bachelor's degree in any discipline

Eligibility Criteria for Under Graduate Programmes

For Undergraduate Courses:
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 2021 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 equivalent certificate issued from Association of Indian University (AIU) must be attached with the application form.



Eligibility Criteria for Post Graduate Programmes

Bachelor's degree (10+2+3 or 10+2+4) from a recognized University or Institute in India or abroad, with a minimum of 50% marks.

In case the Bachelor's degree 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 2021 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.



The Faculty



Shyam Parekh (Head of School)

Former resident editor of DNA for 12 years and once a senior journalist for The Times of India, he has over 25 years of journalistic experience in mainstream media. Shyam is a recipient of World Water Forum Prize for Journalists and an invitee of the United States Presidential debate Tour in 2012 elections. He has a career specialization in recruiting and training journalists and launching newspapers apart from his interest in Green issues. Shyam is also a co-founder of Gujarat's largest literary event - the Gujarat Literature Festival.



Chander Mahadev (Faculty)

With over 30 years of experience as a mainstream journalist in leading English dailies like The Times of India, The Indian Express, The Pioneer, The Asian Age and a stint in ETV, he has also been actively involved in teaching media students for well over a decade. Including heading the Shri Ramswaroop Memorial University's Institute of Media Studies and teaching at the Amity University. He also founded a peer-reviewed research journal. With a published book under his name, he is now working on a coffee table book which is largely based on a real life character. He is presently working as Media Consultant for a leading NGO and two Lucknow-based IT Firms.



Jumana Shah (Visiting Faculty)

Currently a Consulting Editor of 'Divya Bhaskar', she has been a former Deputy Editor of India Today TV in Gujarat. This MBA turned journalist, worked as Executive Editor of DNA, City Editor of Ahmedabad Mirror and sub-editor at The Times of India before taking to academics. She has a unique experience of having worked with digital, print and television in the last 15 years. Jumana brings on a host of diverse experience with interests in photography and travel. She is a certified scuba diver, an occasional stand-up performer and a Kung-Fu exponent.



Dolly Awati (Associate Professor)

Has more than 18 years of experience in the Events, PR and Advertising, Academics, Media and Entertainment Industry. She led the Corporate Communication Department of the internationally renowned organization World Trade Centre Mumbai, worked as PR Incharge of 14th Mumbai International Film Festival and 46th International Film Festival of India with the Films Division of India. She has executed more than twenty five national and international events as the PR Incharge for Doordarshan Mumbai Kendra. Organized Marketing driven BTL and ATL activities for more than 100 brands and has been a jury for Exhibition Excellence Awards organized by the Exhibition Showcase and IEIA.



Sayantani Roy (Assistant Professor)

She has a teaching and industrial experience of 7 years in various universities and institutions across India. She had also served in All India Radio & many Bengali newspapers. She has cleared both UGC-NET and WB-SET in Mass Comm. & Journalism. Her area of expertise includes peace communication, media management, media literacy. She holds several national, international publications and book chapters in her research basket. She has published 3 books. She had achieved with the title "Asian Youth Leader 2013" by Commonwealth Youth Programme.



Paras K Jha (Adjunct Faculty)

He is Former Senior Broadcast Journalist (Multimedia) of BBC Gujarati Service. He has more than 15 years' experience in mainstream print and digital media. He has worked in various capacities from a field reporter to City Editor in mediums in two languages - Gujarati and English. His core areas of journalistic interests are Education, Politics, and Health. He likes to travel and read a lot. He has special interest in sociology and cultural nuances of changing society. He is the founder member of the Gujarat Literature Festival - A literary event that showcases fresh ideas and talent of literature and culture of Gujarat.



Kalpesh Chaudhari (Assistant Professor)

Kalpesh Chaudhari has over 13 years of academic and industry experience including News Writing, Subtitle Translation, Voice-over & Wireless Networking. He has taught in the University of Mumbai as well as VNSG University, Surat. A postgraduate in Journalism & Mass Comm. from the M S University of Baroda, he has cleared UGC-NET twice. He has presented and published papers in national and international seminars and conferences. He is a Microsoft Certified Professional and Cisco Certified Network Associate. His areas of interest are Mass Media Research and New Media.



Anupam Kumar (Assistant Professor)

Anupam Kumar has over 16 years of experience in the field of Editing, Graphics, and design. He has worked with leading groups in India like CNBC TV 18, ABP News, INDIA NEWS.

Guest Lectures and Workshops

Rajdeep Sardesai - The famous TV anchor interacted with the SJMC students on the 'Future of Media'

Ajit Pathak - The National President, Public Relations Society of India spoke on 'Purpose: Job prospects in Public Relations after lockdown'.

Abhishek Jain - Leading Gujarati and Hindi film maker - Leading film maker who started with iconic Gujarati films like 'Kevi Rite Jaish', 'Be Yaar' and 'Wrong Side Raju'. His films are given the credit of bringing audiences back to cinema halls to watch Gujarati films. Currently, he has turned a Bollywood film-maker.

Ms Rupa Jha - The head of Indian Languages at BBC World Service in India, taught the students of SJMC about the 'Future of Digital Journalism In Vernacular Languages Post Covid-19'

Prateek Sinha - Co-Founder of Alt News taught the students how to bust fake news during the pandemic.

Bhargav Purohit - Bollywood Lyricist, Branding and Advertising Expert - He has a vast experience of radio - Radio Mirchi, My FM, Red FM and also worked as creative head. Besides creating successful jingles and advertisements for multiple mediums. His lyric 'Zindagi' in film 'Bala' has got him an award nomination.

RJ Aarti - Morning RJ, Radio City, Ahmedabad - A very popular Gujarati and event host, Aarti hosts morning shows on her channel. She has been a known public speaker and has dabbled into Stand-Up Comedy as well.

Lipi Goyal - A budding theatre and film actor and a commercially successful event host, Lipi is often seen on the stage, hosting prestigious events.

RJ Rahil - RJ, Radio Mirchi, Surat - One of the most popular morning show hosts in Surat. He is a known event host in Surat.

Shailesh Goyal - Founder of Gujarat's largest PR & Reputation management firm Simulations - A veteran in Public Relations and Reputation Management, he has helped several companies and individuals to establish a better public image.

Satish Jha - Senior Journalist with Deccan herald - He has worked with several newspapers and specialise in reporting crime news and court reporting.





Workshop by Ms Kaajal Oza Vaidya

Most popular and renowned Gujarati writer and eminent public speaker Ms Kaajal Oza Vaidya, conducted an exclusive 2-day workshop for our students. A very special and exclusive learning experience for students.



Lecture by Prof Manisha Pathak Shelat

Founder of Gujarat's first communication Studies faculty at M S University of Baroda, Prof Manisha currently chairs Center for Development Management & Communication (CDMC) at MICA, Ahmedabad.



Workshop by Mr Bhargav Purohit

Lyricist of Bollywood hit film 'Bala' and Gujarati film writer as well as radio programming and advertisement expert, taught students how to create advertisements.



Workshop by Mr Shailesh Goyal

Gujarat's leading Public Relations and Reputation Management expert taught students the nitty-gritties of the business.



Lecture by Ms Sheela Bhatt

One of the senior most Indian journalists and Treasurer of the Editors' Guild of India, former editor of Rediff.com - India's first digital news venture; shared her experience to help our students define their future.



Workshop by Mr Abhishek Jain

Bollywood film maker, writer and director credited with revival of Gujarati film industry conducted a two-day workshop on film-making. A first of its kind, where a successful film producer spent two days on the campus.



Reporting workshop by Mr Satish Jha

State Correspondent of Deccan Herald and a crime and court reporting veteran in Gujarat. He has worked with DNA and Indian Express as well.



Interaction with Ms Priyanka Sharma

Now a known face on Republic TV's multiple channels, she has been heading the Gujarat Bureau of Republic TV from the time of its launch.

Learning the future of media – Now!

SJMC is one of the few journalism and mass communication schools world over, to help its students learn content development for Artificial Intelligence programs.

In 2019, we developed 'AuroBot' – a Talk Bot created and enabled by video, audio and text content prepared by our students.


The Bot now serves the University and resides in its website. It is equipped to handle many of the queries that our visitors have – 24X7.



Aurobot
Student

- Harshvardhan Suri,
- Shubh Sadh,
- Preeti Rohida,
- Sahiba Bhojwani,
- Sumit Mishra,
- Himanshi Vaishnav,
- Tanvi Kangriwala

Faculty:- Prof. Shyam Parekh, Ms. Jumana Shah, Mr. Paras K Jha, Mr. Kalpesh Chaudhari, Mr. Hardik Desai, Dr. Trisha Sharma



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Internships and Training



The Hindu



DivyaBhaskar.com



Dainik Bhaskar



Aaj Tak



94.3 MY Fm



Radio Mirchi 98.3 Fm



TOP Fm



ADR (Association for Democratic Reforms)



GLF



Ciceroni



The Solutions



Ashish Taj Photography



Geek connects Technologies



Saarthi Events



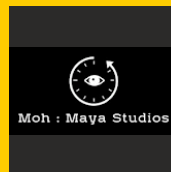
Ro Tech Systems



The Dessert Jar



Vibrant Zone



Moh Maya Studios



Child Line



Uttam Glow Sign



Traveller Café

Why School of Journalism & Mass Communication

Industry Experts who guided our students

Sheela Kanti Bhatt: One of the most respectable names in the field of Indian journalism, Sheela Bhatt is synonymous with investigative journalism, reliable reportage about Mumbai's underworld and political reporting from Delhi. With over four decades of experience, she was founder editor of iconic Gujarati magazine 'Abhiyan' and is a doyen of digital journalism too. She was associated with Rediff.com, Indian Express, Chitralekha and NewsX. Currently, she is the treasurer of India's most prestigious body of journalists - the Editors' Guild of India.

Kaajal Oza Vaidya : She has been the most iconic writer and public speaker in Gujarat. She has delved into almost every field of communication and has emerged a trend setter and a star in everything she has done. She is a top-selling writer, most crowd-pulling public speaker, top-notch TV writer, screenwriter, actor, advertising expert and event host. Despite her extremely busy schedule she has conducted workshop for our students and will be here for more.

Shravan Garg : This former chief editor of Dainik Bhaskar Group has over 40 years of experience in print journalism. He was also editorial advisor to the world's second largest viral content company, wittyfeed.com. One of the most accomplished editors, he has been a member of the National Integration Council, Press Council of India, Editors Guild of India, Indian Institute

of Mass Communication Society. His experience is in Hindi, English and Gujarati, and, ranging from The Indian Express Group to Dainik Jagran Group too.

Mr. Uday Mahurkar: Currently a deputy Editor, India Today magazine and a political analyst, based in New Delhi. Earlier, when based in Ahmedabad, he had covered Gujarat for the magazine from 1987. A historian on medieval history including Mughal, Rajput, Maratha, and British periods, he has studied Modi's development vision and programs in detail and at a close range. An alumni of the Department of Indian History and Archaeology of the Maharaja Sayajirao University, Baroda, Uday is also a very keen researcher on radical Islamic movements and their rise in South Asia.



Curriculum Coverage

Year - I	Year - II	Year - III
<ol style="list-style-type: none"> 1. Understanding Post-Covid Society 1: Individual to Collective - History and Society 2. Understanding Media, Journalism, Mass & Mass-Self Communication: The Bigger Picture 3. Learning Global Communication Skills: Language, Writing, Translation 4. Learning Digital Media Skills 1: Photography, Photo-Editing & Video Basics 5. Learning The Art of Public Speaking: Rjing & Compering 6. News and Analysis 7. Visual Communication and Aesthetics 8. Understanding Post-Covid Society 2: Politics and Indian Society 9. Theory and Models: An understanding of Communication processes 10. Digital Media Skills 2: Short Films, Web clip and Viral videos 11. Media Next 1: Introduction to Digital, Social and Immersive Media 12. Growing Realm of News: Reporting Socio-Political Issues and beyond 13. Basics of News Reporting 14. The Art of Public Speaking: Anchoring, Debating, Public speeches. 	<ol style="list-style-type: none"> 1. Contemporary & New Media: Print, Radio and TV, Digital, Streaming (Music & OTT) 2. Digital Film Making-1 3. Understanding Post-Covid Society 3: Economics: Money, Markets and the Political Economy 4. Influencing and Connecting People 1:Public Relations and Events 5. Ethics in Media: Understanding Why 'Whats Done' and 'Whats Not Done' 6. Digital Media Skills 3: Audio and Editing 7. Health, Environment Issues & Sustainability Debate 8. Media Next 2: The Now and Future 9. Fundamentals of Advertising 10. The Craft and Science of Editing 11. The Art of Storytelling: You are as good as your story is! 12. Influencing and connecting people 2: Digital Marketing and Strategic Communication 13. Current Affairs: News and Analysis-II 14. Publishing Design 	<ol style="list-style-type: none"> 1. Contemporary & New Media: Print, Radio and TV, Digital, Streaming (Music & OTT) 2. Digital Film Making-1 3. Understanding Post-Covid Society 3: Economics: Money, Markets and the Political Economy 4. Influencing and Connecting People 1:Public Relations and Events 5. Ethics in Media: Understanding Why 'Whats Done' and 'Whats Not Done' 6. Digital Media Skills 3: Audio and Editing 7. Health, Environment Issues & Sustainability Debate 8. Media Next 2: The Now and Future 9. Fundamentals of Advertising 10. The Craft and Science of Editing 11. The Art of Storytelling: You are as good as your story is! 12. Influencing and connecting people 2: Digital Marketing and Strategic Communication 13. Current Affairs: News and Analysis-II 14. Publishing Design

Year - IV

1. Introduction to Journalism, Media & Mass Communication
2. Mastering the Media Skills - English Writing For Professionals
3. Theories of Communication & Co.
4. Decoding the Society - Philosophy and Psychology
5. Mastering the Media Skills - The Audio - Visual content - 1
6. Writing / Research Project
7. Internship
8. Great Power, Greater Responsibility: Media Laws, Ethics and Best Practices in Media
9. Decoding the Society - Sociology & Political Science
10. Advanced Digital Film Making
11. Media Entrepreneurship 1
12. Issues in Media
13. Writing OR Audio-Visual OR Research Project
14. Internship

Year - V

1. Specialisation: The Advanced Craft - Data Journalism, Fact Checking and more
2. Understanding AI, Immersive Media and VR
3. Advertisements, Media Planning and Buying
4. Advanced Editing and Editorial Skills
5. Capstone Project - Documentary Film
6. Major Project - Publishing text
7. Digital Marketing and Strategic Communication - Influencers, PR, Corporate Communication, Reputation Management and beyond
8. Professional Media skills - Opinions - Opinion and Reviews - Videos and Writing
9. Media Entrepreneurship 2: Monetising Content & Literature
10. Masters' Thesis / Dissertation
11. Final Internships



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

Get ready for the most exciting career opportunities

India is expected to have over 82 crore Internet connections by the end of 2022 – more than twice that in the USA. This kind of growth has given 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 who can create world-class content.

Most of the journalism, communication and mass media programs emphasize on legacy media – print or TV, which are no more the career of choice.

AURO has taken a disruptive route. Our programs focus on skills – mainly writing for all media types, speaking, editing, audio and video, which is a 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 SJMC 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.

Fee Structure

**Annual Fee Structure for 3 Years
Full Time B.A. Journalism & Mass Communication is
Rs. 1,75,000/-**

**Annual Fee Structure for 2 Years
Full Time Integrated Master of
Journalism & Mass Communication is
Rs. 1,75,000/-**

World's first AI (Artificial Intelligence) based Talk-Bot developed by students for their University - 'AuroBot'

Students of SJMC developed text, audio and video content for the AI programme and trained it to handle all kinds of queries from people regarding the University. AuroBot can be accessed from the University's website and the users have to just press the button and ask questions. The Bot will find the appropriate answer and handle queries - 24X7!



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