








SCHOOL OF
**MEDIA &
COMMUNICATION**

Where Imagination Meets Innovation



Welcome to Adamas University

Address: Adamas Knowledge City, Barasat - Barrackpore Road, P.O. - Jagannathpur, District - 24 Parganas (North), Kolkata - 700 126
Admission City Office: Haute Street, 86 A, Topsia Road, (2nd Floor) Topsia, Kolkata - 700 046

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Transform with **Adamas**

Transform your future with Adamas University. Our innovative multidisciplinary programs, experienced faculty, and best in class facilities are designed to help students achieve their goals and prepare them for success in the global workforce.

Adamas University is a dynamic and innovative institution that prides itself on providing students with an exceptional learning experience. Founded in 2014, the University has quickly gained a reputation for academic excellence, cutting-edge research, and a commitment to creating graduates who are equipped to succeed in the global workforce.

At Adamas University, students have access to a wide range of undergraduate, postgraduate, and doctoral programs across various disciplines such as Engineering, Management, Law, Humanities, Science, Social Science, Education, and Health Sciences. These programs are designed to be intellectually stimulating and are taught by experienced and knowledgeable faculty members who are dedicated to providing students with the skills and knowledge they need to succeed.

In addition to a rigorous academic curriculum, Adamas University offers students a vibrant campus life with a range of extracurricular activities and clubs. From sports teams to cultural events, there is something for everyone at Adamas University. The University also provides state-of-the-art facilities, including modern classrooms, well-equipped laboratories, a well-stocked library, and cutting-edge research centers.

Located in Barasat, West Bengal, Adamas University is easily accessible by road, rail, and air. The University has excellent connections to the city of Kolkata, which is just a short distance away. This makes it an ideal location for students who want to experience the culture and vibrancy of one of India's most exciting cities while also enjoying the benefits of a serene campus environment.

The #BestinBengal for the Best of Minds.



PROFESSOR (DR.) SAMIT RAY

Founder Chancellor - Adamas University | Chairman - RICE Group,
Board Member, International Association of Universities
(only representative from India)

"Believe in the power of your dreams and the potential within you to achieve greatness. Embrace challenges as stepping stones to success, and let your passion be the driving force behind your journey to excellence."



PROFESSOR SURANJAN DAS

Vice Chancellor, Adamas University

"Never stop questioning, never stop learning. Your time at Adamas University will equip you with the knowledge and skills to change the world. Go forth and make a difference!"

RANKINGS

IIRF 2024 RANKINGS INDIA



in
Best Private University
in West Bengal



in
Best Law College (pvt.)
in West Bengal



in Top 10
Engineering Colleges (pvt.)
in West Bengal



in Top 10
Pharmacy Colleges (pvt.)
in West Bengal

CAREER360 YOUNG UNIVERSITIES
RANKINGS 2024



in West Bengal
in India's Best Young Universities

ACCREDITATIONS

UGC
Recognized



NCTE
Approved



PCI
Approved



BCI
Approved



QS E-LEAD



AICTE
Approved



AERB
Recognized



SCHOOL OF MEDIA & COMMUNICATION



PROF. (DR.) AKASH DEEP MUNI

Associate Dean - School of Media and Communication

Professor Muni is a communication professional spearheading the Mass Communication School at Adamas University as the Associate Dean. Dr. Muni is a Honorary Director of international magazine Jadetimes in USA. He is External expert in Board of Studies of Parul University, Gujarat. Professor Muni had recently received a Consultancy Project from E Sports, Bangalore. Being an internationally acclaimed speaker, he was invited as expert speaker at DeMont Institute of Management Technology, Dubai and Curtin University in Global Immersion workshop. He was also the Academic Expert at Business workshop conducted at Hult Business school and University of Wollongong Dubai. Dr. Muni is a Ph.D. in Mass Communication from Gondwana University, Maharashtra and also holds degree of Master in Journalism and Mass Communication and BA (English Hons.). He has also qualified UGC- National Eligibility Test. Dr. Muni is a public speaker and a regular news panelist at national news channels like Republic TV, CNN News18, TN Navbharat, Mirror Now & Times Now as an educationist and analyst. With an experience of more than 19 years in academia and industry, he has performed roles related to admission, placement, examination, accreditation, BOS, NAAC, and others. Manifesting his research acumen, he has published more than twenty research papers in UGC CARE, WOS, ABDC and Scopus indexed journals and five of his research scholars have completed their PhD under his guidance.

Where Imagination Meets Innovation

The technologies of mass communication have undergone a sea change in recent times, with everyday innovations marching ahead hand in hand with regional nuances.

The School of Media & Communication heavily emphasises on a digital first approach to education, which is just what budding talents need to navigate and excel in this ever-evolving landscape. Each student's intellectual and professional trajectories are well mapped out, through opportunities in exciting, original and innovative work that prepares them to lead at the global crossroads of media, technology and culture.

Geared for Success



State-of-the-art infrastructure powered by ZEE (1st in the region)



Highly innovative programmes designed to focus on journalism (print, broadcast and digital), graphics, animation and social media



Augmented learning through dedicated workshops new media course like Digital Journalism, New Media Platforms, Television journalism, Film – Making, Graphics and Animation



Hands-on training and workshops by celebrated industry professional like Ms. Samadrita Mukherjee, Republic Bangla; Mr. Subhadip Mitra (TV9) and Mr. Colin Giles from Vancouver Film School Canada



The opportunity to learn under the mentorship of India's ace media organisations



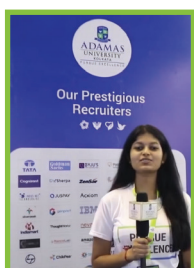
International collaborations with partner universities in US and UK for global immersion experience



The school is focusing on applied learning like concept art, story boarding, game animation, 3D Modelling, creature animation.



Student Activities



International & Industry Associations



The Roadmap to Excellence for Next-Gen Professionals

BA

▶ Journalism and Mass Communication 4 Years

Minimum 50% aggregate in 10+2 or equivalent from any recognised board.

B.Sc

▶ Graphics and Animation 4 Years

Minimum 50% aggregate in 10+2 or equivalent from any recognised board.

MA

▶ Journalism and Mass Communication 2 Years

Minimum 50% aggregate in 10+2 or equivalent from any recognised board and Minimum 50% aggregate in UG degree with respective subject from any recognised University in India or abroad.

M.Sc

▶ Graphics and Animation 2 Years

Minimum 50% aggregate in 10+2 or equivalent from any recognised board and Minimum 50% aggregate in UG degree with respective subject from any recognised University in India or abroad.

Top Recruiters



What Our Students Say



Swatika Sarkar (Student, SOMC)

I am Swastika Sarkar, pursuing of B.A Journalism and Mass Communication. This University, has successfully amended a sense of homeliness within me, as, not only have I received an excellent amount of education and experiential learning, but also industrial training abilities and practical skills. The experienced faculty members have helped me to mould my personality industry professional. On and off field reporting sessions, media lab practices , camera handlings as well as workshops with accomplished industry workers, has provided a complete understanding of what a media house feels like, being just a university student. This University, has been like a second home, which keeps me awaiting to spend my remaining years completing my course here.



Saurav Kumar (Alumni, SOMC)

I am very much thankful to all who have supported in my journey in Adamas University through 2018-2021 and special thanks to the mentors who have guided throughout my graduation days. I had made lifelong memories while studying in Adamas. Thanks for giving the best college life.

Our Placements, Our Pride



Bitasta Ghosh
B.A. Journalism and Mass Communication



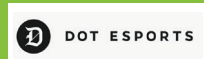
Ayantika Roy
B.A. Journalism and Mass Communication



Romi Mukherjee
M.A. Journalism



Rijit Banerjee
B.A. Journalism and Mass Communication



Anushree Roy
B.Sc. Media Technology



Swetanjali Thakur
Master's from SOMC

