



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

FROM DARKNESS TO LIGHT

ABOUT KALINGA UNIVERSITY

Kalinga University, Raipur has emerged as a centre of excellence of higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

About Raipur - Raipur is the Capital of Chhattisgarh and New Raipur is the New Capital of Chhattisgarh in the making. New Raipur is the fourth planned city of India with wide roads and miles of greenery and is pollution free. It is the first integrated and smart city of the country. A cosmopolitan city which is also the hub of higher education hosts IIM, IIT, IIIT, National Law University, CIPET, NIT and AIIMS. In addition it also hosts most National and International Brands of Food and Retail Outlets.

Establishment - Established in 2013, this University has been able to win the confidence of over 12000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, Papua New Guinea, South Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe etc. have chosen this University for their education and career.

Schools of Excellence - Currently the University is serving the student community through various schools offering UG and PG programs namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

Academics and Faculty - All schools are headed by senior professors having excellent academic credentials and experience of teaching, publications and research. They are ably supported by the well qualified faculty members who come from top educational institutions and the Industry. Students also get an opportunity to learn from a distinguished panel of experts drawn from various industries, who regularly come for guest lectures.

Infrastructure - Kalinga boasts of World Class Infrastructure and student facilities with student centric approach. Highest attention is paid to hands on learning approach and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 laboratories and workshops, all well equipped with the latest, state of the art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1000 computers are available for the use of the students.

The Library has a collection of over 90,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. Infrastructure consists of Student Hostel facilities, Green Acres, Canteen, Food Mess, Gymnasium, Fully Wi-fi Campus, ATM, Mini Market, Student hangout Areas, Sports Complex, Recreation Halls with Indoor Games and Music and recreation activities.

Industry Orientation and Leadership - Industry interaction is an integral part of the curriculum and industrial visits, internships on live projects and mentoring by the Industry leaders are regular features. The University has developed excellent connections with the top Industries of the region by taking memberships of leading industrial associations like Confederation of Indian Industries, PHD Chamber of Commerce and Industry, Federation of Indian Chamber of Commerce and Industry, Indian Importers Chamber of Commerce and Industry, etc. The University has an active chapter of Young Indians in which students get an opportunity to interact extensively with the Industry leaders and attend various corporate seminars and events.

Life Changing Experience - Kalinga is a Life Changing Experience where the focus is on over all development of students. NCC, NSS and various other clubs and societies offer opportunities to students to showcase their talent and learn under the guidance of experts. Music, Dance and Martial Arts trainers are available for the students. Coaches of different games and sports like Cricket, Football, Basketball, Volleyball and Athletics are also available for sharpening the skills of the students.

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The Department strives to help students cultivate a holistic perspective and understanding of communication processes by arranging seminars and workshops wherein media applications interface with subject areas such as Gender, Disability, HIV-AIDS, Science and Technology, Environment, Distance Education, Food And Nutrition, Children's Issues or any other. Interaction with Visiting Faculty, invited guest speakers, and experts from mainstream media from within India or from abroad also helps students to widen their information base and gain new and interesting insights.

The Placement record of the Faculty is very impressive. The students who have graduated are all well placed professionally and they work at local, regional, national and international levels. They have been absorbed in media set-ups or work independently in various areas-VIZ. Print, Radio, Television, Advertisements, Corporate Communications, Public Relations, Research & Documentation, Government and Non Government Organizations, Academics, Content Writing, Film Making and Photography.



In the recent years we have witnessed an unprecedented growth in the world of communication. Gone are the days when short and sweet reporting could get the message across. Not only has the world of communication changed but so has the target audience. With the increase in the number of television sets, news channels, radio stations, advertising and so much more each growing day, the field seems to be transcending into an unmatched growth and along with it options to its pursuers to have a dynamic career.

This industry is doing quite well for itself. The students of this trade can look forward to working in public relations, television, films, publishing, journalism, editing, etc. The thing to remember while applying to the industry is that people with strong people skills and a flair for communication will be preferred. The job requires the aspirants to be skillful, energetic and also creative.



Note: -Post completion of 4 years, student will be awarded a Bachelor's Degree (Honours/Honours with Research).

- Student will be eligible to pursue a Ph.D. (Doctor of Philosophy) after completing the 4-year Honours/Honours with Research program (with a minimum score of 75% marks), without the need for a 2-year PG program.
- Post completion of 4 years, student will be eligible to complete Post Graduation (PG) in one year.

Some Employment Options in Journalism & Mass Communication are:

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| 1. Advertising Agencies | 7. Corporate Groups | 13. Press Information Bureau |
| 2. Blogs | 8. Journals | 14. Radio Broadcasting Companies |
| 3. Books and Novels | 9. Legal Affairs Department | 15. TV Channels |
| 4. Broadcasting Corporations | 10. News Agencies | 16. Websites Periodicals and |
| 5. Central Information Service | 11. Newspapers | Magazines |
| 6. Circulation and Public Relations | 12. Photography Companies | |

SECTORS EMPLOYING JOURNALISM & MASS COMMUNICATION GRADUATES

ADVERTISING AGENCIES

DDB Mudra Group	FCB Ulka Advertisng Ltd.	Grey India	JWT Hindustan	Thompson Associates
McCann Erickson India Ltd.	Ogilvy & Mather	Rediffusion - Y&R	RK Swamy BBDO Advertising Ltd.	

NEWS AGENCIES

Asian News International	Hindustan Samachar	India Press Agency		
Indo-Asian News Service	Press Trust of India	Reuters	Samachar Bharti	United News of India

NEWSPAPERS

Amar Ujala	Amrit Bazar Patrika	Dainik Jagran	Dainik Bhaskar	
Dainik Hindustan	Hindustan Times	Rajasthan Patrika	The Times of India	

RADIO BROADCASTING COMPANIES

Big FM	Dhamaal 24	Fever FM	My FM	Radio City	Radio Mirchi
		Radio One	Red FM		

TV CHANNELS

Al Jazeera	BBC	Colors TV	Discovery	India TV	Set Max
Star Cricket	Star Plus	Sony Entertainment	Zee TV		

APPROVALS & ASSOCIATIONS



Call : +91-9907252100 (For Indian Students),
+977-9823770750 & +977-9823486747 (For Nepal Students),
+91-7470783000 (For International Students)

Campus : Kalinga University, Kotni, Near Mantralaya Naya Raipur – 492101, Chhattisgarh, India.

City Office : 1st Floor, SLT Water Front, Opp. Telibandha Talab, Raipur - 492001.

Bhilai Office : 111, Khichariya Complex, Near Hotel Grand Dhillon, Nehru Nagar, Bhilai, 490020.

admissions@kalingauniversity.ac.in

To register for our Entrance Examination **"KALSEE"**
Scan the QR Code

