



**Department of Mass Communication and Media Studies
School of Humanities & Social Sciences**

From the Desk of Honourable

Vice Chancellor



Prof. Ravindra Kumar Sinha

Our media courses are designed to give you the skills you need to succeed in the media industry, whether you are passionate about exploring critical perspectives in media, television and film or want to build a technical and practical skillset to prepare for a role in journalism, digital broadcasting or social media production.

The Department of Mass Communication strives to make the students industry-ready by providing them with a solid academic experience that balances both conceptual and practical courses, professional opportunities and multiple internships all of which are grounded in a foundation of ethics in a diverse and global society.

Learn from academic experts who are active in industry, and enhance your studies by attending guest lectures from film directors, writers and journalists. Enjoy opportunities to benefit from close links with local media partners and community media organisations.

From the Desk of Dean



Prof. (Dr) Bandana Pandey

Department of Mass Communication and Media Studies is one of the most vibrant, dynamic, and brilliant departments of the School of Humanities and Social Sciences of Gautam Buddha University. The MCMS department has maintained its forward-looking approach since 2011. The vision of Mass Communication and Media Studies focuses on imparting holistic development by inculcating knowledge of understanding among students.

Our degree course programs of BAJMC, MAJMC, and Ph.D. thrives through a mission of nurturing future-ready media professionals equipped with ample media knowledge, skills, and values. Besides the department, works towards providing internships in reputed media organization. We also make special arrangements for placements of students from campus recruitment.

From the Desk of the Head of Department



Dr. Om Prakash

At the Department of Journalism & Mass Communication, our aim is to equip the undergrad students with necessary skills and experience so that they can pursue a successful career in media. The curriculum has been designed to provide students proper orientation before they venture into the field or pursue further studies. Our emphasis is on practical learning that serves as an ideal platform for students to showcase their journalistic work. We organize students media exposure through media organization visits and internship in acclaimed print and broadcast media houses. The aim is to prepare them for the media industry. Besides getting on-the-job practical experience, it also gives them the opportunity to cultivate professional contacts and enhances job prospects after graduation. We also keep inviting experienced media professionals to interact with our students on various relevant themes.

About the Department

The department of Mass Communication and Media Studies of Gautam Buddha University strives to impart advanced education through its media training programs. Our curriculum incorporates higher order syllabus, advanced techniques, communication skills and best learning methodology with hands-on

practices. The main objective is to develop the skills of budding journalists to make them capable of working in different sectors of the Media Industry like Radio, Print, Television, Films, Entertainment, PR, Advertising, online journalism and other related fields. We equip students with the required conceptual and practical skills with a motive to nurture their desire to excel in their performance and meet the job challenges. The syllabus includes full time 3 years Bachelors (BAJMC) Hons, 2 years Masters (MAJMC) degree program and PhD (Research) programmes. The core courses of our curriculum include Print Media, Electronic Media, Public Relation (PR), Advertisement, Digital Journalism, Media Laws & Ethics, Development Communication, Computer basics, Reporting & Editing, practical training in radio, television, print media production and PR. Our programs are designed to expose the students to both general and specialized curriculum through value-added courses. The beautiful campus of the University with best accommodation facilities, canteen, meditation centre, international auditorium, sports complex, Academic and Non-Academic Clubs helps the students to develop effective brainstorming, decision-making capability in a healthy and modern learning atmosphere.

Programmes offered in the Department

- B.A. (Hons) in Journalism and Mass Communication (60 seats)
- M.A. in Journalism and Mass Communication (30 seats)
- PhD in Journalism and Mass Communication

FACULTY



Prof. (Dr) Bandana Pandey
DEAN (SOHSS)
Academic Experience: 35 yrs

Research Interest: Communication Theories and Research, Media Laws and Ethics, Advertising Management and Public Relations, Feminine Discourse, Vedic Communication, Print and Electronic Media



Dr. Om Prakash
HOD
Mass Comm and Media Studies

Research Interest: English, Applied Linguistics, Corporate Communication, Language and Media Studies



Dr. Rajashree S Adhikary

Research Interest: Advertising, Corporate Communication Media Psychology and Electronic Media



Dr. Sannidhi Sharma

Research Interest: Media and Gender Studies, Development Communication, Media and Culture



Dr. Deepa Rani
PDF

Research Interest: Solution Journalism, Development Communication, Communication Research, Print and Electronic Media



Dr. Ruchika Kumari

Research Interest: New Media and Development Journalism



Ms. Pratima

Research Interest: Film Studies, Screenplay Writing



Ms. Kadambari

Research Interest: New Media, Gender Studies and Print Media



Dr. Narendra Kumar

Research Interest- Public administration, and Indian Political system



Dr. Riya Raj

Research Interest: Linguistics and Language



Ms. Sheela Pal

Research Interest: Bioremediation of waste, Environmental Studies

Research Scholars

Dept. of Mass Communication and Media Studies



Prof. Dr. Bandana Pandey
Dean, School of Humanities & Social Sciences
Department of Mass Communication & Media Studies
Gautam Buddha University



Vineet Kumar

UGC NET, JRF 2015

He is pursuing PhD from GBU. He has more than 7 years of teaching experience and 8 years of industrial experience including newspapers, video editing, etc. He did Master in Journalism and Mass Communication from Jagadgur University and Bachelor in Mass Communication & Video production from St. Xavier's College. More than 2 of his papers are published in foreign Indian journals and UGC two-Set journals.

Area of Expertise: Artificial Intelligence/Digital Communication, Photography, Media Education, and Production

Gaurav Kumar

UGC NET, SCOR Doctorate fellow

He is a finalist in the Campaign of the "BIC Young Researcher India Project" Programme an initiative launched by BIC, New World Science in Partnership with Institutes in collaboration with IndiaLab and also a winner of Gurukulia India Media Library Network since September 2018. He has done M.Phil. from Mahatma Chaudhary National University of Journalism and Mass Communication (Muz), More than 3 of his research papers published in foreign Indian journals and proceedings journals. He has attended many international and national conferences.

Area of Interest: Social Media, Film News, and Online Communication



Shalini

UGC NET, SCOR Doctorate fellow

qualified and pursuing PhD in Social media. She has more than 7 years of academic experience in institutes affiliated with GGUPT University and Shri Mata's University and 7 years of industrial experience. She did a master's in Journalism and Mass Communication from GGS Indraprastha University and Bachelor from GGS, She is a certified Copywriting trainer. Five of her research papers have been published in foreign Indian journals and proceedings journals.

Area of Interest: Copywriting, Social Media, Online Communication, and Health Journalism

Monika Gaur

UGC NET, SCOR Doctorate fellow

She is pursuing her PhD in Social media. She did a master's in Journalism and Mass Communication from Kurukshetra University, Kurukshetra, and a Master's in Philosophy (Journalism and Mass Communication) from Hindustan Institute of Technology, Kurukshetra. She has also done a Certificate course in Film Appreciation and screenplay writing from FFE, Pune. She has more than 8 years in the field of Media Industry and academics in the Institute of Mass Communication, New Delhi, and UGC University, Mysore.

Area of Expertise: Film analysis, Communication, and Print Journalism



Shweta Arya

UGC NET

She is a Research Scholar, pursuing a PhD in the area of Environmental communication. She is graduated with a degree in Psychology from the University of Delhi and a Master in Mass Communication and Journalism from Guru Jambhadr University. She also did a Diploma in Mass Media from Jaipur. She has authored and co-authored papers on various aspects of media and environmental discourse. She is also associated with Vigyan Prasar, IISD as a Science communication. She is also a certified Google data analyst who serves as a course administrator and data entry verification work.

Area of Expertise: Environmental Communication, and Science Communication



Shivanand Pandey

Public Relations Officer, GBU

He is a Working Professional Research Scholar at the Department of Mass Communication and Media Studies, GBU, Greater Noida, Working as PPO, National Council for Vocational Education and Training, Ministry of Skill Development and Entrepreneurship, Govt. of India. He did his Master in Mass Communication from Guru Jambhadr University and his Bachelor's from Delhi University. He also did a PG diploma in Journalism from IISD, Delhi.

Area of Expertise: Mass Communication, India Communication Thought, and Indian Knowledge System



Vidhanshu Kumar

Assistant Professor, Shri Mata's University

He is a Working Professional Research scholar. He has the distinction of working in all forms of mass media - print Radio, TV and Digital. He has served in senior positions with organizations like the BIC, ESPN Star Sports, News X, etc. His academic career spans across 7 years of working at Amity University and Banars University. He is pursuing his doctoral research at GBU. A widely translated sports journalist, Vidhanshu is the author of a biography of Vinod Kambli titled Vinod The Making of a Champion.

Area of Expertise: Sports And Journalism



Sanchita Chakraborty

Assistant professor, IISD

Working Professional Research Scholar at GBU. She has 8 years of teaching experience with an educational background in media studies. She is also associated with India India Media Institute as a guest faculty. Her research focus is on health communication, development journalism, and public communication. She completed her Master's in Media Communication from Jaipur Media Institute and her Bachelor's in Mass Media and Mass Communication (BMMMC) from Indraprastha College for Women, Delhi University. She qualified for the UGC National Eligibility Test (NET) in the year 2018 and actively participates in national and international conferences.

Area of Expertise: Health Communication, Social Media, Public Relations, Corporate Communication



Dr. Deepa Rani

ASSISTANT PROFESSOR, UGC NET, Academician, and Freelance Content

She holds 15 years of industrial and 8 years of academic experience, she is able to impart the best content in Print Media, Newspaper Publishing (Lead Editor, Guest Editor) and Weblog, Shortform Media (Press Photographers Working for Media, Development Communication, Media Research).

Area of Interest: Solution Journalism, Development Communication & Media research



All scholars are pursuing PhD/PDF under the supervision of Prof. Dr. Bandana Pandey.

- **Activities and Media Visits of the Department**



- **International Conference on Role of Media on Nation Building 10th January to 11th January '2023**



Dr. Mahendra Nath Pandey, Minister of Heavy Industries, GOI and Vice Chancellor Prof. Ravindra Sinha GBU



Extra-Curricular Activities

- Press Day Celebration 2022.



- Sham E GBU, a cultural-cum-literary event organized on 3rd March 2023.



- Workshop on Photography and Videography'2022



- Visit to President House (Amrit Udyan)



BAJMC 2nd Year Students

Contact us

Department of Mass Communication
and Media Studies
School of Humanities & Social
Sciences

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