

B.A. (Hons.) Media and Journalism

Expertize in:

AI and Multimedia

Corporate Communication

Journalism

Scan to know more



Vandana V,
Student, SoFMCA, RV University

B.A. (Hons.)

Media & Journalism

The Media and Journalism programme is designed to empower students with expertise in Corporate Communication, AI-driven Multimedia, and traditional and contemporary ethical practices of Journalism.

Gain Skills in

Leadership

Innovation Storytelling

Data Analysis

Strategic Communication

Corporate Communication

AI-driven Multimedia

Multimedia Skills

Why Choose This Programme?

- Cultivates Critical Thinking
- Rewarding Career Opportunities
- Digital-First Approach Decision-Making

Career Prospects

- Public Relations, Corporate Communication
- Content Creation, Digital Marketing, Journalism

Expertize in

Corporate Communication

Journalism

AI and Multimedia



Suriya Kiran,
Student, SoFMCA, RV University



School of Film, Media and Creative Arts

The School of Film, Media, and Creative Arts (SoFMCA) at RV University offers students a holistic and versatile learning experience that goes beyond traditional media and journalism studies.

Master the Art of Creativity and Technical Expertise in

Filmmaking

Animation

Multimedia Production

Flagship Event: Teen Indie Film Awards (TIFA)

Gain Hands-on Exposure On International Scale

Event Management

Leadership

Networking Opportunities

Learn

Corporate Communication

Creative Design and Digital Marketing

Reporting and Writing

Advertising

Public Relations

AI-Driven Content Production

Brand Communication

The logo for The Teen Indie Film Awards (TIFA). It features the letters 'tifa' in a lowercase, bold, sans-serif font. The letters are filled with a gold, textured pattern. A small red circle is positioned above the letter 'i'.

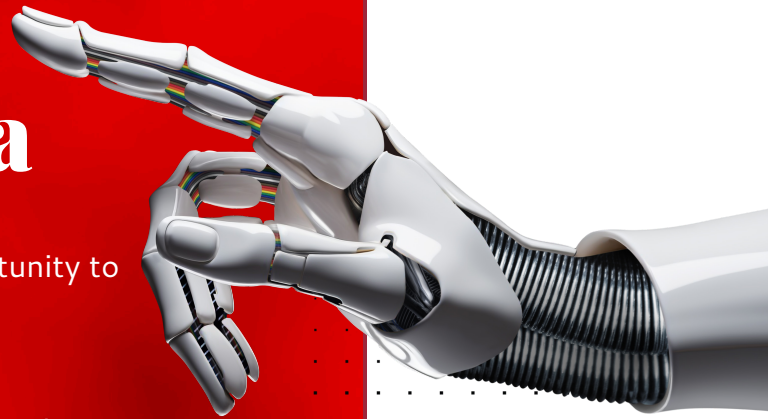
**The Teen Indie Film Awards (TIFA),
a property of RV University**



Pawan Sai, Student,
Filmmaking Major, RV University

Expertization-I

AI & Multimedia



Studying AI and Multimedia offers a unique opportunity to blend creativity with advanced technology.

Curriculum Designed to Meet Industry Demands
AI-driven content creation, immersive storytelling and multimedia production.

Explore

Extended Reality (XR)

Animation

Artificial Intelligence (AI)

Virtual Production

Career Prospects

Filmmaking

Advertising

Gaming

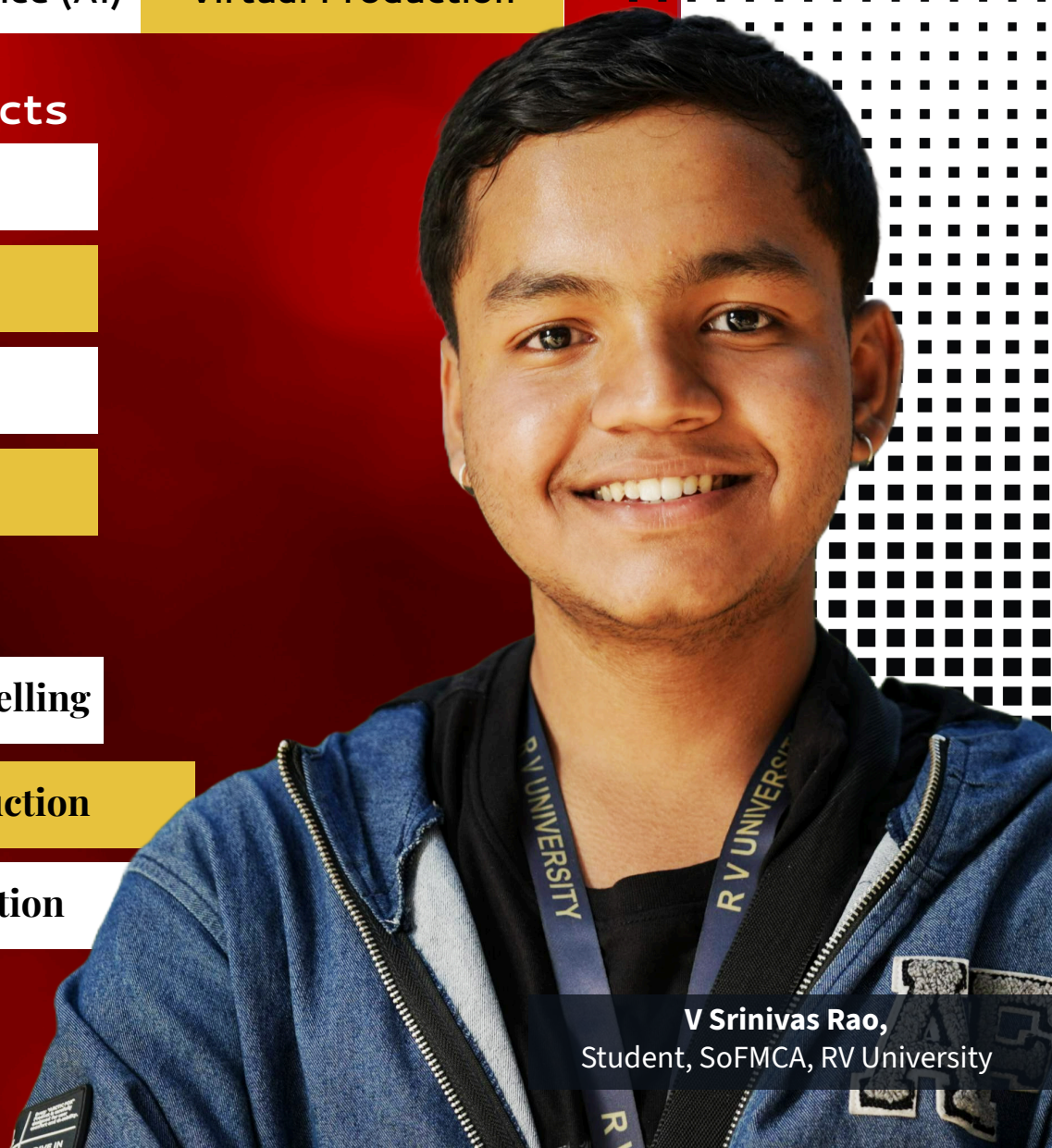
Digital Media

Learn

Immersive Storytelling

Multimedia Production

AI-Driven Production



V Srinivas Rao,
Student, SoFMCA, RV University

Expertization-II

Corporate Communication

Corporate Communication offers a unique blend of media expertise and strategic communication skills essential for today's corporate world.

Why this Specialization?

- Empowers Students to Craft Compelling Narratives
- Teaches Brand Reputation Management
- Focuses on Engaging Stakeholders across Traditional Platforms
- Emphasizes Engagement on Digital Platforms

Amruta M Nair,
Student, SoFMCA, RV University

Here's What You Will Learn

Corporate Storytelling AI-driven Media Strategies

Integrating Multimedia Production

Career Prospects

Corporate Affairs Content Strategy

Strategic Communication Management

Learn

Public Relations

Advertising

Crisis Communication

Internal Communication

Digital Marketing



Expertization-III

Journalism

Journalism equips students with strong reporting, storytelling, and investigative skills. While integrating AI ethically, data journalism, and multimedia production modules prepare them to become well-rounded media professionals.

It provides exposure to

Contemporary Reporting

Writing

Editing

Long form reportage

Feature Writing in multiple platforms

Learn

Reporting & Anchoring

Media Entrepreneurship

New Media & Lifestyle Journalism

Copywriting & Media Research

AI Literacy

Photojournalism & Documentary Making



Jagath Gowda M,
Student, SoFMCA, RV University



Suriya Kiran, Student,
SoFMCA, RV University

AI Generated Images

Career Opportunities

Public Relations

Brand Communications

Visual Design

Social Media Marketing

New Media Journalism

Podcasting & Vlogging

Media Entrepreneurship

Editing

Multimedia Production

AI-driven Content Creation

Advertising

Event Management

Collaboration



Makers of blockbuster movies

K.G.F

SALAAAR

KANTARA
A LEGEND
CHAPTER 1



SONY

IFB

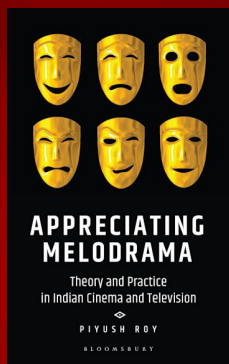
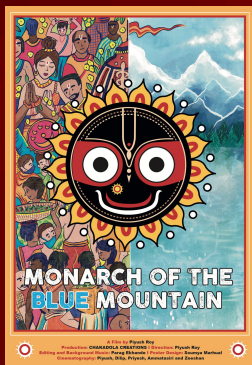
FilmFreeway

IFB Industries Limited

UC RIVERSIDE



Film, Book and Magazine



Know your Dean

Former Editor of popular film magazine, Stardust and film-weekly, StarWeek, he has worked at senior reporting positions in leading Indian dailies (The Indian Express, Hindustan Times), the Society magazine, and has been published in The Times of India Crest Edition, The Asian Age, Screen and The New Indian Express, authoring over 1000 media publications. He's been the writer of three popular film columns, 'Sunday Talkies' with Orissa Post (2011–2018), 'Soul Cinema' with The Times of India Speaking Tree (2018–) edition, and 'Friday Talkies' with The Hindu (2021–).

Author of five books, two fiction – Never Say Never Again (2007) and Alexander: An Epic Love Story (2007), one poetry (all heats Dusted, 2021) and an online novel series, The Millennium Batch (2020); in 2019, he made his non-fiction and feature film debut with Bollywood FAQ: All That's Left to Know About the Greatest Film Story Never Told (Rowman & Littlefield Publishing Group, USA), and a critically acclaimed documentary, Pleasures Prejudice & Pride: An Indian Way of Filmmaking. It was the first 21st century Indian documentary to be the focus of a multi-city global seminar screening tour, across seven universities in the United Kingdom in September–October 2019. His latest book, Appreciating Melodrama: Theory and Practice in Indian Cinema and Television (Bloomsbury 2022) argues for a review of Indian cinema using Indian aesthetic philosophies, and latest documentary, The Monarch of the Blue Mountain (2024), explores the timeless, universal appeals of Sri Jagannath culture and consciousness. Honoured with "Special Mention" for Best Critic at the 60th Indian National Film Awards (2013) by the President of India, Pranab Mukherjee, he was invited by Queen Elizabeth II and The Duke of Edinburgh to the UK–India Year of Culture's official inauguration at the Buckingham Palace on 27 February 2017 featuring eminent Indians from the nation's civil society, politics, sports, arts, culture and media.

Prof. (Dr.) Piyush Roy

Author, Critic, Curator, Filmmaker, and Founding Dean,
School of Film, Media and Creative Arts,
RV University

PhD. South Asian Studies and M.Sc. Film Studies
(University of Edinburgh, UK), M.A. International
Journalism (Cardiff University, UK), MPACM
(SIBM, India), PGDJ (IIMC, Dhenkanal)





Greetings from the Programme Director

Every great storyteller, communicator, and innovator started with a single step. Today, you take yours at RV University's School of Film, Media & Creative Arts!

As the Programme Director of the Media & Journalism Programme, I invite you to explore the limitless possibilities of Journalism, Corporate Communication, and AI-driven Media Production. Whether you dream of breaking news, crafting powerful brand narratives, or revolutionizing media with AI, we will equip you with the tools, skills, and experiences to bring your vision to life.

Your journey of creativity, innovation, and impact starts now. Welcome to Media and Journalism.

Dr. Deepak B. J.

Programme Director, Media and Journalism
School of Film, Media and Creative Arts
RV University

PhD, and MS(Comm.) from Manipal Academy
of Higher Education, NET

12+

Years of Teaching and Industry experience



Know your Faculty

Dr. Kitty Mukherjee is a passionate educationist who facilitates teaching and training to bring out the best in her students. An academician and researcher with a distinguished career of more than 25 years, she has worked and completed her education from top institutes and universities in India. Her Ph.D. was related to one of the most important Sustainable Development Goals to transform the world – Gender Equality. A passionate teacher, mentor and educationist, she holds three Master's degrees: in Sociology, Mass Communication, and Management, respectively. Her first Master's was in Sociology, (University Topper & Gold Medalist–UGC NET Cleared), second in Mass Communication (UGC NET Cleared) and the third Masters was in Management where she specialized in marketing and HR. She holds a Post Graduate Diploma in English Journalism from the Indian Institute of Mass Communication, (IIMC) with special distinction and another Post Graduate Diploma in HRM from the prestigious Pondicherry University. Her other education qualifications includes a B.Ed. from one of the topmost Education Colleges in Haryana, C. R. College of Education, under M.D. University Rohtak. She has an additional certificate in Guidance CIG from IGNOU. In a career spanning 26 years, she is highly experienced in developing curricula, teaching and training, organizing and conducting events, administration, planning and maintaining media relations. With excellent communication skills and understanding of students' personalities, she has been successful in managing and placing students in the corporate world and leading several teams in the organizations wherever she has worked.

Dr. Kitty Mukherjee

Assistant Dean – SoFMCA

Ph.D, UGC NET in Mass
Communication & Sociology, M.A.
Sociology, MBA, MMC, PGDJE
(IIMC) PGDHRM, B.Ed.Certificate
course in Guidance



Know your Faculty

Rahul Jayaram is a triple postgraduate with degrees from three continents: History from Jawaharlal Nehru University (JNU) in New Delhi; Literature from Edinburgh University, and Journalism from Columbia University. He was a founding faculty at the Jindal School of Liberal Arts & Humanities at the O P Jindal Global University, arguably India's first liberal arts undergraduate programme, and later was the founding faculty at Vidyashilp University in Bangalore. He has worked as a journalist in Mumbai, Muscat, Bangalore and Delhi for a decade, and his reportage, feature writing, opinion pieces and long-form reportage or essays have appeared in almost every Indian paper, magazine or website of record in English, and some in the Britain, America, Pakistan, Oman and the United Arab Emirates. His creative work was long-listed for the Commonwealth Short Story Prize in 2023, for the Juggernaut Short Story Prize in 2018, and won the Jury Prize at the Tata Literature Festival in Mumbai in 2023. He is a previous winner of the National Scholarship at JNU(2000-2002), the Commonwealth Scholarship at Edinburgh University (2004-2005) and the International Fellows Program at Columbia University (2011-2012) and was a runner-up for the Harris Prize for best student thesis at Columbia Journalism School in 2012. He was awarded for teaching at the O P Jindal Global University in 2016.

Rahul Jayaram

Writer and Associate Professor



Learn from esteemed professors of our
School's **Filmmaking, Animation and Acting** programmes



Snigdha Bhatnagar

Program Director
Animation, Visual Effects and Gaming



Sandipp B

Program Director
Filmmaking



Rahul Dev Raman A

Faculty-in-charge, Acting



Dr. Baidurya Chakrabarti

Assistant Professor

Admin Staff



Kavitha Sampath

Executive Assistant (EA)



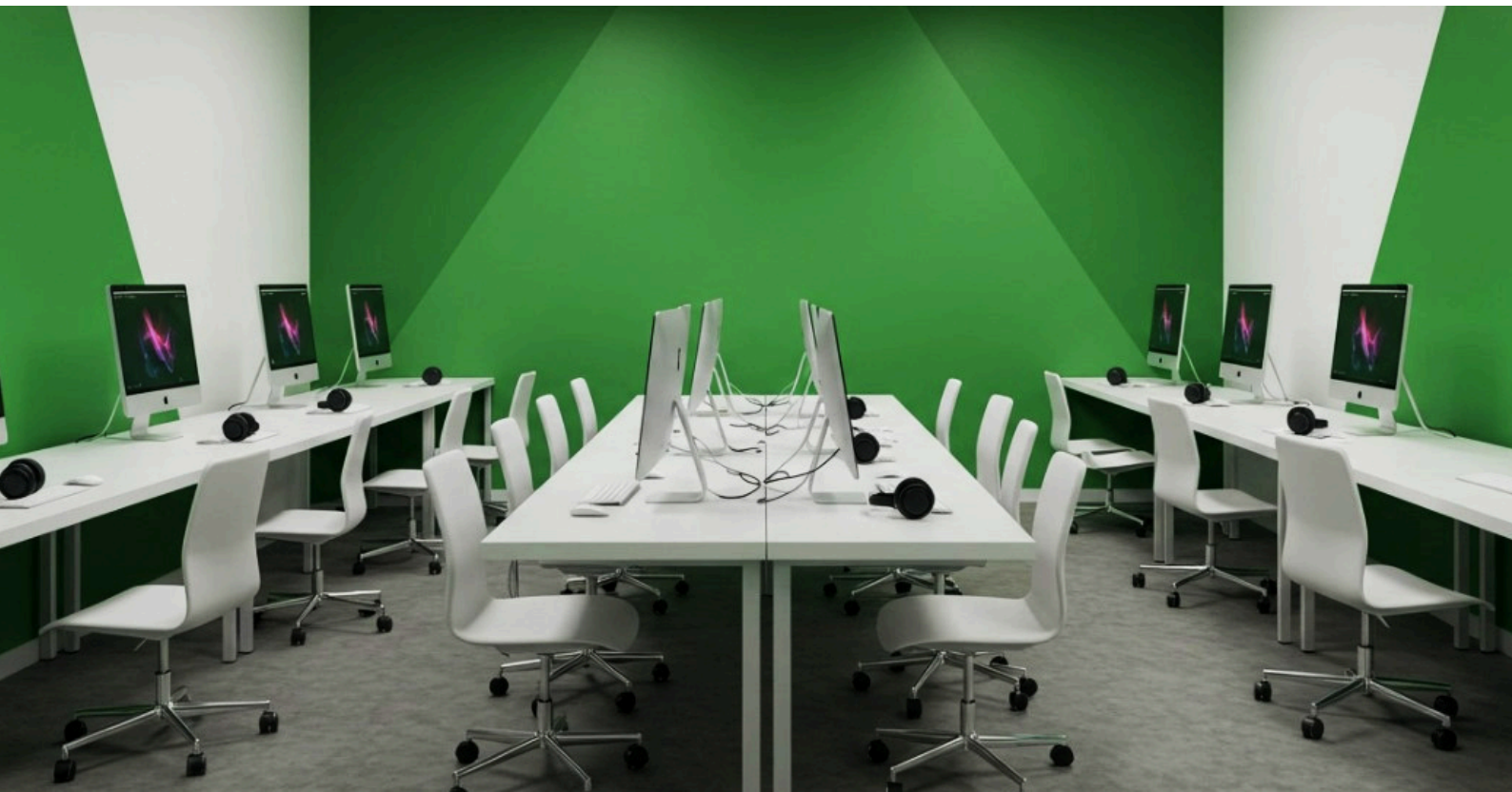
Manish Raghavendra

Instructor

3D Images of up coming infrastructure



3D Images of up coming infrastructure





**Limited
Seats**

Anudeep Chowdary,
Student, SoFMCA, RV University

Scan to Apply



Admissions Open



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