

**AFT  
ONLINE**

DIPLOMA IN

# JOURNALISM & MASS COMMUNICATION

**1 Year**



# ABOUT

## AAFT ONLINE

An EdTech  
venture  
which aims to  
**change  
the way  
creative arts**  
is **learnt** and  
**taught  
globally**

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

# INDIAN MEDIA INDUSTRY OUTLOOK

India boasts of being the

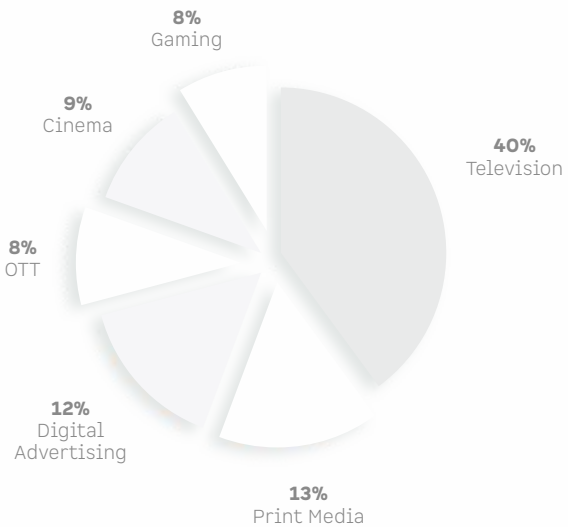
**second-largest television market in the world**

and has a large broadcasting and distribution industry, comprising approximately **900 satellite TV channels, 6,000 Multi-system operators**, around **60,000 local cable operators, 7 DTH operators** and few **IPTV service providers**. India has **118,239 registered publications** (newspapers and periodicals), and close to **2,500 multiplexes**.

**6<sup>th</sup> largest market**

India holds the most potential of any market in the world and its breakneck rate of growth will see total OTT video revenue overtake South Korea, Germany and Australia to jump to be the 6th largest market in 2024

**In 2024, television will make up 40% of the Indian media industry, 13% by print media, 12% by digital advertising, 9% by cinema, and 8% each by OTT and Gaming sectors.**



## 1B Users

The trajectory for the country's **digital revolution** is expected to reach more than a billion users by 2028.

## \$39B

By 2024, **Media & Entertainment industry** is expected to reach \$39 bn and a CAGR (2019-24) of 9%

## 26%

The overall **online video market** for India is projected to grow at a CAGR of 26% between 2020 and 2025 to reach \$4.5 bn

## 134M

Total **pay-TV subscribers** will expand from 127 million in 2020 to 134 million by 2025

# CHAIRMAN'S MESSAGE



We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.

# ACHIEVEMENTS



India's First  
**UGC approved**  
Creative Arts  
University



Bestowed  
upon  
**120 Awards** in  
Education



Over  
**30 Years** in  
Education



Trained  
Over **20,000+**  
Students

# WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections

# WHY US

Courses are **specially curated by Academicians and Industry Experts**

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Opportunity to **interact and network** with enthusiasts from all across the globe

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**Courses are for all-whether** you are a student or a working professional

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All our classes are backed by **Virtual Faculty Support**

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Focused approach for skill building and **practical exposure** through assignments and projects

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**Dedicated Placement Support**

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**Up-to-date content** with the latest trends and developments of the industry

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Learn **real world application** through practitioners

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**Add a specialization** in your Resume on completion of the course

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Access to **AAFT Alumni Association**

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**one-to-one mentor sessions** throughout the course

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# THE INSTRUCTORS



**Albeena Abbas**

Subject: Communication

She is a media professional with more than 20 years of experience in Indian and International media. Her forte is Media Education. She is a research scholar, and has vast experience in Academics, Administrative and Industry roles. She has been the recipient of Global Education Award 2019 (Media Education) IYF, South Korea and Women Achiever Award 2018 (Education), AMU Women Association. During her extensive career, she has worked on various profiles in different fields of Mass Communication- as a Radio Jockey at Radio Tarana 105.3 FM / Wellington, New Zealand; Sub Editor, Newslink Services; and Programme Associate, Eenadu Television (ETV). She has also authored a module for UGC 'e-PG Pathshala' and has presented research papers on platforms like: International Conference on Media and Communication (ICMAC), International Conference on Women Studies & Social Sciences, and more.



**Astha**

Subject: Print Journalism

Astha is a senior features writer and copy editor with Education Times, The Times of India. She has been associated with various factions of the media industry for 11+ years, including Hindustan times, Pagalguy.com and The Times of India. During the course of her journalistic career, she has dealt with experts in the field of administration, education, medicine and politics at the highest level. On a personal level, she is extremely fond of reading, listening to music, travel and food.





**Nitin Saxena**

Subject: Print Journalism

Presently he is the chief correspondent in Taiwan Times, Taiwan. As a professional, he has over 17 years of experience in print medium and almost double of that in mass communication – audio visual etc gained in India. More than 4,000 byline stories have already appeared in different newspapers and magazines with some exclusives among them having been mentioned in the briefs prepared by Press Information Bureau (PIB). During his career as a newsperson, he has had a feel of almost all the beats from rural reporting to education to political, to hospitals to administration to defence. He also did “War Correspondents’ Course’ in 1984 sponsored by the Ministry of Defence. He has been in newspapers in different capacities ranging from that of sub-editor to reporter to feature writer to chief reporter and then graduated to senior level posts of assistant editor and subsequently to editorship in various magazines and newspapers which include among others Hindustan Times Group, Rashtriya Sahara Group, MID DAY, India Today Group, Sun Weekly, National Herald, Surya India. He has learnt the ropes of electronic medium with TV TODAY (INDIA TODAY GROUP) way back in late 80’s when news channels had not really flooded India.



**Alokanda Sen Awasthi**

Subject: TV Journalism

A renowned name in journalism, Alokanda Sen Awasthi has worked with reputed channels like News18 and IBN7. She has donned multiple hats of anchor, producer and reporter, which propels her as a mentor with extensive knowledge. She is eager to share her experience through this course and traverse academics’ realms and practical functions. She is also a visiting faculty at the Asian School of Media Studies.

## THE INSTRUCTORS



**Sanjay Kaw**

Subject: Print & TV Journalism

He is a media professional with 30+ years of experience in various capacities in both print and electronic media. He is presently overseeing the city coverage of The Asian Age, a sister concern of Deccan Chronicle. Kaw's journalistic career in Delhi began with a rewarding stint with The Statesman, where he did a series of investigative stories. One of his most challenging and rewarding career experiences has been as the Metro Editor of The Times of India where he was credited with bringing about significant changes. From TOI, he moved to the Sahara Group of TV Channels, where he conceptualized and executed NCR channel.



**Tashneem Ali Chaudhury**

Subject: Lifestyle Journalism

Tashneem Ali Chaudhury is a journalist who has been writing on lifestyle topics for the last 25 years. Ex-Hindustan Times (HT City and HT Brunch) newspaper staffer and now an Independent writer, blogger and media strategist. She writes mainly on celebrities, food, travel, cinema, tv, fashion, people, food beauty & destinations, etc. However, her interests are varied, so she enjoys writing on health, books, blogging, social media too. She has worked with leading media houses in the features department like the Hindustan Times Sunday magazine HT BRUNCH where she wrote articles on all the above mentioned topics and was also initially attached to this newspaper's city supplement HT CITY.

## THE INSTRUCTORS



**Aishwarya Jain**

Subject: TV News Anchoring & Reporting

Aishwarya Jain, is a senior correspondent (sports) with a leading National channel of the reputed ITV network group. He is anchor and bilingual TV reporter, for two channels- Newsx (English) and India News (hindi). He recently led the coverage of the cricket world cup in England and several other international sports events over these years. Apart from sports, his strengths also lie in covering political, features and entertainment stories.



**Mili Agarwal**

Subject: TV News Production

Mili Agarwal is a media educator, trainer and practitioner with over 7 years of experience in both theory and practice. She has worked with the international Public Relations agency Weber Shandwick and executed various PR campaigns including the launch of Oxfam India's GROW campaign. In her stint as an Assistant Professor at Delhi University, Mili taught various subjects such as Documentary filmmaking, Radio, Anchoring, Reporting, Public Relations, etc and supervised various film projects. Besides this, she is a digital content creator running her own lifestyle blog- Style Coquettes, and is also looking after India social media operations of luxury furniture maker- Theodore Alexander. She is also a Communications Consultant for a Bangalore based Not-for-Profit, ReReeti Foundation.

## THE INSTRUCTORS



**Vipin Gaur**

Subject: Still Photography

FASHION AND ADVERTISING PHOTOGRAPHER Vipin Gaur is a world-class photographer who has spent a significant amount of time working in the fashion sector. His aesthetics and vision have received widespread acclaim, as evidenced by his work with prestigious agencies such as JWT, Rediffusion, O-Positive, Interactive Avenues, Creative Land, and Gionee Godrej, Coke, Berger Paints, Dabur, and others. He has also conducted a number of photography workshops for Canon and Elinchrome India.



**Aahana Chopra**

Subject: Digital Journalism

Aahana B. Chopra is an Assistant Professor at the University of Delhi's Indraprastha College for Women, and she recently completed her PhD thesis on "Media Literacy for Children" at Guru Gobind Singh Indraprastha University's University School of Mass Communication. She specialises in teaching social media practises, theories, models, and development communication, and has more than ten years of teaching experience.



**Deepika Dhawan**

Subject: Advertising Creative

Deepika Dhawan is a Marcom Research Specialist. She has worked as an Assistant Professor with Delhi Metropolitan Education, GGSIP University, Delhi. She has previously worked with Hyundai's in-house ad agency Innocean Worldwide Pvt Ltd. Her research interests include advertising psychology, brand management and consumer behaviour.

## THE INSTRUCTORS



### **RJ Syd**

Subject: Radio Jockey & Production

Sidharth has made immense contributions to radio and presently hosts Zabardast Hit 95FM morning show. Initially he started conceptualizing and deciding the content for the shows on air as well as taking care of innovations on a daily basis. He produced four different shows other than the morning show 'Chalti ka naam gaadi' on Zabardast Hit 95FM, which is being aired in SF, NJ, NY and CT. He has been contributing in scripting promos for special events, copy for interstitials, promos etc. After that he joined Fever as a senior producer.



### **Sneha Samaddar**

Subject: Cinema Studies

Sneha is currently working as an Assistant Professor in Film Studies with AAFT. She has worked as a key faculty member in Symbiosis Institute of Media and Communication, specializing in Film Studies, Gender Studies, Partition Literature, Cinema and Society in the past. She has under her name international and national level research paper presentations and publications. Sneha is also a professional Bharatanatyam dancer and a theatre artist. She has been associated with the National School of Drama and has attended workshops in theatre. Her interest lies in the visual and cinematic medium where she not only analyses film texts but has also worked as assistant director of 'Anonymous' - a documentary showcased at the 'Visions du Reel' International Film Festival, Nyon, Switzerland.

## THE INSTRUCTORS



**Rhea Malwai**

Subject: Event Management

LEAD - PLANNING & OPERATIONS A design and communications professional with 11 years of experience in public relations, promotions, event management, wedding planning, jewellery design and event production.



**Deepshikha Singh**

Subject: Digital Media Communication

She is currently working as Marketing & Communications Head, Genesis BCW. She started her career as a journalist with a passion for writing and a never ending hunger for knowledge. Over the past 9 and a half years, she has been working across various forms of communications including corporates, agencies, digital, television news channel, and magazine, in the organisations like Doordarshan, CNN-IBN, India Today, DL and Reliance Group. Over the years, she has worked on diverse mandates including Digital Communication Campaign, Brand Perception Audits, Crisis Communication, Public Relations - internal and external communication, revamping the Digital communication strategies at a group level for corporates which have helped in broadening her horizons and developing a deeper understanding of these subjects.

## THE INSTRUCTORS



**Sandeep Janee**

Subject: Public Relations

Presently he is the Head of Sales & Product at Sports Village Xp. Sports is something which drives him and brings the best out of him. He loves new challenges and convert his passion for sports into work. He is a Post Graduate (MBA) in Communications Management from SIMC with 8.5 years of rich experience in Marketing. A Cricket fanatic and a die hard Tennis & Formula One fan, he writes blogs on Sports & Analyze the game as well.



**Meher Sarid**

Subject: Event Management

DIRECTOR EVENT MANAGEMENT & PLANNING Meher Sarid is a veteran Wedding Stylist; she is India's first wedding planner and has been recognized by the Government of India for being the changing face of the Wedding Industry. Her deep insights provide an edge to the course as it explains the commercial and strategic aspects of the field.

# JOURNALISM & MASS COMMUNICATION

## COURSE OVERVIEW

The blend of your creativity and curiosity in sending across an idea to the masses with persuasive communication is a huge power to influence the decision-making of millions out there. A career in Mass Communication holds the promise of swiftly taking your eye-catching stories to the largest section of people through the right usage of media. AAFT Online, with its one-year exhaustive course, is one of the most exciting courses in the communication space that grooms you, as a thought leader, where you can influence masses with your belief, opinions, and attitude on wide varieties of issues.

**Become-Employable:** Access opportunities in advertising agencies, broadcast companies, newspapers or new-age digital media firms.



# WHAT YOU WILL LEARN

Career Path in Mass Media

Major Communications Models

The Mass Communication Theories

Prominent Media Organizations of the Country

Print Media and Journalism

Writing for Print Media

Editing for Print Media

Television Broadcasting

Handling and Operating Camera

Radio Broadcasting Method

Digital Broadcasting

Advertising Concepts

Public Relations and Corporate Communication

Film Studies

Photography

Media Ethics & Laws



# CURRICULUM

## OVERVIEW

### **COMMUNICATION**

Course Introduction and On boarding

Introduction to Communication

### **JOURNALISM - I**

Introduction to Journalism

News: Basics & Concepts

Understanding News Rooms

Types & Techniques of Reporting

Specialized Beat Reporting

### **JOURNALISM - II (PRINT)**

Writing for Print Media

Editing for Print Media

Introduction to Desktop Publishing Software

Photo Journalism

### **JOURNALISM - III (TELEVISION)**

Introduction to TV News Broadcasting

TV News Production

TV News: Post Production Techniques

# CURRICULUM

## OVERVIEW

### **JOURNALISM - IV (DIGITAL)**

Digital Journalism

MOJO

### **RADIO**

Radio Pre- Production

Radio Production

Radio Post- Production

### **CINEMA & DOCUMENTARY**

Film Studies & Film Appreciation

Documentary Films

### **COMMUNICATION MANAGEMENT**

Advertising & Brand Communications

Public Relations

Corporate Communication

Social & Development Communication

Event Management

Media Branding, Marketing & Management

Digital Media Communication

Writing & Publishing for Digital Media

Mediapreneurship

# KEY PROJECTS

## **SOFTWARE TRAINING**

Desktop Publishing Software/Page Layouting Software

Photo Editing

Audio Editing Software

Video Editing Software

## **PRODUCTIONS**

Newsletter Production

PTC Production

ENG Production

TV News Bulletin Production

Producing MoJo Story

Capturing a Photostory

Radio Ad Production

Radio Programme Production

TV Program Production

Digital Media Campaign

## **SOME MORE PRACTICALS**

TV News Script Writing

Shooting an Anchor Link

Designing a PR campaign

Ideating and conceptualising an Advertising Campaign

Live Case study projects

Designing, developing and promoting a blog on

Wordpress

Event Planning & Execution

Starting your own venture

GOOD  
COMMUNICATION  
IS THE BRIDGE  
BETWEEN  
CONFUSION  
AND CLARITY





# WHO SHOULD ENROLL

Freshers from any Stream

Aspiring Journalists

TV Journalism Aspirants

Aspiring TV News Anchors

Radio Enthusiasts

Digital News Aspirants

Aspiring TV News Producers

Aspiring Investigative Journalist

Mass Media Aspirants

Aspiring TV Producers

Passionate Writers

Aspiring Event Managers

PR Aspirants

Aspiring Digital Media Experts

Advertising Enthusiasts

Aspiring Mediapreneurs

# CAREER OPPORTUNITIES

Digital Journalist

News Reporter and Correspondents

TV News Producer

TV News Anchor

Photo Journalist

Political Analyst

Broadcast News Analyst

News Desk Sub Editor

News Production Coordinator

TV Host

Program Producer

Radio Jockey/ RJ

Radio Program Producer

Video Editor

Public Relations Officer

Advertising Account Managers

Script Writers

Film Critic

Vlogger

Media Writer



# CERTIFICATE OF COMPLETION



## One Year Diploma

**Deepti Singh**

Has Successfully Completed The AAFT Online  
Diploma Program In

### Journalism & Mass Communication

This hereby confirms that the candidate has successfully cleared all assessments and projects  
and is ready to execute their learning.

**PROF. ALBEENA ABBAS**  
Academics Director, AAFT Online



**Dr. SANDEEP MARWAH**  
Chairman, AAFT Online



# COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals  
and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding with  
Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments  
and Assignments

Placement Assistance



# ADMISSION

## DETAILS

### DIPLOMA IN **JOURNALISM** & **MASS COMMUNICATION**

#### **ELIGIBILITY**

Every Candidate with 10+2 from a recognised board is eligible for the program.

#### **SELECTION PROCESS**

**STEP 1:** Fill up the Application Form

**STEP 2:** Admission Team would review your application

**STEP 3:** Interview round with Director Admissions

#### **FEE STRUCTURE**

**Rs 1,00,000** (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

**Financial Aid** - Avail Education Loans at 0% interest rate from our corporate financial partners.

# SUCCESS

## STORIES



**JASMINE C PHILIP**

**Journalism Student**  
**Dainik Bhaskar - Feature Writer**

I am working with DAINIK BHASKAR for last 1 year and the experience is wonderful because of the knowledge I have got from my faculties in AAFT, I feel proud that I was proud of AAFT.



**NEHA VASHIST**

**Journalism Student**  
**Dainik Bhaskar - Trainee**

I would like to thank each and everybody who invested their precious time in teaching me, my facilities and my placement team for assisting me in choosing the best career path which landed me in DAINIK BHASKAR. Whatever I have learned is only because of AAFT.



**SHIVANI SHARMA**

**Journalism Student**  
**DataWind Innovations Pvt. Ltd. - Anchor**

From this college I have learned a lot in terms of practical knowledge, everyone is very supportive including the faculty members, placement team and Director Sir. Heartiest thanks to the placement team for providing excellent opportunity with Datawind.



**AASHNA SINGH**

**Journalism Student**  
**Quikr - Executive Producer & Anchor**

In AAFT I had a great journey, just not learnt here about my course, I got many life lessons for the lifetime. Teacher's learning will remain always with me. The placement department is very helpful, due to them I got placed one of the finest project of Quikr.

# SUCCESS

## STORIES



**MANSI KALRA**

**Journalism Student**

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I have been lucky to have studied at AAFT. Be it the staff, the management or the course, everything at AAFT has been the best for me since day 1. The mentors have been really helpful with everything any student needed under their guidance. The seminars, the subject wise activities, all of these together worked a lot more in shaping my mind towards the right direction. The placements here are really good and one should always be keen when they are studying the vast field of journalism here at AAFT.



**TUSHAR PANDEY**

**Journalism Student**

**Innov8 Coworking - Media & Marketing  
Executive**

My journey started at AAFT. In an environment that was driven by cut throat competition, there were times when I seriously doubted my capacities and caliber. In my final year I got opportunity to intern with Innov8. What I'll never forget is the moment I was offered the job. After two months of internship under the CMO, Mr. Russell which was an enlightening experience in itself, I was contemplating my plans for the future. One fine day, Mr. Ankush Grover comes up to me, seeking a review of my internship experience. I said "I'll go back with a great learning experience and amazing memories". What Mr. Grover said next was a huge moment for me "You don't have to go back. Join Innov8 Tushar." This is a testament to the fact that Innov8 is more than just a Company, it is a family. The work culture, the connection you feel with everyone is something no other startup can possibly replicate. It is no wonder then that why Combinator saw the spark we have and inducted us as one of the three startups in the country in its accelerator program. I feel proud to work here..

# SUCCESS

## STORIES



### **HIMANSHU MALHOTRA**

**Mass Communication Student**  
**Pheonix Productions -**  
**Executive: Operation & Designing**

I feel happy to say that I was a part of AAFT and I would like to thank my placement team who helped me to get into PHEONIX PRODUCTIONS.



### **ASHIMA JAIN**

**Mass Communication Student**  
**Text 100 - Account Co-ordinator**

My 3 years in AAFT were the most valuable years of my life as I learned a lot from my teachers. Thank you all my teachers and the Placement Division. I am very contented to work with Text 100.



### **GUNTAS GUJRAL**

**Mass Communication Student**  
**PR Professional - PR Executive**

I feel really grateful to AAFT for providing me with such a wonderful platform for exposure. Moreover the college has honed my skills to the best of my capabilities and has taught me how to successfully deal with various hardships that life would throw at us. I am thankful to my college for providing me with such an established placement with PR Professionals as a PR executive. I am sure to grow leaps and bounds under the guidance of my college and esteemed company.



### **KUMAR SUNNY**

**Mass Communication Student**  
**Team Work Communication - Account Exec.**

I am really proud of my alma-mater because of which I got an opportunity where I rub shoulders with veterans in Industry. Fantastic education in a caring and thoughtful community we get from this great Institution.

# SUCCESS

## STORIES



### **SHIVANGI GARG**

#### **Mass Communication Student Pheonix Productions - Exec. Special Event**

Having started working in Phoenix Production. I have realized the armor AAFt has provided me to withstand any situation. The domain knowledge and industry exposure provided through different efforts ensures that I am on top of my game. Thank You AAFt.



### **PRAJWAL SINGH RAJPUT**

#### **Mass Communication Student**

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My sincere thankfulness to the department of AAFt and Professors. Finding the right path to success at the right time is really very important and for that way I had selected AAFt. The friendly environment, the systematic approach towards imparting education at AAFt made me a competent individual. The wide range of activities- both curricular and co-curricular- along and the support is really very helpful for my future. The faculties are really very kind and approachable when any need arises.



### **RICHANK TIWARI**

#### **Mass Communication Student Live Learning Technologies, Canada: Operations Head-India**

The time in the AAFt college was really full of experience. The Faculties all time supportive teachers and mentors never let me face any difficulties in my academic studies and if I talk about the placement cell, AAFt has got the outstanding placement team who have helped me in getting my very first job. Over all a college with lots of exposure and learning milestone.

# OUR RECRUITERS



hindustantimes



NDTV



Network 18

REPUBLIC.

THE TIMES OF INDIA

INDIA  
TODAY



TIMES  
NOW  
Always with the news.

दैनिक भास्कर

DECCAN  
Chronicle

राष्ट्रीय  
सहारा

NEWS NATION



अमरउजाला



TEXT100



pulp  
strategy



**MARWAH  
STUDIOS**  
a creative enterprise

**AAFT**

**ABS**  
ASIAN BUSINESS  
SCHOOL

**ASB**  
ASIAN SCHOOL  
OF BUSINESS

**ALC**  
ASIAN LAW  
COLLEGE

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