

# Xavier University, Bhubaneswar School of Communications



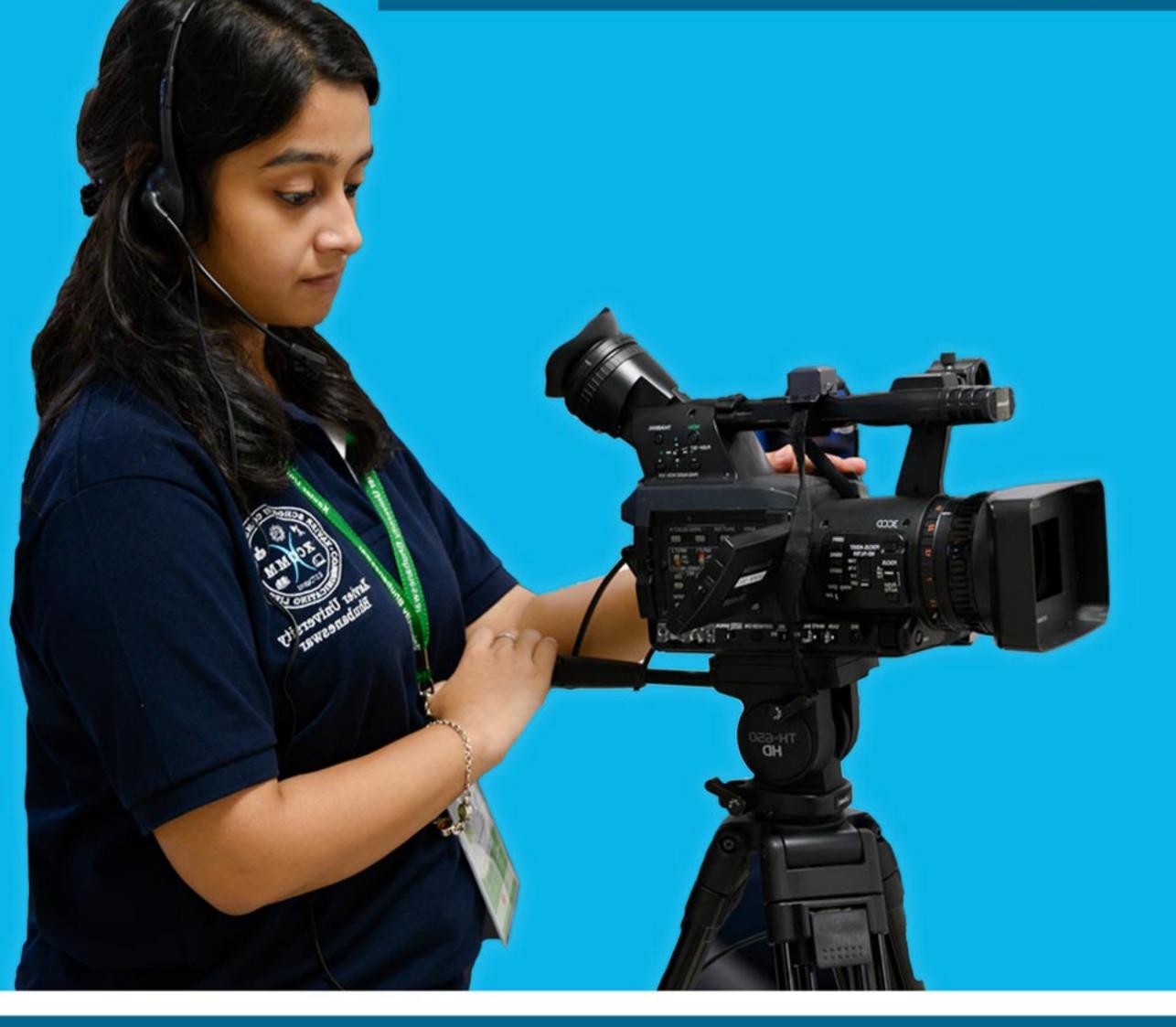
B.Sc. Mass Communication(Hon.)

Ph.D. in Communications and Media

o M.A. Mass Communication (With Specialization)

1) Advertising & Marketing Communication 2) Corporate Communication (Corp. Comm.) & Public Relations (PR)

3) Journalism (Print & Electronic)



## **ABOUTUS**

With its roots dating back to history, 'Brand Xavier' has grown tremendously. As a place of higher learning, it has always stood to live up to its motto of 'Inspiring Futures'. Being one of the premiere media schools, the Xavier School of Communications is a pioneer in the field of interactive media education, and is considered the most rigorous media program in the country. Offering a variety of media courses, School of Communications caters to the dynamic media industry with the students who learn by doing without compromising on values and ethics the 'Magis' way.

## VISION

Communication Education in the spirit of "MAGIS"

## MISSION

Enabling people to live extraordinary lives and to be the light for the world



## Dean's Message

Dr. V. Vijay Kumar, Ph.D

#### Redefining Media Education in the spirit of Magis



'Magis' is a Latin word which means "More" or "Greater". In simpler term aiming at excellence in everything we do. As a result of our 'magis' approach, today the School of Communications is rated one among the 10 most preferred media and communication schools in the country by the Higher Education Review as well as The Academic Insights. In the pursuit of higher learning, School of Communications has always stood to live up to its motto of 'Inspiring Futures'. Being one of the new brands of media schools, School of Communications is a pioneer in the field of interactive media education, and is considered most rigorous media and communication programs by the students, where students are facilitated to learn by doing without compromising on values and ethics. Studying at School of Communications means creating a new home where self-expression, innovation and creativity is valued more than just class room teaching. It is a new way of communicating life among peers, faculty and industry partners. With the available scholarship opportunities students can really make the best of Xavier University's high stands of teaching and learning.

Programs Offered: Those who are interested in pursuing media as a career, School of Communications offers B.Sc. Honours in Mass Communication, MA in Mass Communication, Doctoral Studies and short-term Diploma and Certificate Programs. The major courses which students desire to specialize at School of Communications are Media Research, Digital Journalism, Television Production, Advertising, Marketing Communication, Corporate Communication, Public Relations and Event Management, besides the skill-based courses like Photography, Videography, Audio Engineering, Designing and Graphics. Students at School of Communications are provided adequate training by both in-house faculty and industry experts through workshops and seminars.

Infrastructure: The excellence in media and communication studies at School of Communications is achieved through its state-of-the-art infrastructure, production labs, air-conditioned classrooms, round the clock Wi-Fi, and student residences on campus. School of Communications houses professional audio studios, studio floor, online TV Production set-up, Teleprompters, Edit suites lab and professional training in high-end software in the industry. "School of Communications Studio" is equipped with online video production facilities along with professional lights and grids. The lab is fully equipped with software for animation, imaging and graphic design.

Resources: Faculty at School of Communications are well qualified with doctoral degrees with proven industry experience. They are more mentors than mere classroom lecturers. One to one guidance and tutoring make student life enjoyable and educative in every sense. Feedback by the students after every course helps faculty to bring in changes in the syllabus and make teaching and learning meaningful and enjoyable. Most of the courses have theory, practical and field exposure components that make our program different from others. Strategic Academic Advisory Board (SAAB) of the School consists of members from the industry who periodically review the curricula and relevance of the courses with respect to ever changing demands of the Industry.

Curricula: Curriculum is designed in such a way that BSc Mass Communication students have to undergo eight full months of internships, and MA Mass Communication students have to complete six months of internship in the reputed media houses across India. Each student is assigned an industry mentor to see the ongoing progress of the student while they are engaged in internships. On completion of internships, students by and large are fully skilled to plan their career. Most of the students are absorbed by the agencies where they do their internships. We are glad to share that all our past students are employed either in production houses, news agencies, film industry, PR firms, Event Management companies, ad agencies, photo studios, social media marketing etc. Career Advisory services (CAS) team of School of Communications plays an important role in creating a blend between curricula and industry exposure.

Capstone Projects: School of Communications imparts knowledge through practical and live projects. Students are encouraged to use these projects to file nominations in national level competitions. In the last year alone our students have won Best Director Award for the Documentary "Satabhaya" and "Boonte Sapne" won best Documentary award. In the field of photography students have won several awards to name a few, one student won Biju Patnaik award for conservation of wildlife, another student was recognized by the Odisha Government as Youngest Female Photographer of Odisha. Students are always encouraged to participate in any event where they can showcase their talents and skills.

Outside of Classroom Walls: School of Communications conducts symposium, conclave, media quiz, workshops, industry talks, skype sessions and on field training at news studios, cinema sets, advertising and PR agencies, to help students engage themselves with the practitioners to evaluate their strengths and weaknesses with the timely intervention of the professionals and practitioners. These activities are aimed at bridging the gap between classroom teaching and industry learnings.

You are most welcome: As the scenario in media industry is rapidly changing, School of Communications does make every effort to keep to the basics of media studies with greater commitment to excel in everything we do; aspire to be ever more fearless, creative and self-expressive; look for deeper knowledge in education where one makes ethically sound decisions always to protect truth, value life and respect humanity at all cost. The School of Communications welcomes you to be trained as media professionals in the spirit of 'Magis'.



## SCHOOL OF COMMUNICATIONS

Rated among India's 10 Best Preferred

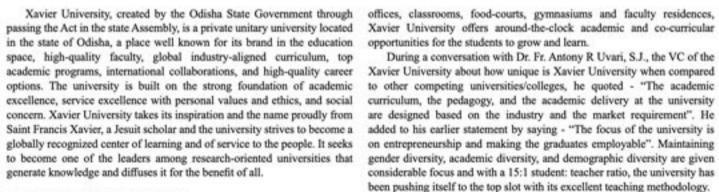
Media & Mass Communication Institutes

The Academic Insights: February 2020

and

Higher Education Review: March 2020





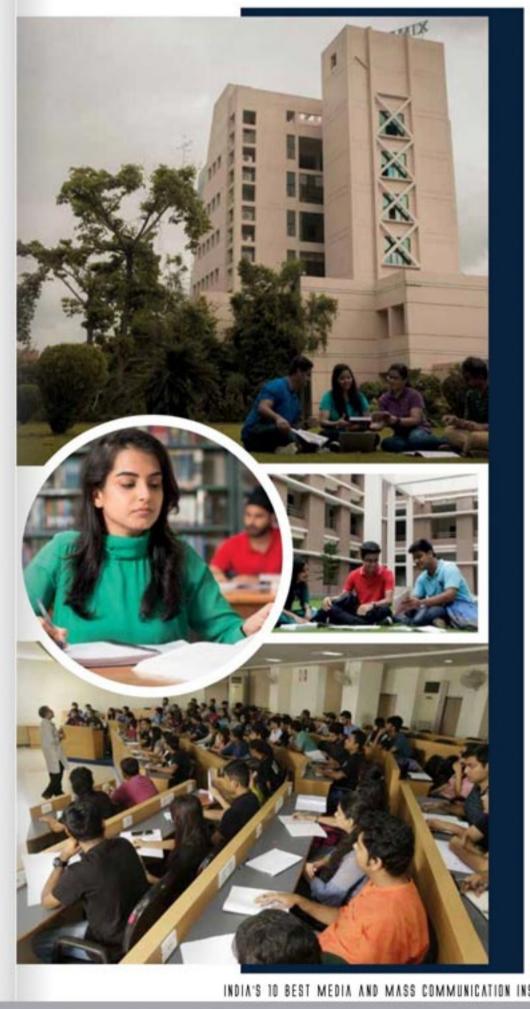
**Exploring Unique Avenues** The front-runner of all the programs at the Xavier University are courses Built on a 35-acre land at Nijigarhkurki under Pipli Tehsil, about 12 km from like Business Management, Human Resource Management, and Rural the International Airport, Xavier University is a hub of modern learning. Management, which have a management orientation to it. An area where The entire campus is Wi-Fi enabled and with solar-powered residences, the university also excels in is the field of Communications and Media,



the school is called Xavier School of Communication (XCOMM). The a hands-on approach that allows students to experience the full range of produce the next generation of media professionals.

skill-based, industry-relevant Mass Communication programs are geared to technical expertise, conceptual skills and artistic expression", stated the VC of Xavier University, talking about the curriculum followed in their brainchild XCOMM. An institute for complete learning in Communications Xavier Studio has the state-of-the-art facilities for their students Xavier School of Communication (XCOMM) came as a ray of hope for to relish on, the studio houses a professional audio and video studio, the students of Odisha who were looking for a career in Media & Mass shooting floor, online TV production set-up, Greenroom, lobby, edit suits, Communication. "The programs at XCOMM bring together the best lab, and professional training in the high-end. The cameras, software



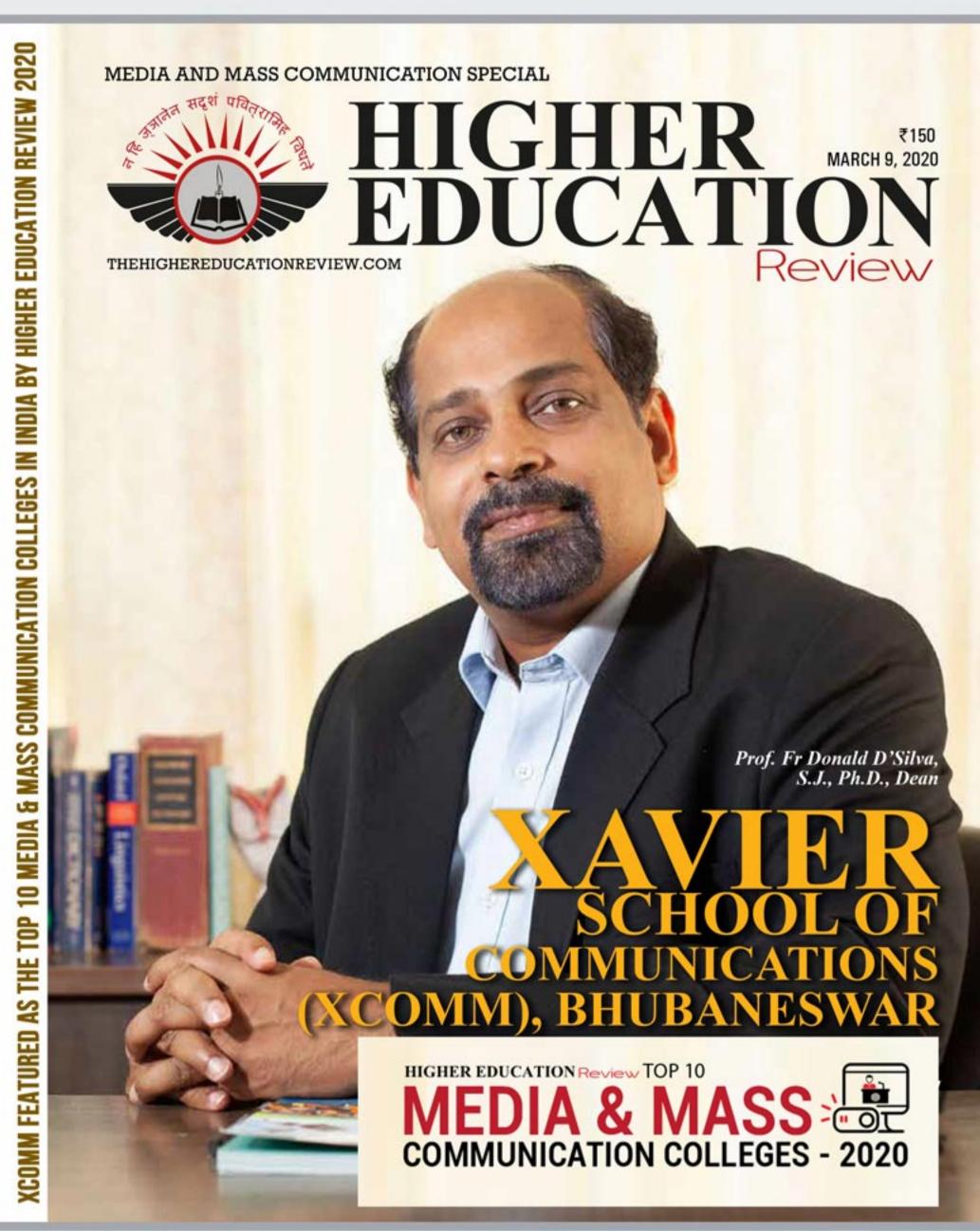


many such facilities available to the students to create a unique student experience of learning and an experience of enriched learning, as the Mass Communication sector demands enriched learning among the students/aspirants. XCOMM with the help of a strong management, and Xavier University serving as the backbone for relentless learning, preaches complement classroom teaching with practical experience of various kinds to the students. Collaborations with industry leaders, CEOs, industry experts, media professionals, writers, and authors are a norm at the institute. "The pedagogy used to train the young and budding media professionals is unique. Usually, text books are taken to the classroom, but in XCOMM industry practitioners' experience is brought to the classroom to make the students industry fit. It is a program where one learns by doing", states Fr Donald D'Silva, S.J., Dean of Xavier School Several periodic internship programs and capstone projects are hosted at XCOMM, ponsored by the greats of the Media and Communication business. In addition, such opportunities are made available to the students, give them regular exposure to the work nvironment and prepare them to be wellounded individuals, who also have complete

management and the faculty at XCOMM make

knowledge about the latest industry practices. XCOMM offers a complete catalog of courses such as B.Sc. in Mass Communication, M.A in Mass Communication, Ph.D. Program, and short-term Diploma and Certificate programs on demand, serving every need of a student interested in pursuing a career in Mass Communication. A functional Career Advisory unit exists at the institute, and this unit works dayin and day-out preparing the students to convert themselves to employable human beings, and at the same time provide them sufficient amount of





## SCHOLARSHIPS

- 1. Scholarship for the SC/ST/ECO BW/MINORITY 3 each/year/program with 50% course/tuition fee waiver.
- 2. Meritorious scholarship topper of each university program at the end of the year will get scholarship worth 50% course/tuition fee waiver.
- 3. Students with 85% score in +2 examination will be provided 50% course/tuition fee waiver only at the time of admission. This offer will be continued if the student secures a minimum CGPA of 8.0 in each of the subsequent years.

#### **UG PROGRAMS**

#### **COURSE STRUCTURE**

Academic program consists of six semesters. Course names are given bellow

#### SEMESTER - I - 21 CREDITS

- English Language & Soft Skills
- Introduction to Media & Communication Studies
- Digital Audio & Radio Production
- Introduction to Journalism
- Digital Still Photography
- Graphic Design for Print Media I

#### **SEMESTER - II-30 CREDITS**

- Introduction to Advertising
- Introduction to Television Production
- Mass Communication Theories
- Writing for Media
- Introduction to Audience Psychology, Art & Aesthetics
- Elements of Film
- Graphic Design for Print Media II
- Summer Internship (SIP I)

#### **SEMESTER - III - 19 CREDITS**

- Media Culture & Society
- News Reporting & Anchoring
- Digital Advertising & Public Relation
- Motion Graphic Design
- Digital Film Making
- Environmental Studies

#### **SEMESTER - IV - 27 CREDITS**

- Communication for Development
- Digital Marketing and Social Media

- Online Journalism
- Entertainment Television
- Visual Effects I
- Event Management
- Summer Internship (SIP II)

#### **SEMESTER - V - 20 CREDITS**

- Media Research and Term Paper
- Media Law & Ethics
- Digital Journalism
- Documentary Film Production
- Educational Media Design & Production3
- Visual Effects II

#### **SEMESTER - VI – 19 CREDITS**

- Comprehensive Studies
- Capstone Project
- Final Internship (III)

#### **ELECTIVE COURSES\*\*:**

- Visual Communication tools and techniques (Semester II)
- Communication for Change (Semester III)
- Event Management (Semester II)
- Creative thinking and Personality Development (Semester III
- \*Periodic revision of courses is undertaken in consultation with the students, faculty and Strategic Academic Advisory Board (SAAB) of the School. Courses may be added or deleted from the syllabus to suit industry requirement.
- \*\* Students need to take at least one elective course to fulfil the academic requirement.

#### **FEE STRUCTURE UG PROGRAMS**

#### DEGREE

The Xavier University Bhubaneswar awards B. Sc. in Mass Communication (Hons.) to the students who have successfully completed the program they have registered to study with earned credits equivalent to 136 or more, fulfilling prescribed academic standards, completion of final project, summer internships and minimum attendance to the courses undertaken by the students as per the prescribed norms in the Academic Manual of Policies. The degree is awarded to the qualified students during the Annual Convocation of the University. In normal circumstances it is usually in the month of April.

## FEE STRUCTURE (IN Rs.) FOR B.SC. (MC);



5,000

10,000

81,000 Academic Fee per semester One Time Fee

Alumni Fee **Caution Deposit** 

#### **HOSTEL FACILITIES:**

A separate hostel exclusively for UG students is available for those who wish to avail the facility on campus with mess and Wi-Fi connectivity. Residential fee per semester will be Rs. 20,000

#### PG PROGRAMS

#### Semester I (24 Credits)

- Communication models, theories and practices
- Elements of Graphic Design
- Media Law and Ethics
- Media Management & Economics
- **Environment & Development Communication**
- Writing for Media
- Social Media and Digital Networking
- Audio Engineering & Radio Production

#### Semester II (25 Credits)

- **Television Production**
- Digital Still Photography and Cinematography
- Communication Research
- Introduction to Media and Communication
- Introduction to Advertising and Public Relations
- Introduction to Journalism
- Summer Internship I (two Months)



#### Semester III (Specialized Streams)\*\*

#### 1) Advertising and Marketing Communication - (25 Credits)

- Effective Writing for Advertisements and PR
- Promotions and Campaigns
- Marketing Communication
- Digital Advertising
- Advanced Advertising and Brand Management
- Multimedia Graphics and Designing
- Dissertation in Advertising/Marketing Communication

#### 2) Corporate Communications and Public Relations (PR) -(25 Credits)

- Corporate Communications Concepts and Practice
- Effective Writing for PR
- Online Reputation Management
- Public Relations Management and Client Servicing
- Crisis Communication, PR and Media Relations
- Multimedia Graphics and Designing
- Dissertation in Corp. Comm/PR

#### 3) Journalism (Print & Electronic) - (25 Credits)

- Reporting and Writing
- Online Reporting, Anchoring and Editing Convergence Journalism
- Multimedia Graphics and Designing for Print Journalism Ethics and Legal issues
- **Covering Stories**
- Dissertation in Journalism

#### Semester Four - 19 Credits

- Internship in the specialised Field (3 Months)
- Capstone Project in the specialised field
- Comprehensive Studies

#### **Elective Courses\*\*\***:

- Visual Communication tools and techniques (Semester II)
- Communication for Change (Semester III)
- Event Management (Semester II)
- Creative thinking and Personality Development (Semester III

#### FEE STRUCTURE **PG PROGRAMS**

#### DEGREE

The Xavier University Bhubaneswar awards MA in Mass Communication with Specialization to the students who have successfully completed the program they have registered to study with earned credits equivalent to 96 or more, fulfilling prescribed academic standards, completion of final project, summer internships and minimum attendance to the courses undertaken by the students as per the prescribed norms in the Academic Manual of Policies. The degree is awarded to the qualified students during the Annual Convocation of the University. In normal circumstances it is usually in the month of March/April.

#### FEE STRUCTURE (IN Rs.) FOR M.A. (MC);



Academic fee for first year Academic fee for second year

1,65,000 20,000

20,000

2,00,000

Residence Expenses (in Rs.):

Refundable deposit

Other fee

ONE TIME DEPOSITE

	Single Room	<b>Double Sharing</b>
Room Rent (1st year)	40,000	29,000
Room Rent (2nd year)	40,000	30,000
Student Residence Administration Fee per year	12,000	12,000
Board per month (approximately)		5000
A/c room rent for one year for EMBA (Optional)		200000

The Governing Body reserves the right to make changes in any of the components of the above mentioned fee structure or scholarships to be provided.



## FACILITIES AVAILABLE AT SCHOOL OF COMMUNICATIONS



**AUDIO STUDIO** 

- Beyer Dynamic
  Microphone
- ► Audio Mixer (24:4:2)
- ► Midi Keyboard
- **▶** Headphone Amplifier
- **▶** TC Helicon Voice

#### Processor

- ▶ Yamaha Octapad
- **▶** Reactor Microphone
- Professional Condenser
  Microphone
- ► Beyer Dynamic TGMics for drum kit
- ► Shure Mic. SM 58
- ► Shure Shotgun Mic.

VP 89



PRODUCTION
CONTROL ROOM

- ► AV Mixer (AG HMX100)
  Switcher
- ► Carbonite (ROOSE)
  Switcher
- ► Panasonic 4K Camera 1 Nos.
- ► Panasonic Camera FHD Camera 8 Nos.
- ► Panasonic VTR (AG HPG20)
- ► Audio Mixer (16:0:2)
- ► Data Video Recorder (HDR-60)
- ► Professional 3D LUT Display
- ▶ Data Video Talkback Unit



PROFESSIONAL LIGHTS

- ► Canara Sungun (LED)
- ► LED JEET 5600K 30 CL
- ► Leksa Titus LED Light
- ► Jagle Panel 400W JP 4CL
- ► Kino (4 Bank),
- **▶** Fresnel Lights
- ► Spot Light,
- ► Soft Light 4/3/2 banks
- ► Fresnel Lights (LED)
- ► Multi 20 & 10
- ► Elinchrom Strobe light with Soft Box
- ► ENG light set of 3
- **▶** LED per light



OTHER

- ► Canon 5D Mk ii-1 No.
- ► Nikon D7000-1, D3400-5 Nos.
- ▶ Avid Media Composer
- ► Track & Trolley,
- ► Pedestal (RHP75)
- ► Tripod with Dolly (RT50B)
- ► Professional Tripods 10 Nos.
- ► Steadicam (Cam-TV)
- ► Fog Machine (Canara DMX F-2000W)
- ► Registered Adobe Creative Suites
- ► Aesthetically designed class rooms
- ▶ 1600 Sq. ft TV Studio Floor



**Indoor Shoot** 



**Outdoor Shoot** 



Studio Floor

## POTENTIAL OPPORTUNITIES FOR

## MASS COMMUNICATION GRADUATES

- ► Journalists Reporters, Correspondent, Sub Editors
- ► Anchors/News Readers, Panel Producers
- ► TV Programme Producers, Still Photographers
- ► Digital Cinematographers, Sound Engineers, Video Editors
- ► Graphic Designers, Web Designers, Visual Effect Artists
- ► Script Writers, Directors, Visual Designers
- ► Media managers, Advertising & PR Professionals
- ▶ Content Writers, Media Educators, Researchers
- ► Event Managers, Media Entrepreneurs

#### **RESIDENT FACULTY**

Dr. V. Vijay Kumar, Ph.D.

Professor & Academic Dean (Acting)

Dr. Purnima Anjali Mohanty, Ph.D.

Assistant Professor

Dr. Jyoti Ranjan Sahoo, Ph.D.

**Assistant Professor** 

Dr. Nadira Khatun, Ph.D.

**Assistant Professor** 

Dr. Anamika, Ph.D.

Assistant Professor

Dr. Arpita Saha, Ph.D. \*

Assistant Professor

Fr. Alwyn Rodrigues, S.J.

Lecturer

Mr. Nirmalya Baral

Lecturer

#### **TECHNICAL STAFF**

Mr. Pramod Saha
Production Assistant

Mr. Ratiram Khakha
Technical Assistant



**Outbound Learning** 



Leadership Talk



ANNUAL EVENTS AT

- ► Industry Academic Interface
- ▶ Workshops & Guest Talks
- **►** Guest Lectures from Media Practitioners
- ► Virtual Intractions with Industry Experts
- ► Outbound Learning & Industrial Visits
- ► Symposium & Quiz Competition
- ► Live Projects & Students engagement in creative works



**Symposium** 



**Convocation Day** 



**Skype Session** 



**Immersion course** 



**Industry Visit** 



Concordia



Live projects



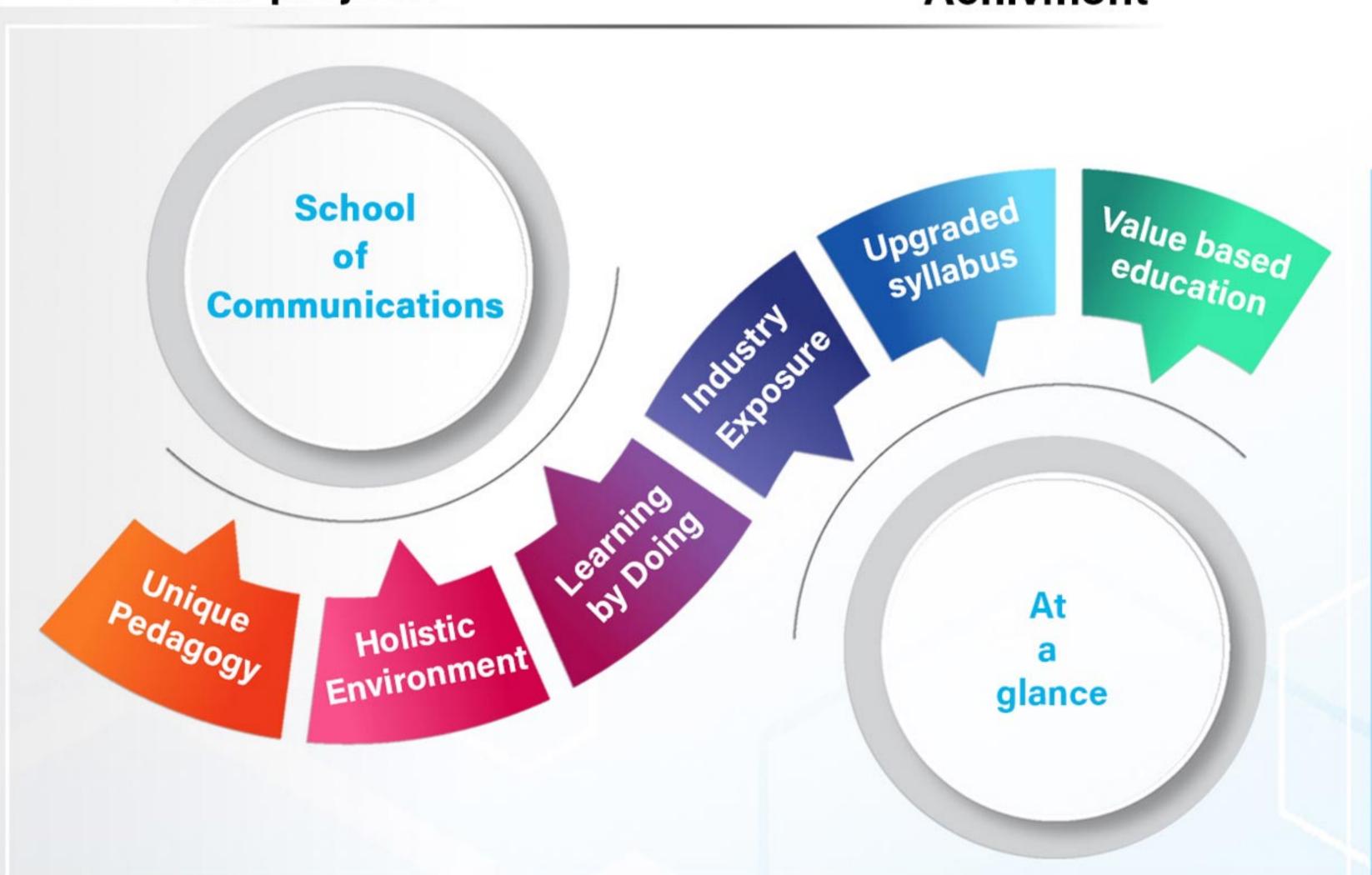
**Achivment** 



Orientation



**Guest Lecture** 



## **OBJECTIVES**

- To equip students with the necessary technical know-how of the high-end software and hardware, making them employable in the ever-evolving media industry.
- ► To facilitate a knowledge centre and repository of media research thereby contributing to knowledge sharing and community building.
- ► To boost academia-industry interface through customized industry training, providing a platform for students to intern at organizations as per the area of their interest.

## STUDENTS ACTIVITIES



Fresher's Day



**Open Stage** 



**Ethnic Day** 



Celebrations



Video walk



Teacher's Day



**Photowalk** 



Farewell Day

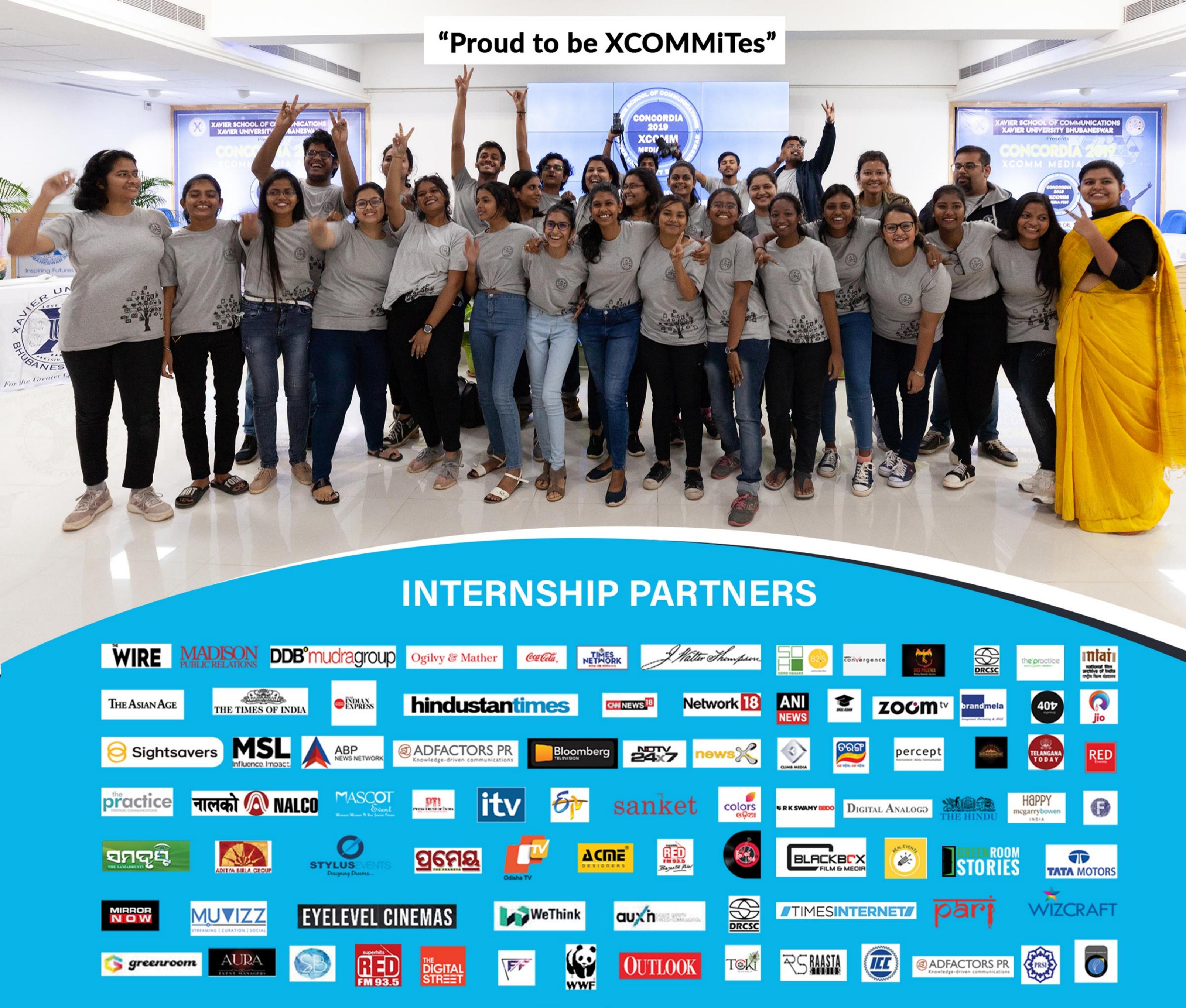
## STUDENTS ACHIEVEMENTS

## 2019-20

	Sl. No	Name of the Student/s	Event	Institute/ Company	Award/Prize	Level (National/Internation al / State /College)
			8th International Exhibition	JPC	Top 100 Photographers among 6 countries – Bronze Medal and Certifiate	International
			Lens and Lady	National Exhibition cum Competition - Jaipur	Gold Medal, Trophy, Certificate & Rs 3000/-	National
	1		AVWPA Fest, Balasore Odisha	Odisha Government	Best Photographer in Odisha 2019	State
			Chimera 2019 – Photography Competition	KiiT Fest 2019	First Prize – Rs 5000/- and Certificate	University
			Innovations 2019	XSHS – Xavier University	Certificate & Cash Prize of Rs 2500/-	University
		Nikita Baliarsingh	Start - Up Excellence Awards - 2019	CII Yi Innovex	Innovative Enterprise of the year - 2019 Award - Trophy, certificate & Rs. 50,000	National
	2		Business Excellence Awards - 2019	Aspire Media Pvt Ltd - Bangalore	Best Sustainable Engineering – 2019 - Trophy & Certificate	National
			OASME Awards - 2019	Governor of Odisha	Best Service Enterprise (Micro) – 2019 - Trophy & Certificate	State
	3	Shakti, Pranay, Esha & Pritika	Chitra-Vichitra: Documentary Film Making	KiiTFest 2019	Second – Certificate and Rs 6000/-	University
	4	Shakti Mishra	KiiT International MUN 2019	KiiTFest 2019	Third – Certificate and Rs 2000/-	University
	5	Rajeshwari Das	Collage ke TasanBaaz – Dance competition across campuses	Red FM	Best Performer	State Capital
	6 Esha Debnath	Esha Debnath	Snap City	XSHS – Xavier University		University
			XUBLens	XIMB	First Prize with Gift Hamper	University
	7	Shakti Mishra & His Crew	Documentary Film Making	KiiTFest 2019	XCOMM Film "The Bhoi Sahi" – Runner up	University

## 2018-19

Sl. No	Name of the Student/s	YEAR	TYPE OF CREATIVE WORKS	AWARD/ RECOGNITION	FROM/ ORGANIZATION
1	Saswat Pati	III BSc	Contribution for Conservation of Wildlife through Photography	3	Government of Odisha
2	Ayush Mohapatra	III BSc	Satabhaya; The Story Unfolds (Documentary)	Winner - Best Director	4th Dehradun International Film Festival 2018
3	Neha Mohanty, Monalisa Swain and Pooja Bajaj	III BSc	Boonte Sapne (Documentary)	Winner Best Documentary Award &	Srishti Film Competition 2018 – (Xamboree 18 - XUB) Chennai
4	Ankur Biplav	II BSc	Hindustani Vocal	1st Place	Virasat - Xpressions 2018 (XIMB, XUB)
5	Bhanvi Sharma	I BSc	Photography - Portrait,	youngest Female	MNIT, NKC-M, IIM-I, The Print, Sony, etc
6	Ankur Biplav	II BSc	Hindustani – Vocal - Khayal Classical	Invited to perform live	AIR Cuttack
7	Nikita Baliarsingh	I MA	Short Story		International Short Story Writing Context - Online Mirror



## THECITIZEN

## E N mycitylinks

## ELIGIBILITY

- ► B.Sc. Mass Communication(Hon.): Intermediate (+2) with 50% aggregate.
- ► M.A. Mass Communication: 3-year or 4-year degree in any decipline/stream and, or who are in the final year of their graduation with minimum 50% aggregate.
- ► Ph.D. in Communication: Applicants who have 60% and above as aggregate in Masters in Mass Communication or Journalism or Media studies or Film studies or any other discipline having relevance to communication and media.

Separate hostel facililties are available for boys and girls inside the university campus

## GET IN TOUCH

The Dean, School of Communications Xavier University, Bhubaneswar Plot No. 12 (A), Nijigada Kurki Harirajpur - 752050 Dist - Puri, Odisha

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