



**Preamble :**

The communication and media sector has grown several folds and is projected to continue growing in the coming decades. On the one hand, the industry has witnessed a virtual explosion in the process of creation and consumption of information and communication output and, on the other, an upsurge in the demand for intellectual and professional skills to face the challenges and the opportunities brought about by the transformative forces of communication revolution. The School of Media & Communication Studies at Doon University is a response to these challenges and it provides a flexible academic programme to study this ever expanding field and train students for several exciting professional career opportunities emerging with the convergence of technologies and communication processes.

**Profile of the School :**

The School offers academic programmes in media and communication which includes fields of Journalism, Development Communication, Media Studies, Advertising, Public Relations, Photography, Radio & Television, Graphics & Animation, Multi-media, Media management and research. The programme curriculum is wide ranging and interdisciplinary and carefully balances theoretical and practical information. The curriculum familiarizes students with concepts both in theory and practice, introduces them to various streams of communication discipline, provides hands-on experience on all relevant skill areas and allows students to specialize in communication and media sector. As part of its professional emphasis, the programme provides an opportunity to students to gain practical work experience through interaction with leading professionals from the media and communication sector and assists students in finding suitable placements and self-employment opportunities.

**Vision :**

The School of Media & Communication Studies will strive to produce responsible and socially accountable communication practitioners who possess both theoretical and practical knowledge relevant to the field of Media and Communication so as to serve the society at all levels.

**Teaching Programme :**

1. 5-Years Integrated MA in Media & Communication Studies (for those who have passed Class - XII examination; with an option to leave the programme after three years with BA (Hons.) in Media & Communication Studies).

2. MA in Media & Communication Studies (for graduates in any discipline).

**Research Programme :**

Ph.D. in Media & Communication Studies

( [List of Ph.D. Scholars at SMCS](#) )

**Facilities :**

The School has a state of art Electronic Media Production Centre (EMPC) having latest solid state technology being currently used by the media and communication industry. The Centre is equipped with a TV studio for multi-camera productions. Adequate number of cameras for digital still photography and High Definition Video cameras with accessories for outdoor and studio shoots are available. Other production equipments include Abode software and Final Cut Pro non-linear editing suites. Additional facilities include digital audio work stations, sound recording and editing facilities, multimedia lab with relevant software for print journalism and still photography. The EMPC keeps on updating its production facility periodically to keep pace with changing technology and demands of the profession. The Centre will also have a media library housing a large collection of books, journals, films, video, stock shots and press clippings for the use of students and researchers.

**School Administration :**

Head of the School : Dr Rajesh Kumar, Associate Professor

Office Assistant : Mr. Ashish Kala

Peon : Mr. Kamleshwar Dobhal