



DAYANANDA SAGAR
UNIVERSITY



*Your Gateway to a
Top Media Career*

BA-JMC (10TH BATCH)

**College of Journalism &
Mass Communication**

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DSU & its Rich Legacy of Excellence & Innovation

Dayananda Sagar Institutions founded in the 60's by a visionary, Late Sri. R. Dayananda Sagar (Barrister-at-Law) committed to take knowledge to the people, transforms today's students into responsible citizens and professional leaders of tomorrow. Dayananda Sagar University created by an Act of the Karnataka State in 2014, built on this adorable legacy and inspired by its own milestones, meeting the needs of quality higher education in this part of the world.

Dayananda Sagar University (DSU) is one of the top buoyant centers of transformative education, technological breakthroughs, and multidisciplinary research across engineering, law, management and media. Being a young, proactive, and leading university, DSU is breaking new ground and introducing some of the most advanced and innovative technologies in pedagogy with the goal of fostering the enduring skills and dispositions that the students will need for this new world.



University Accreditation and Rankings



About College of Journalism & Mass Communication (CJMC)

The College of Journalism and Mass Communication (CJMC) is a 10-year-young media school within Dayananda Sagar University, with film celebrities, award-winning journalists, and advertising and public relations professionals as its notable alumni.

With emphasis on personal and academic discipline, CJMC aims to produce a vibrant group of young media professionals, responsive to the growing intellectual needs of society and industry. CJMC promotes ethical practices and universal human values, along with equipping students with futuristic skills in new media, technology and use of artificial intelligence.



CJMC Milestones of Distinction

Winner

of Best Media & Mass Communication Institute
for 2024 Award under 'Career-Focused Learning
Experience' Category

Winner

of 'Outstanding Institute in Journalism & Mass
Communications Award 2025' by Digital India
Rising

Winner

of 'Chanakya Award for Institutional Excellence
2025' by Public Relations Council of India

Message from the Dean

Dear students,

Welcome to the College of Journalism and Mass Communication, Dayananda Sagar University. CJMC is a boutique cutting-edge media school within the DSU ecosystem, known for its high profile and high impact activities, where creativity meets technology to shape the future of storytelling!

As the dean, I am thrilled to have you join our vibrant community. Here, you'll master the art of journalism, filmmaking, advertising, public relations, creative writing and digital media, equipped with tools like AI, AR/VR, and data analytics. Our industry-aligned curriculum, led by expert faculty and professional practitioners, ensures you thrive in India's booming ₹2.7 trillion media landscape confidently.

From crafting viral short-form content, writing film scripts, Podcasting, managing your own YouTube channel to producing immersive documentaries, you'll explore boundless opportunities in OTT and digital news. Along the way you will also study Theatre, Psychology, Literature, Economics and Sociology, all of which will help you to understand the world of communication better.

We have introduced Media Entrepreneurship as a compulsory course to make you the master of your own media career. Our enabling ecosystem will nurture the start-up founder in you, and give wings to your ideas.

We foster ethical storytelling, critical thinking, and hands-on experience through state-of-the-art studio, computer lab and compulsory internships. Rest assured, your journey at CJMC will empower you to create impactful narratives that resonate globally, as is evident from the profiles of our highly-acclaimed and award-winning alumni.

Join CJMC, embrace the challenges, unleash your creativity, & let's shape the media world together!

Best wishes,
Dr K Sai Prasad
Dean, CJMC
School of Arts and Humanities
Dayananda Sagar University

Program Vision & Mission

VISION



To be a leader in tech-driven media education, empowering creators with innovative storytelling, AI, and immersive technologies across marketing, news and entertainment sectors.



MISSION

To nurture skilled media professionals through cutting-edge curricula, fostering creativity, ethical journalism, & expertise in digital tools to shape impactful narratives for a connected world.

To promote free and balanced flow of news, opinion & entertainment content across the communication networks to build a more discerning and democratized society.

Why should you choose JMC @ DSU?

Only media college in India to be a member of the prestigious Global Communications Project (Globcom) and Symposium, along with 15 universities from 15 countries

'Earn-while-you-study' internship opportunities with University departments, through the three years

Opportunity to become a student-entrepreneur with DERBI (Dayanada Sagar Entrepreneurship Research and Business Incubation Centre)

**Opportunity to be selected to participate in the
Global Communications Symposium in a foreign university**

**Member of PRCAl Industry-Academia Connect
Programme for Public Relations**

**Member of PRCI's Young Communicator Club
for Young Writers and Storytellers**

**50+ seminars and workshops with top media
professionals through the year**

**Comprehensive curriculum covering all aspects of media
and communication – Digital Media, Journalism, Marketing
Communication and Filmmaking**

**Experiential learning with regular industry visits –
TV channel, Radio Station, Press Club, BIFFES,
PR-Advertising Agency visit, Launch events and seminars**

**Artificial Intelligence, incorporating Neural networking,
Cyber Security, Social Media Analytics, part of the curriculum**

**New-age Journalism curriculum with focus on
Data Journalism, Mobile and YouTube Journalism**

**Literature and language courses are aligned
with Script-writing and Copywriting**

**Creative Communication with Theatre,
Storytelling, Dialogue-writing and Acting**

**Courses in Media Entrepreneurship, Leadership and
Personal Branding, Management, Incubation and Start-up Ecosystem**

**Outdoor and studio-based projects in
real-time Videography and Film Production**

**Opportunity for students to publish their projects online on
YouTube channels – Login and South Matters, and
digital news platform – CJMC-Chronicle**

Flexible online course of students' choice from SWAYAM/NPTEL

**70% of practical, project-based assessment based on
presentation and viva voce, without semester-end examinations**

Focus on portfolio-building leading to industry readiness

**Compulsory summer internship
and career counseling and training workshops**

Senior media professionals teach elective courses

Programme alignment with syllabus for competitive exams

Eligibility

Applicants must have passed 10+2, A Level, IB, American 12th grade, NIOS, 2nd PUC passed students or an equivalent qualification. Students from all streams including Arts, Science, and Commerce, are eligible, provided they meet the passing requirements.

Program Duration

3 years, with choice of 4 Elective/Specializations (Digital Journalism, Marketing Communication, Videography & Filmmaking, Media Entrepreneurship) and 2 Minor courses (English Literature and Theatre).

Course Structure

The CJMC programme structure adheres to the NEP as well as SEP requirements, and is a complete package to the students who aspire to not only get into the media industry but also pursue higher education in India and abroad in Media and Liberal Arts.

The programme has been designed keeping in mind the current technology trends and industry needs.

Mandatory Courses

Constitution of India, Intellectual Property Rights, Research Methodology

Core Media Courses

Communication Theory, Media and Cultural Studies, Media and Environment, Political Communication, Media Laws and Ethics, Media and Entertainment Business

Liberal Arts Courses

Contemporary Indian History, Political Philosophy, Sociology, Basic Economic Principles

Language Skill Courses

Communicative English, Kannada Basics, Narratives of Life, Narratives of Travel

Theatre

Folk Theatre, Acting, Western Theatre, Producing a Short Play

Technology-related Courses

Digital Communication, Artificial Intelligence and Data Analytics

Journalism

Understanding Journalism, News Reporting and Editing, Radio and Podcasting, Television News Production, Data Journalism, Investigative Reporting, YouTube News Channel

Elective/Specialisations



**DIGITAL
JOURNALISM**



**MARKETING
COMMUNICATION**



**VIDEOGRAPHY &
FILMMAKING**



**MEDIA
ENTREPRENEURSHIP**

All Elective/Specialisations will have digital and AI focus and the students can choose one Elective/Specialisation.

Digital Journalism

The world of news is evolving , from print to podcasts, and screens to streams. At DSU, our B.A. JMC specialization track in Digital Journalism prepares you to tell powerful stories in the language of today's digital world.

Here, you'll learn how to report, edit, produce, and innovate across every medium, transforming facts into narratives that move minds and shape opinions.

Exciting Courses Under this Specialisations

Understanding Journalism

News Reporting

Sub-Editing

Podcasting

Vlogging

Digital Newsletter Production

Television Journalism

Data & Mobile Journalism

AI in News Media

Investigative Journalism



Market Insights

India's journalist and news media sector is undergoing a major shift with digital platforms and independent content creators on the rise.

Journalism graduates are increasingly finding opportunities in digital-first and tech-integrated roles, with strong subject expertise and domain skills.

Emerging roles demand storytelling, research, and communication powered by AI, podcasts, and social media trends.

India's media landscape — print, TV, radio, and digital — is transitioning fast as internet users cross 900 million.

While print and TV face revenue pressures, digital news is booming — the digital media market is projected to reach INR 2.7 trillion by 2025.

The India digital media market generated USD 21,853.8 million in 2023 and is expected to reach USD 61,365.1 million by 2030.

In 2025, digital will command 55% of total ad spends (approx. INR 700 billion), led by short-form video content with 600–650 million users.

Print remains strong in regional markets (Hindi print circulation value ~ INR 40 billion) with rising demand for vernacular and AI-powered personalized content.

Emerging Job Roles

Job Title	Description	Avg. Starting Salary (INR)
Digital Content Creator	Develops engaging multimedia content for social media, blogs, & OTT platforms, focusing on viral storytelling	4-6 LPA
Data Journalist	Uses data analytics & visualization tools to report on trends, elections, or social issues with evidence-based narratives.	5-7 LPA
Social Media Journalist	Curates real-time news and engages audiences on platforms like X, Instagram, and YouTube for news outlets.	3.5-5 LPA
Podcast Producer/Hos	Creates audio content on niche topics like current affairs or culture, capitalizing on the booming podcast market.	4-6 LPA
Cybercrime Reporter	Investigates digital crimes, cybersecurity threats, and online fraud for specialized media or tech publications.	5-7 LPA

Job Title	Description	Avg. Starting Salary (INR)
AI Ethics Reporter	Covers ethical implications of AI in media, bias in algorithms, and tech policy for emerging tech-news outlets.	4.5-6.5 LPA
Video Journalist (Vlogger)	Produces short-form videos and live streams for digital news, blending on-ground reporting with mobile tech.	3-5 LPA
PR & Media Relations Specialist	Manages brand narratives and crisis communication for corporations, using journalistic skills in strategic messaging.	4-6 LPA
Content Strategist	Plans and optimizes content calendars for digital marketing firms, integrating SEO and audience analytics.	4.5-6 LPA
Multimedia Reporter	Combines text, audio, video, and graphics for immersive stories across print, broadcast, and online platforms.	4-5.5 LPA



Marketing Communication

The world of communication is transforming from billboards to brands on your screen, and from traditional ads to viral campaigns and influencer storytelling.

At DSU, our B.A. JMC in Marketing & Communication prepares you to craft compelling campaigns, build brand reputations, and communicate with impact in a digital-driven marketplace. Learn to create stories that sell, inspire, and shape consumer behavior across every media platform.

Exciting Courses Under this Specialisations

Marketing

Brand Management

Advertising

Digital Marketing

Consumer Psychology

Influencer Marketing

Copywriting

Public Relations

Corporate Communications

Global Communication Strategy



Market Insights

Digital Media/Internet Advertising: Valued at INR 802 billion in 2024 (17% YoY growth), projected to INR 1,104 billion by 2027. PwC reports INR 41,310 crore in 2023, growing to INR 85,231 crore by 2028 at 15.6% CAGR

Live Events: INR 120 billion in 2024 (15% YoY growth), forecasted to INR 202 billion by 2027 at 19% CAGR

E-sports: INR 67 crore in 2023, growing to INR 179 crore by 2028 at 21.8% CAGR

India's advertising and public relations (PR) industry is growing rapidly, with the digital advertising market expected to surpass ₹50,000 crore by 2028.

Marketing Communication is driven by digital transformation, social media, and influencer marketing.

Students skilled in strategic communication, digital tools, and analytics are in high demand.

Emerging Job Roles

Job Title	Description	Avg. Starting Salary (INR)
Digital Campaign Manager	Plans and executes online ad campaigns using platforms like Google Ads and Meta, focusing on ROI and analytics.	4-6 LPA
Social Media Strategist	Develops content strategies for brands on platforms like Instagram, X, and LinkedIn, leveraging trends and engagement metrics.	3.5-5.5 LPA
Influencer Marketing Specialist	Manages partnerships with influencers to promote brands, negotiating deals and tracking campaign performance.	4-6 LPA
Content Marketing Specialist	Creates compelling content (blogs, videos, ads) to drive brand awareness, integrating SEO and storytelling.	5-7 LPA
PR & Crisis Communication Executive	Handles media relations and manages brand reputation during crises, crafting strategic press releases and responses.	4-6 LPA
Programmatic Advertising Analyst	Uses AI-driven platforms to optimize ad placements and targeting, analyzing data for campaign efficiency.	4.5-6.5 LPA
Brand Storyteller	Develops narrative-driven campaigns to build emotional connections with audiences across digital and traditional media.	3-5 LPA

Job Title	Description	Avg. Starting Salary (INR)
Corporate Communications Specialist	Manages internal and external communications for organizations, including employee engagement and stakeholder updates.	4-5.5 LPA
Experiential Marketing Coordinator	Designs immersive brand experiences, such as events or AR/VR activations, to engage consumers interactively.	3.5-5.5 LPA
Ad Tech Specialist	Works with ad tech platforms to streamline digital ad delivery, focusing on automation and real-time bidding.	4.5-7 LPA

Videography and Filmmaking

The world of storytelling is evolving, from cinema halls to OTT screens, and from TV commercials to viral reels and cinematic brand films.

At DSU, our B.A. JMC in Videography and Filmmaking equips you to bring stories to life through the power of visuals, sound, and imagination. You will learn skills to script, shoot, edit, and produce compelling films and videos that captivate audiences, inspire emotions, and influence culture across platforms from big screens to mobile screens.

Photography	Multi-camera Studio Production
Videography	Outdoor Production
Video and Film Editing	Short Film Production
Understanding Movies	Documentary Production
Storyboarding	Vlogging
Screenplay-writing	Reel-making
Cinematography	Theatre and Acting
Radio and Podcasting	AI in Filmmaking

Market Insights

India's Media and Entertainment landscape is shifting toward digital platforms dominated by Artificial Intelligence, and fueled by 945 million broadband users.

Affordable mobile data and a young demographic population (over 910 million millennials/Gen Z) play a crucial role in content creation and consumption.

Trends include the rise of short-form content, using AI in production, and regional language OTT.

OTT (Over-the-Top) Content: INR 17,496 crore in 2023, projected to INR 35,062 crore by 2028 at 14.9% CAGR, driven by 10.1 crore subscriptions in 2023 rising to 16.9 crore

India's media and entertainment industry, projected to reach INR 3.65 lakh crore by 2028, is driving demand for videography and filmmaking professionals.

With the rise of OTT platforms, short-form content, and immersive technologies like AR/VR, students skilled in cinematography, editing, and storytelling are finding diverse roles.

Emerging Job Roles

Job Title	Description	Avg. Starting Salary (INR)
OTT Content Cinematographer	Shoots high-quality visuals for streaming platforms like Netflix and Amazon Prime, focusing on series and films.	4-6 LPA
Short-Form Video Creator	Produces engaging videos for YouTube, Instagram Reels, and X, specializing in viral content and brand campaigns.	3-5 LPA
Drone Videographer	Captures aerial footage for films, real estate, and events, using drone technology and editing skills.	4-6.5 LPA

Job Title	Description	Avg. Starting Salary (INR)
VFX & Post-Production Artist	Creates visual effects and edits footage for films, ads, and OTT, using tools like Adobe After Effects and DaVinci Resolve.	3.5-5.5 LPA
Virtual Production Specialist	Works with real-time rendering tech like Unreal Engine for live-action films and immersive sets.	5-7 LPA
Documentary Filmmaker	Produces narrative-driven documentaries for festivals, NGOs, or streaming platforms, focusing on social issues.	3.5-5 LPA
AR/VR Filmmaker	Develops 360-degree videos and immersive storytelling for gaming, education, and virtual tourism.	4.5-6.5 LPA
Ad Film Director	Directs and shoots commercials for brands, blending creativity with marketing goals for digital and TV.	4-6 LPA
Live-Stream Produce	Manages live broadcasts for events, esports, or news, handling multi-camera setups and streaming tech.	3.5-5.5 LPA
Corporate Video Producer	Creates promotional and training videos for businesses, focusing on storytelling and brand identity.	3-5 LPA

Media Entrepreneurship

The media world is being redefined from traditional newsrooms to digital startups, from print magazines to influencer-led content empires, and from studio-run productions to independent creator enterprises.

At DSU, our B.A. JMC in Media Entrepreneurship empowers you to become a creator, innovator, and leader in this evolving landscape. You will learn how to build media brands, develop digital content ventures, design monetization strategies, and turn creative ideas into scalable media businesses

Exciting Courses Under this Specialisations

Management

Economics

Leadership

Personal Branding

Start-up Ecosystem

Media Laws

Intellectual Property Rights and Copyright

Media and Entertainment Business

Media and Technology

Market Insights

Digital shifts enable startups to innovate in niches like VR news, podcasts, and influencer marketing. Government initiatives, such as the National Startup Awards recognize media disruptors

India's media and entertainment (M&E) sector benefits from India's third-largest startup base globally, with over 3,100 new startups launching annually across all industries.

Media startups are leveraging mobile-first consumption, where 96% of internet access is via smart phones, and short-form video users are projected to reach 600-650 million by year-end, spending 55-60 minutes daily.

Media entrepreneurship equips students with skills in content creation, business strategy, digital innovation, and audience engagement, across media segments

Entrepreneurship opens doors to roles that blend creativity with entrepreneurial ventures.

Students often launch their own media-related businesses or take on dynamic positions in evolving industries like digital content, journalism, and marketing.

Statistics	Value
Number of online gaming startups	1,400 (including 500 studios)
Top digital media companies/startups listed	64
Regional content share in TV consumption	60%
Regional content share in OTT consumption	50%
Mobile gaming market value	\$7 billion
Overall Indian startup funding	\$12 billion across 993 deals
Q1 2025 startup funding	\$3.1 billion across deals
H1 2024 startup funding	\$5.3 billion across 504 deals
Q3 2024 startup funding	\$3.4 billion
New funds launched for startups	\$8.7 billion across 81 funds
Projected startup funding	\$15 billion
M&E industry value	\$30.9 billion
Internet users	806 million (55.3% penetration)

Emerging Job Roles

Job Title	Description	Avg. Starting Salary (INR)
Digital Entrepreneur	Leverages the internet and social media to offer services and products for profit, such as online courses, apps, or e-commerce platforms	4-6 LPA
Media Startup Founder	Establishes independent media outlets, such as newsletters, podcasts, local news sites, or investigative journalism platforms.	3.5-5.5 LPA

Job Title	Description	Avg. Starting Salary (INR)
Content Strategist	Plans, creates, edits, and publishes content aligned with business goals, often across digital channels like websites and social media.	4-6 LPA
Social Media Manager/ Consultant	Oversees public interactions on social platforms, devises content strategies, and measures engagement; can evolve into freelancing or coaching.	3.5-5 LPA
Digital Journalist Independent Journalist	Focuses on data-driven storytelling for digital audiences, freelancing for publications or starting personal sites; includes roles in content heads or publishing.	4-6 LPA
Brand Strategist/ Associate	Implements marketing initiatives to enhance brand value using digital channels, social media, and online interactions.	4.5-6.5 LPA
Digital Media Specialist/ Analyst	Develops strategies for online promotion, analyzes performance data from campaigns, and provides market insights.	3-5 LPA
Media Sales/Growth Specialist	Sells sponsorships or ads for content like talk shows, podcasts, or digital media; focuses on business expansion.	4-5.5 LPA
Content Producer/ Video Producer	Creates multimedia content (words, photos, videos) for platforms; oversees production logistics, budgeting, and editing.	3.5-5.5 LPA

Job Title	Description	Avg. Starting Salary (INR)
PR Specialist in Media	Manages public image and messaging via digital platforms for businesses or figures, cultivating positive perceptions.	4.5-7 LPA

Board of Studies

Only media syllabus at the undergraduate level to cover all aspects of media studies, incorporating skills, knowledge and real-time practical work.

The curriculum is on par with UNESCO's recommendation of a model curriculum, and meets NEP 2020 and Karnataka's SEP requirements.

The curriculum is designed and regularly updated by top media professionals who are members of the CJMC's Board of Studies.

Shubham Roy Choudhury, Filmmaker, Theatre Expert and Professor, Calcutta University

Juliana Lazarus, Senior Journalist and Academician

Tara Chettur, Author, Journalist and Professor, Makhanlal Chaturvedi National University of Journalism

Utthanna Bharighat, Faculty of Theatre and Films, L V Prasad School of Media and Films

Ranjini Rao, Author, Cross Cultural Communications Expert, Faculty, NIFT

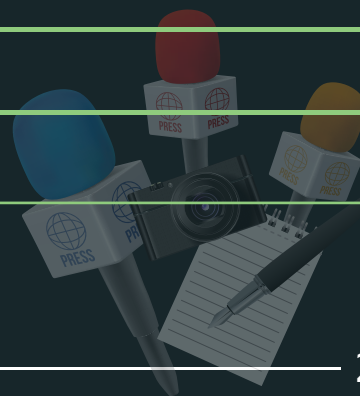
Pooja Prasanna, Senior Journalist and Deputy Editor, The Newsminute

Prachi Pinglay, Senior Media Consultant and Faculty, Christ University

Kuchi Lakshmana, Senior Journalist and Former Editor, Hindustan Times

Dr Smitha Reddy, Faculty, Psychology and Academic Expert

Dr Meghana H R, Faculty, Media Studies, National College



Project-based Learning & Portfolio-Building

CJMC follows the experiential learning system and students are encouraged to work on several projects of their choice to create a winning portfolio.

CJMC-CHRONICLE

the college e-newspaper

SOUTH MATTERS

YouTube television news channel

LOGIN

YouTube Celebrity talk show channel

LIVE THE DREAM

Podcast series with DSU leadership and guests

RADIO CJMC

features on Spotify

ADVERTISING PITCH

designing brand strategies

GLOBCOM PROJECT

creating strategies for a global client

SHORT FILM

producing a 10-minute fiction film

DOCUMENTARY

highlighting social anomalies through short films

PHOTO-FEATURE EXHIBITION

producing and displaying thematic photographs

DIGITAL MEDIA PITCH

create a social media marketing strategy for new 'digital business'

CONSUMER SURVEY

market research combining Psychology & Research

THEATRE PRODUCTION

involving play-reading & acting sessions



About CJMC Studio & Resources

CJMC has a well-equipped state-of-the-art studio and video editing lab.



Comprehensive Audio Production Workflow and Skills Students Learn

An audio production course trains students to handle the complete sound creation process—from capturing clean audio to crafting a polished mix using professional studio equipment. Students receive hands-on training with microphones, audio interfaces, mixers, digital audio workstations (DAWs), and acoustically treated studio environments.

Pre-Production (Planning & Preparation)

Students learn how to plan and prepare for a high-quality recording session.

Skills Students Learn

Understanding Project Requirements

Identifying genre, purpose, target audience, and technical needs.

Script & Cue Sheet Preparation

Writing voiceover scripts, podcast outlines, musical arrangements, and shot lists for audio cues.

Studio Setup Planning

Deciding on microphones, preamps, room setup, and signal flow.

Session Planning

Organising performers, instruments, rehearsal timings, and equipment requirements.

Production (Recording & Studio Techniques)

Students receive hands-on training in capturing clean, high-quality audio using professional tools.

Microphone Selection & Placement (Mic Technique)

- Choosing the right microphone: dynamic, condenser, ribbon
- Understanding microphone polar patterns: cardioid, omni, figure-8
- Using placement techniques for different scenarios:
 - Close-miking for vocals and instruments
 - Room/ambient miking
 - XY stereo, ORTF, and spaced-pair for stereo recording
 - Drum recording setups (overheads, kick, snare, toms)
 - Minimising noise, plosives, reflections, and phase issues

Recording & Signal Flow

Students receive hands-on training in capturing clean, high-quality audio using professional tools.

Setting up a complete signal chain:

Microphone >>> Preamp >>> Interface >>> DAW

- Understanding gain staging to avoid distortion or noise
- Using phantom power correctly for condenser mics
- Monitoring through headphones and studio monitors
- Avoiding clipping, distortion, and interference
- Recording clean voiceovers, music, ambience, and Foley

Multi-Track Recording & Overdubbing

- Recording separate tracks for instruments and vocals
- Layering elements to build music or soundscapes
- Punch-in/punch-out techniques for fixing mistakes
- Compiling multiple takes into a single seamless performance
- Time-alignment and phase correction for tighter recordings

Post-Production (Editing, Processing & Sound Design)

Students learn the artistic and technical processes that shape raw audio into a professional final product.

Audio Editing

- Trimming unwanted sections
- Applying fades and crossfades
- Removing background noise and clicks
- Aligning performances and tightening timing
- Working with regions, clips, and layers

Sound Design & Creative Processing

- Creating and recording Foley sound effects
- Adding ambient textures, atmospheres, and drones
- Pitch-shifting, time-stretching, and voice modulation
- Automation for volume, panning, effects, and filters
- Designing audio for video, podcasts, radio, and multimedia

Mixing (Balancing, Tone Shaping & Dynamics Control)

Students learn to create a balanced, clean, and impactful final mix.

Skills Students Learn

- Balancing overall track levels
- Panning instruments in the stereo field
- Using EQ to shape tone and carve frequency space
 - Cutting muddiness around 200–400 Hz
 - Boosting clarity and air in higher frequencies
- Applying compression for dynamic control and punch
- Adding creative effects:
 - Reverb for space
 - Delay for depth
 - Saturation for warmth
- Building a cohesive mix ready for mastering

Mastering (Final Output & Delivery)

Students understand how to prepare audio for different platforms.

Skills Students Learn

- Adjusting loudness to industry standards
- Final EQ and compression for consistency
- Limiting and maximizing output levels
- Exporting for:
 - Streaming platforms
 - Broadcast
 - Podcasts
 - YouTube
 - Film & video productions
- Understanding file formats (WAV, AIFF, MP3) and sample rates

Professional Skills Developed

Students also gain essential non-technical skills required in the audio industry:

- **Critical listening and ear training**
- **Creative thinking and sound interpretation**
- **Teamwork during recording sessions**
- **Problem-solving technical issues**
- **Time management during studio work**
- **Communication with artists, directors, and clients**

Comprehensive Video Production Workflow and Skills Students Learn

An audio production course trains students to handle the complete sound creation process—from capturing clean audio to crafting a polished mix using professional studio equipment. Students receive hands-on training with microphones, audio interfaces, mixers, digital audio workstations (DAWs), and acoustically treated studio environments.

Pre-Production (Planning & Conceptualisation)

This stage focuses on shaping ideas into a practical production plan.

Skills Students Learn

- **Concept Development** Understanding purpose, target audience, genre, and messaging.
- **Scriptwriting** Writing scenes, dialogues, voiceovers, and story flow.
- **Storyboarding** Creating visual shot panels to map camera angles, transitions, & movements.
- **Shot Planning** Developing shot lists, floor plans, continuity notes, and framing plans.
- **Scheduling & Production Planning** Preparing call sheets, production calendars, and workflow charts.
- **Location Scouting** Evaluating lighting conditions, acoustics, and spatial requirements.
- **Casting & Talent Coordination** Identifying suitable on-screen talent & managing rehearsals.
- **Basic Budgeting** Planning equipment, crew, and other production resources.

Production (Shooting & Studio Work)

Students learn how to operate professional equipment, manage studio setups, and capture high-quality footage

Camera Operation & Cinematography

- Operating DSLR cameras, mirrorless cameras, and professional video cameras
- Understanding shot types: wide, medium, close-up
- Applying composition principles: rule of thirds, symmetry, depth
- Manual focusing, focus pulling, and exposure control
- Managing ISO, shutter speed, aperture, and white balance
- Executing professional camera movements: pan, tilt, dolly, zoom, tracking
- Using stabilizers, sliders, tripods, and gimbals

Lighting for Video

- Setting up three-point lighting (key, fill, back light)
- Using reflectors, diffusers, cutters, and gels
- Creating mood and depth through lighting styles
- Managing shadows and highlights
- Indoor, outdoor, studio, and chroma-key lighting practices

Audio Recording

- Handling lapel, boom, shotgun microphones
- Using audio recorders, mixers, and monitoring tools
- Capturing clean dialogue and ambient sound
- Understanding audio levels and noise control

Green Screen & Studio Production

- Setting up chroma key backgrounds
- Lighting green screens for clean keying
- Directing talent in studio environments
- Understanding studio roles and workflow

Multi-Camera Shooting Techniques

- Setting up and operating multi-cam systems
- Matching lighting, framing, and color across multiple cameras
- Coordinating camera operators and technical crew

- Maintaining continuity and synchronization
- Live switching using hardware vision mixers

Post-Production (Editing & Final Output)

Students learn to assemble, enhance, and finalize video projects using professional editing software.

Video Editing

- Importing and organizing raw footage
- Editing on the timeline: cut, trim, ripple, roll, slip, slide
- Adding transitions, titles, lower-thirds, and basic graphics
- Syncing multi-camera footage
- Working with audio layers, music, and effects

Online Video Editing & Live Production

- Performing real-time edits during multi-camera shoots
- Using live-switching platforms: OBS, vMix, ATEM Mini
- Adding overlays, graphics, lower-thirds, transitions during live events
- Understanding live-streaming workflows for online delivery

Colour Correction & Colour Grading

- Fixing exposure, white balance, and contrast issues
- Applying creative color styles to enhance mood and tone

Sound Design & Audio Editing

- Cleaning background noise
- Using EQ, compression, and filters
- Adding background music, Foley, and sound effects
- Mixing audio for clarity and balance

Green Screen Compositing & VFX Basics

- Removing green screen backgrounds
- Compositing subjects into digital environments
- Adding simple VFX, motion graphics, and animations

Exporting & Delivery

- Choosing suitable formats, codecs, and resolutions
- Exporting for platforms like YouTube, TV, web, and social media

- Understanding frame rates, bitrates, and delivery standards

Professional Skill Development

Beyond technical knowledge, students also build essential professional competencies:

- Creative storytelling and visual communication
- Collaboration and teamwork on production sets
- Time management and handling tight production schedules
- Technical troubleshooting and problem-solving
- Professional communication and client-style presentation skills



Internships

CJMC students have to do a summer internship during the course of their study for credits. They get pre-placement offers from leading media organisations based on their performance during the internship. CJMC will assist the students in fixing the internship in Advertising, Digital Marketing, Public Relations, Events, Print, Television Journalism, Radio, Television Production. Students can opt to find their own internships. Students are actively encouraged to take up part-time work during the course of their study.

Internship: Compulsory 60 days summer internship with the submission of an internship report.

Commencing Year	Internship Month	Minium Internship Duration	InternshipOpportunity/ Year	Total Internship Duration
2025	June 2027	30 days	1 full-time & 1 part-time	30 - 90 days
2024	June 2026	30 days	1 full-time & 1 part-time	30 - 90 days
2023	June 2025	30 days	1 full-time & 1 part-time	30 - 90 days

Placements

Our graduates are shaping narratives and driving innovation at leading media organizations worldwide. A dedicated placement department supports students in securing opportunities with top companies.

Final placements commence in March–April during the sixth semester, enabling students to confirm jobs even before completing their three-year course. In addition, many bright students choose to pursue higher studies every year at prestigious institutions in India and abroad.

Placement Highlights 2024

7 LPA	4.25 LPA
Highest	Average

100%	40%	40%	20%
Internship	Opted Higher Studies	Opted Placement	Opted Freelancing

Competitive Exams

Students have successfully appeared in competitive exams for private and public sector jobs, government recruitments, civil services, etc based on their training and coursework at CJMC.

Where JMC Can Take You?

Explore the Leading Industries Seeking Your Expertise!

- ▶ 24 Ghanta TV
- ▶ Bangalore Mirror
- ▶ Brand-Comm
- ▶ Centre for Internet and Society
- ▶ CNBC TV 18
- ▶ Colours TV Kannada
- ▶ CommStrat PR
- ▶ Deccan Herald
- ▶ DIPR (Government of Karnataka)
- ▶ Disha Advertising
- ▶ ET Now
- ▶ Eurox PR
- ▶ Little Things a startup in Indian Institute of Management (IIM)
- ▶ Media Plus Shillong
- ▶ Nuk News
- ▶ Pepper Media
- ▶ Pixel Pictures
- ▶ Red Communications
- ▶ RSquare Consulting
- ▶ Swaraj TV
- ▶ The Hindu
- ▶ The Hitavada Raipur
- ▶ The New Indian Express
- ▶ Trends Adfilms
- ▶ Zee Kannada
- ▶ Sketch Media
- ▶ Allyn International
- ▶ Glare Media
- ▶ InAmigos Foundation



Global Exposure

The College of Journalism and Mass Communication at Dayananda Sagar University is the only university in India to be a member of the Global Communications Project (Globcom) and Symposium, which is an international project partnered by 15 universities from 15 countries across 5 continents.

The students work in global teams and develop a communication strategy for a top global company.

They learn to work in a global communications team, manage cultural barriers, make professional pitch presentations to clients, get exposed to world-class ideas and best-practices, learn to recognize the strength of cultural diversity, and above all benchmark themselves against students from the best universities in the world.

Students have worked on the following high-profile projects.

Panthera's Global Wildcat Conservation Project (2025)

Global Mattel Barbie Transformation Project (2024)

Dugong & Seagrass Conservation Project for Abu Dhabi Species Conservation Foundation

Heart of Borneo Campaign for World Wildlife Forum (WWF), Malaysia

Global Tourism Campaign for the City of Stellenbosch, South Africa

PR Campaign for the New Partnership for Africa's Development (NEPAD)

"Keeping an Eye on Earth" Summit for Climate Change

Global PR and Communications Strategy for Carl Zeiss Vision Care

Airbus Support for the International Year of Biodiversity

Promoting Abu Dhabi as Cultural Capital of the Middle East

Reputation Strategy for Cognis GmbH, Germany

Germany as a tourism destination (Soccer World Championship 2006)

PR for the Kingdom of Swaziland

CSR Campaign: General Electric (GE) Foundation Policy

Students get the opportunity to work with students from Curtin University, Australia and Malaysia; Universidad de Valparaiso, Chile; University of Erfurt, Germany; Università degli Studi di Udine, Italy; AUT University, New Zealand; School of Communications and Media Studies, Portugal; University of Stellenbosch, South Africa; Ramon Llull University, Spain; Chulalongkorn University, Thailand; Zayed University, UAE; Leeds Beckett University, United Kingdom and Emerson College, USA.

The College of Journalism and Mass Communication organises regular webinars and interactive sessions with professors and journalists from across the world on trending topics in media.

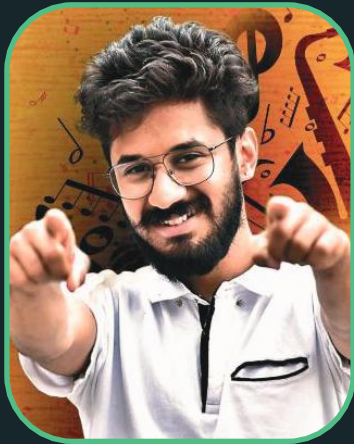


Eminent Alumni

CJMC alumni are journalists, filmmakers, copywriters, digital media experts, entrepreneurs, actors, and even magicians! They are always a call away to share their experiences with their juniors. Many are in senior positions at global organisations or are pursuing higher studies in top universities across the world.

Many of the CJMC alumni won the DSU Alumni Awards in 2025 for their achievements.

Saanya Iyer, also known as Sainya Iyer, is a well-known actress and model in Kannada entertainment industry. She hails from a family with deep roots in the arts—her mother, Deepa Iyer, is an actress, and her father, Sudesh K. Rao, is a director. Saanya pursued BA-JMC at Dayananda Sagar University, building a solid foundation for her career. She began as a child actor, gaining recognition for her role in the serial Putta Gowri Maduve (2012) and has since appeared in shows and films like Mukha Putta and Vimukhti.



Vasuki Vaibhav is a composer and singer, music director and actor in Kannada films. He became recognised after appearing in Rama Rama Re. He was the second runner-up of Big Boss Kannada Season 7. He has also worked in acclaimed Kannada film, Sarkari Hiriya Prathamika Shaale, has worked as music director of several films. He also writes lyrics.

Amrutha Uppar is a talented Kannada actress known for her dynamic journey across television, music, and films. Hailing from Ballari, she holds a Journalism & Mass Communication degree from DSU's College of Journalism & Mass Communication (CJMC). Starting as a host and reality show participant, Amrutha transitioned to notable roles in TV series like Gowri Purada Gayaligalu and Bhagyalakshmi. Her film career includes Kathru Karma Kriya and Elakunni, showcasing her versatility. A state-level trained classical singer and dancer, she continues to excel in diverse artistic endeavors.



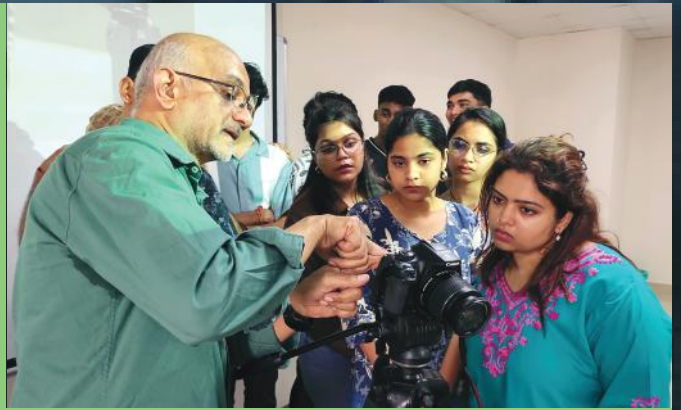
- ▶ Aditi Doddawad, 2018 batch, joined Google, Bangalore.
- ▶ Janetta Noronha, 2017 batch, joined Google, Bangalore.
- ▶ Gargi Nandy, 2016 batch, became Miss Meghalaya.
- ▶ T. Nidhi, 2019 batch, is in Myntra.
- ▶ Dayananda HM, 2018 batch, joined Amazon.
- ▶ Vivek Santhosh, 2018 batch, joined in Accenture.
- ▶ and many more.....

Campus Life & Student Engagement

Students will be a part of the University's Language Lab, Incubation Centre, International Affairs Team, Cultural Club and Sports Club.

Students will be a part of CJMC's Film Club, Theatre Club and Literary Club, and will organize film festivals, international Journalism seminars and advertising workshops.





DSU City Innovation Campus: Kudlu Gate, Srinivasa Nagar, Hal Layout, Singasandra, Hosur Road, Bengaluru, Karnataka - 560 068

Admissions Helpline Nos: ☎ **080 4646 1800** 📞 **+91 636 688 5507**

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