



# **Guru Gobind Singh Indraprastha University, Delhi**

Guru Gobind Singh Indraprastha University is an affiliating and teaching university that aims to facilitate and promote studies, research and extension work in emerging areas of higher education with focus on professional education in the disciplines of engineering, technology, architecture, management, medicine, pharmacy, physiotherapy, nursing, education, law, journalism and mass communication etc. Functioning of the University commenced with the joining of Prof. K.K. Aggarwal as Vice-Chancellor in December, 1998.

Within a short span of eight years, the University has been able to make its presence felt the world over. It is running more than 60 programmes in 8 University Schools of Studies and 80 Institutes (Government as well as self-financing), imparting professional education to more than 40,000 students. The university is currently functioning from its Campus at Kashmere Gate, Delhi. The new campus is coming up in Dwarka on 60 acres of land.

The University has recently started a number of new programmes of societal relevance such as MBA (Disaster Management/Real Estate), Master of Mass Media, Masters of Prosthetics and Orthotics and M.Tech. (Engineering Physics). Believing in the philosophy of continuing education, the University has started a number of Post Graduate level Weekend Programmes in Management, Technology and Mass Communication for working professionals.

The university offers Bachelor of Journalism & Mass Communication which is available in seven affiliated institutions. In 2006, university set up Centre for Media Studies on the campus and started PG Diploma in Electronic Media. This year, Master of Mass Media has been launched with focus on specialisations.

## **Centre for Media Studies**

Media industry is expanding at a fast pace all over the world. The rapid growth of media in India is an evidence to the fact. For meeting the growing demand of the industry, we need educated, trained, skilled and competent professionals. The phase of conventional journalism is over; today the industry is looking for multitaskers.

This centre has opened new doors for media students who want to pursue a master's degree with specialisation in their preferred discipline. By launching a weekend diploma programme, it has also provided an excellent opportunity to professionals who wish to add on their knowledge and skills in the field of electronic media. And the certificate programme is there for the help of those who want to make a career in video production.

## **Master of Mass Media**

GGS IP University has clarity in its vision of mass communication education - generalisation and exposure to all branches of mass communication at the undergraduate level and specialisation with focus on any particular branch or discipline at the postgraduate level. That is how Master of Mass Media (MMM) programme has been conceived and designed.

MMM is the most exclusive programme launched by a University in 2007. It prescribes common papers in the first year for the purpose of grounding and special papers in the second year with focus on the targeted area. Specialisation is offered in four major areas - Journalism and News Media, Corporate Communication, TV Production, New Media and Convergence.

## **PG Diploma in Electronic Media**

Post Graduate Diploma in Electronic Media (PGDEM) was launched in 2006 and in the first year itself it attracted many media professionals. It is a programme targeted to practitioners who wish to update and enrich themselves by sparing some time from their heavy routine on the weekends.

The syllabus of PGDEM has been carefully designed to suit the requirement of the industry. The whole programme has been divided into three trimesters, each trimester devoted to one major area - radio, TV and film. The ratio of theory and practical is 1:2 on the basis of teaching/training hours and its 1:1 in view of the credits earned in a trimester.

## **Certificate Programme**

In media studies there is a dire need of short-term programmes for the benefit of those who wish to learn or polish their skills by sparing some time from their routine. Understanding this need GGS IP University launched a three-month certificate programme in video production in January 2008. The third batch of this certificate programme is scheduled in January 2009-March 2009.

Certificate in Video Production is targeted to both students and professionals. In terms of practical input the programme is loaded and addresses the needs of the receiver's upto their expectations and satisfaction.

# Certificate in Video Production

Certificate in Video Production is a three-month programme targeted to those who wish to acquire working knowledge of camera, light, sound and editing. It is open to professionals and students. The emphasis is more on practical learning than theory.

## *Salient Features of the Programme*

Duration of Programme	:	Three months
Status of Programme	:	A specialised programme where the classes shall take place on five days i.e. Monday to Friday in the evening
Intake	:	40
Fee	:	Rs. 15,000/-

## *Credits and Teaching/Training Hours*

Total Credits	:	14
Theory Courses	:	2
Lab Courses	:	2

## *Schedule of Classes*

The classes will take place from January 2009 to March 2009 at the Centre for Media Studies, GGS IP University, Kashmere Gate, Delhi - 110006. The classes will be held from Monday to Friday in the evening.

## **Eligibility for admission**

12th standard from any board or equivalent

## *Criterion of admission*

Admission will be done on first come first serve basis.

## *Availability of application form*

Application forms can be obtained from the Centre for Media Studies, GGS IP University, Kashmere Gate, Delhi-110006, on any working day till Monday, December 08, 2008 or can be downloaded from the website of the university [www.ggsipu.nic.in](http://www.ggsipu.nic.in)

## *Admission Process*

- Last date for submission of application form and admission : December 08, 2008 by 5.00 pm

## *Counseling*

- The counseling will be held on Wednesday December 10, 2008 at 10.00 am. Venue for counseling: Centre for Media Studies. Candidates are required to bring a DD of Rs. 15, 000 in favor of **Registrar, GGS IP University, Delhi,** to be submitted at the time of counseling along with certificates: original educational and date of birth.

**Commencement of classes: January 05, 2009 at 5 PM**



Male  Female

**Details of Examinations passed**

<b>Examination</b>	<b>Board/University</b>	<b>Year</b>	<b>Name/Address of School/Institution Attended</b>	<b>Subjects</b>	<b>%age of aggregate marks</b>
<b>12th</b>					
<b>Bachelor degree</b>					
<b>Diploma/any other</b>					

**Note : Please attach attested photocopies of the qualifying examination(s)**

**Undertaking**

I hereby solemnly and sincerely affirm that I fulfill the eligibility conditions prescribe by the University and that the statements made and information furnished by me in this application form is true and correct. Also I have not withheld any information. If it is found that any information furnished herein is fraudulent, incorrect or untrue in material particulars, I realize that I am liable to prosecution and that the admission to the programme is liable to be cancelled. I agree to abide by the rules, terms and regulations as contained in the Admission Bulletin and other provisions notified by the University. I am also aware that my admission is provisional and is subject to verification of my eligibility. I further declare that during the entire programme in the University/Centre I will not indulge in ragging.

**Date :**

**Signature of the candidate**