

# ***SCHOOL OF*** **MEDIA** ***AND COMMUNICATION***





# ABOUT THE UNIVERSITY

Established in 2010 by Dr. Akhilesh Das Gupta, Babu Banarasi Das University (BBDU) is a premier multidisciplinary institution in North India. Named after Babu Banarasi Das Ji, it reflects his vision of service and empowerment. BBDU offers programs in Management, Science, Journalism and Mass Communication, Film Making, Cinema, Engineering, Law, Education, Humanities, Agriculture, Pharmacy, Allied Health Sciences and Dental Sciences. With advanced infrastructure and committed faculty, it promotes innovation, leadership, and critical thinking. Recognized by UGC, AICTE, BCI, PCI, DCI, and COA, and a member of AIU, BBDU also holds certifications from Integral Certification Pvt. Ltd., accredited by EGAC and IAF, ensuring industry-relevant, globally recognized education.





# CAMPUS FACILITIES & STUDENT LIFE

- Smart Classrooms and Modern Laboratories
- Highly Qualified Teaching Fraternity
- Digital Library with over 36,000 resources
- Comfortable Hostels for Boys and Girls
- Comprehensive Healthcare Services
- Student Mall with famous food outlets
- Wi-Fi enabled campus with Internet Connectivity
- Punjab National Bank Branch & 24x7 ATM
- BCCI Approved Stadium in Campus
- BBD 90.8 FM Community Radio Channel
- Voice of Lucknow Newspaper Publication
- Lord Ganesh Temple in Campus
- World Class Badminton Academy
- Robust 24x7 Campus Security
- 800 Seating Grand Auditorium in Campus
- Magnificent Annual Fest "Utkarsh"
- Annual Star Night by Renowned Celebrities





# SCHOOL AT A GLANCE

- **Established in 2014**, the School of Media and Communication at BBD University is a vibrant hub of creativity and critical thinking.
- Offers an industry-aligned, future-focused curriculum.
- Focus areas include **Digital Media, Filmmaking, Cinema Studies, Advertising, Journalism, New Media, Digital Photography, Corporate Communication, Public Relations, Cultural Studies.**
- Students are **mentored by experienced faculty** from the media industry.
- Emphasis on building strong **conceptual foundations and practical exposure.**
- Practical training through platforms like **BBD Media News, Beyond Books and Academe**
- Focus on hands-on learning and innovation.
- Provides robust **internship programs** and excellent placement opportunities.
- Prepares students to thrive in the dynamic and evolving media landscape with confidence and competence.





# COURSES OFFERED

- **Bachelor of Arts**  
(Journalism & Mass Communication)
- **Master of Arts**  
(Journalism & Mass Communication)
- **Ph.D Doctorate**  
(Journalism & Mass Communication)





# DEAN'S MESSAGE

**Prof. Dimpy Mishra**

U.P S.N.A. Awardee

Film Actor, Theater Director

The School of Mass Communication and Journalism prepares students for the evolving media world with flexible, skill-driven programs aligned with NEP 2020. Emphasizing ethics, innovation, and digital fluency, we blend foundational journalism with practical experience to shape future-ready professionals in journalism, media, content creation, and digital communication.





# Faculty

## Media & Communication

### Experience: 23 years

Film and Television Direction /Production, Science Communication, Screenwriting, Cinematography, Digital Production Design, Sound Design, Film Editing, Live Broadcast and Automation, Digital Storytelling, Media Analytics, AI in Media and New Age Journalism.



**Dr. Jaycey Vikram**

Head of Department, Associate Professor

### Experience: 18 years

New Media and Communication, Brand Management, Digital PR, Media Ethics, Gender Studies, Corporate Communication, Event Planning, Print Journalism, Advertising.



**Dr. Anubhooti Singh**

Associate Professor

### Experience: 16 years

Political Communication, Social Media, Media Research, Film Criticism, Digital PR, CSR Communication, Rural Journalism, Political Branding, Investigative Journalism, Media Literacy.



**Dr. Santosh Kumar**

Associate Professor

### Experience: 8 years

Development Communication, Radio Writing and Production, Print Media, Women Studies, Health Communication, Media Literacy, Public Service Advertising, Radio Jockeying, News Anchoring, Research Writing, Educational Media.



**Dr. Archana Sharma**

Assistant Professor

### Experience: 6 years

Print Journalism, Media Management, Media Research, Development Studies, Newspaper Editing, News Reporting, Media Laws, Communication Ethics, Research Design.



**Dr. Namita Pandey**

Assistant Professor

### Experience: 10 years

Editorial Writing, Print Reporting, CSR Communication, Mobile and Digital Journalism, Media Entrepreneurship, New Media, Social Media Management, Event Management, Corporate communication, Feature Writing.



**Ms. Amila Banerjee**

Assistant Professor

### Experience: 8 years

Public Relations, Strategic Communication, Media Research, PR Campaigns, New Media, Advertising, Entertainment News, ICT for Development, Social Campaigns, Corporate Communication.



**Ms. Ketaki Bhatnagar**

Assistant Professor

### Experience: 8 years

News Anchoring, Broadcasting, Television Production, Screenwriting, Live Production, Studio/Newsroom Management, Podcasting, Citizen Journalism. Content Creation for Social Media.



**Ms. Uma Rathor**

Assistant Professor

### Experience: 6 years

Digital Photography, Television Production, Video Editing, Documentary Filmmaking, Digital Marketing, Visual Communication, Social Media Management, Motion Graphics, Media Planning, Photojournalism.



**Mr. Ashutosh Seth**

Assistant Professor



# Programme Highlights

- Skill-building **performing arts workshops** for students
- Talent-nurturing interactive sessions with **industry experts**
- **Theatre and drama** workshops by renowned artists
- Career platform for **film and television** aspirants
- Voice modulation and expression training sessions
- Regular stage performances and **acting showcases**
- Scriptwriting and storytelling workshops with mentors
- Camera-facing and **on-screen presence** training modules
- Improvisation and role-play based practice classes
- Exposure to real-world media production environments
- Collaborative projects in **short film making**
- Creative movement and body language enhancement programs
- **Makeup and costume design** basics for performers



OUR INHOUSE  
NEWS PAPER PUBLICATION  
***Voice of Lucknow***



OUR INHOUSE  
FM RADIO CHANNEL  
***BBD 90.8 FM***





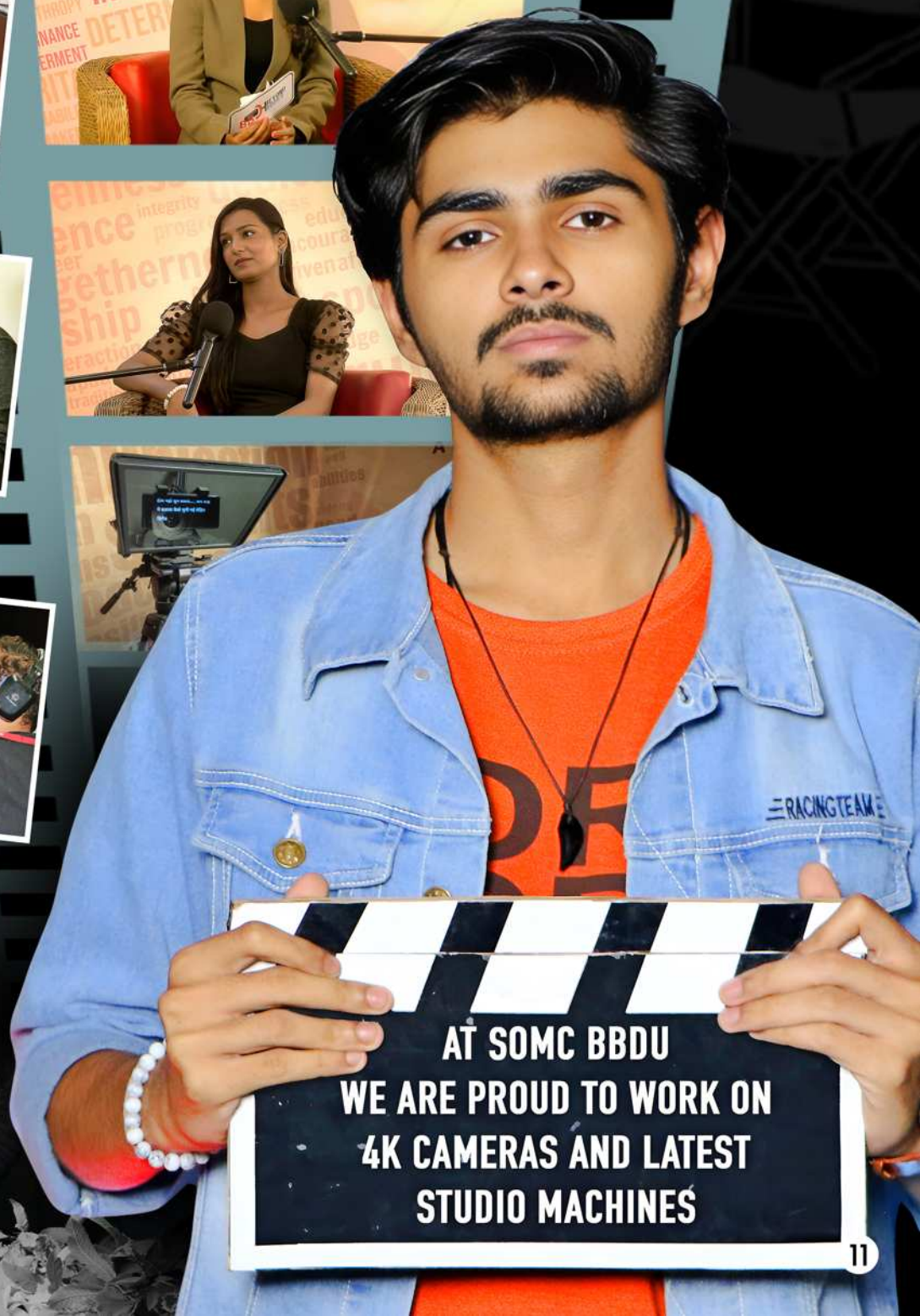


# STUDIO SKILL DEVELOPMENT PRODUCTION AND PRACTICE

Our Studio activities are equipped with the latest tools and technology which is very essential for our students. They have access to modern DSLRs, 4K video cameras, news automation, live broadcast systems and editing bays, wireless transmission, and sound recording systems, enhancing their learning and industry readiness.







AT SOMC BBDU  
WE ARE PROUD TO WORK ON  
4K CAMERAS AND LATEST  
STUDIO MACHINES



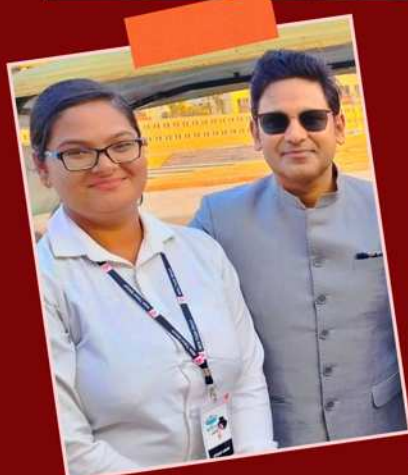
# BEYOND CAMPUS

## ACADEMIC ENGAGEMENTS

Outdoor educational and field based learning activities are crucial in media academics. We train students in real-world scenarios through film production, acting, film festivals and cultural events. Students engage in various mega events in association with leading media houses, bollywood production houses and journalists gaining industry experience with opportunities provided by them.









# EXPERT'S INSIGHTS

## MULTI DISCIPLINARY KNOWLEDGE EXCHANGE

Mass media courses require both technological and theoretical exposure. We regularly invite experts from industry with extensive experience in film production, acting, print and electronic media, advertising, digital photography, news fact checking, radio jockeying, personality development, news anchoring and science communication. Alongside students are trained in our in-house ventures - BBD 90.8FM Radio and Voice of Lucknow (Newspaper Publication).



Periodic Workshops by

**FUJIFILM**

**Canon Nikon**







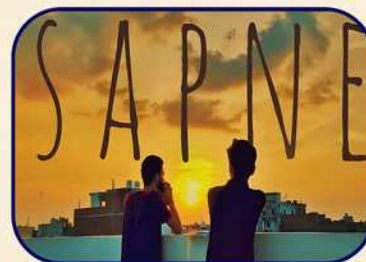
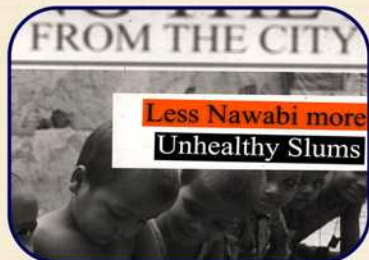
# SCHOOL'S FILM MAKING PROJECTS

Selected Award Winning and Nominated Films





## Selected Award Winning and Nominated Films





# OUR INITIATIVES



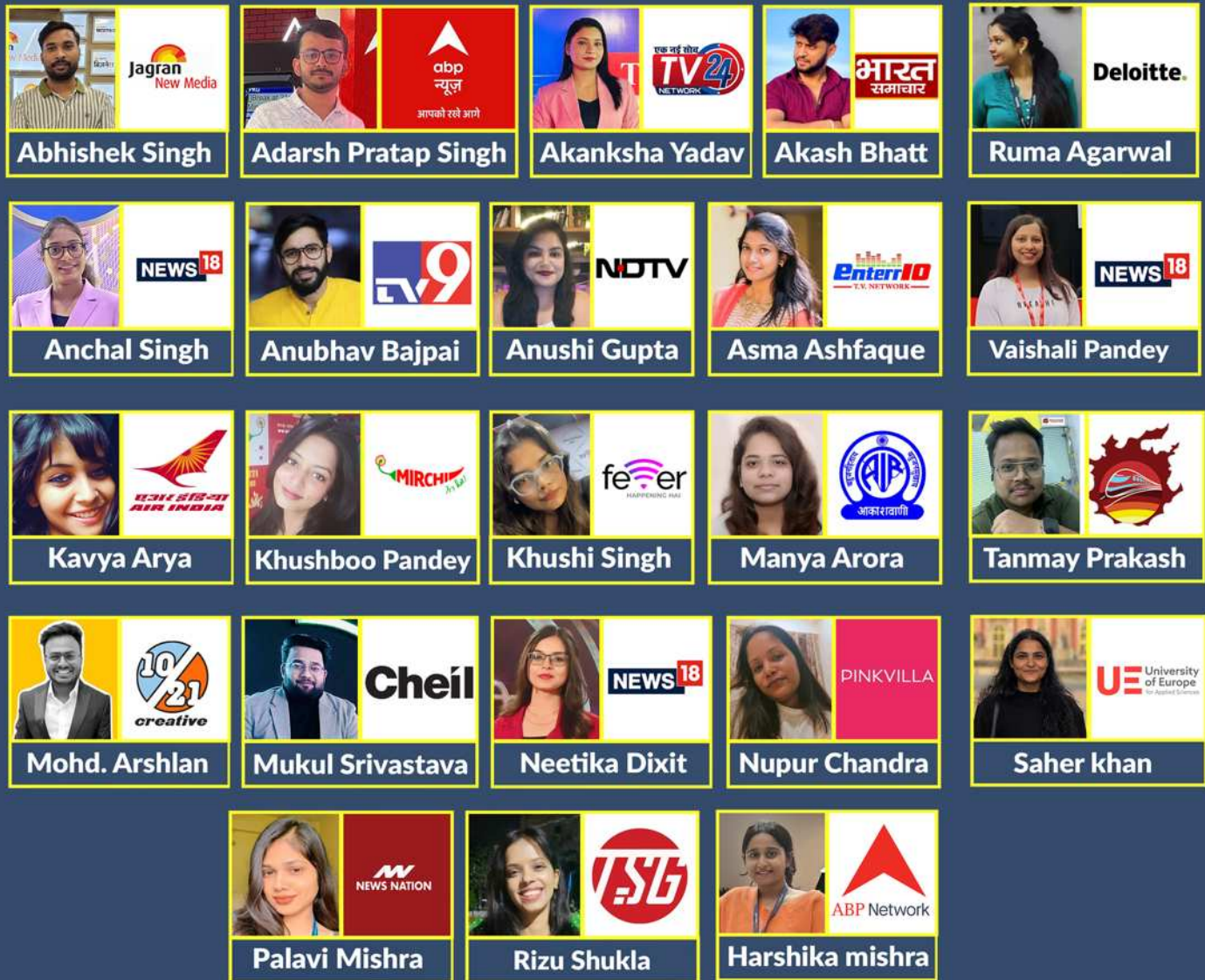
BBD Media News is a flagship initiative where students cover campus events and produce refined news content. Academe fosters industry-academic collaboration by inviting experts to discuss trends in Advertising, Film Making, Journalism, TV and Radio. Semiotics Forum of media students curates academic and cultural events enhancing analytical skills. Samay Samvad promotes discussion on media ethics and contemporary issues, while Real to Reel Verite Cinema hones documentary film-making skills. Helping hands leads social awareness campaigns, and Awaaz empowers student voice through creative media. BBD Beyond Books features engaging podcasts with alumni, media professionals and award-winning students, inspiring meaningful dialogue. These platforms collectively nurture innovation, critical thinking, and hands-on learning in mass media education.





# STUDENT ACHIEVERS

## OUR CELEBRATED ALUMNI



## OUR STUDENTS ARE PROUDLY WORKING WITH





# *School's Inhouse Productions*

*Scan the QR Code to watch our student's creative works inclusive of Short Films, Event Coverage, News Reporting, Documentary Films, Podcasts, E-Lectures and many more*



**SOMC YOUTUBE  
CHANNEL**



**SOMC FACEBOOK  
GROUP**



**SOMC INSTAGRAM  
PAGE**



**BBDU YOUTUBE  
CHANNEL**

***JOIN US FOR YOUR EXCELLENCE IN MEDIA ARTS***



## ***School of Media & Communication***

*6th Floor, CA Block,  
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Ayodhya Road, Lucknow - 226028*

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**CONNECT US AT**

