

**Department of Mass Communication and Media Studies**  
**School of Humanities and Social Sciences**  
**Gautam Buddha University**

The exponential growth and development in communication technology have allowed mass media to acquire pervasive effect influencing private and public sphere of our life. This sphere is mediated by individualized, at times by anonymous contents being served to us for mass consumption. The changing characteristics of the network society are markedly influencing the forms of communication and the scale of its outreach. The Department of Mass Communication and Media Studies endeavors to develop understanding of the nuances of this socio-political development, role and realm of media and its subsequent impact on our social life and culture. The Department of Mass Communication and Media Studies was established in the School of Humanities and Social Sciences in 2011 and started its Academic Programmes in the session 2012-13. The Department offers the following Academic Programmes:

- 1. Master in Mass Communication (MMC) Programme**  
Total No. of Seats- 30
- 2. Doctoral Degree Programme for Regular/Working Professionals**  
Total No. of Seats- Subject to availability and announced accordingly

The first academic session commenced in August 2012 with MMC (post graduate programme) and PhD Programme for working professionals. Since its inception the Department has been active in both curricular and extra-curricular activities maintaining fine balance in classroom teaching and experiential learning.