M.O.P.VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

(Affiliated to University Of Madras and Re – Accredited at "A++" grade by NAAC)

No.20, IV Lane, Nungambakkam High Road, Nungambakkam,
Chennai-600 034, India

● REC

B. Sc.
ELECTRONIC MEDIA

A 3-year undergraduate program with six semesters

ABOUT US

Established in 2002, the Electronic Media programme *blends creativity with technical expertise*, preparing students for the dynamic media industry. Through hands-on training in scripting, filmmaking, editing, photography, and design, it covers audio, video, and multimedia. Internships, field visits, and workshops provide real-world experience, while a balanced curriculum in radio, video production, and scriptwriting ensures *industry readiness.*

ELIGIBILITY CRITERIA

Any course

- Standard XII students from any stream can apply for the program.
- Admission through Entrance Test
- Candidate must possess knowledge of media, current affairs and global social issues.

CURRICULUM

Art is a form of expression; it is a language that transcends boundaries.
– Satyajit Ray

The syllabus is extensive and current.
The curriculum has been designed to suffice the needs of the industry
and it includes subjects like:

Introduction to Mass Media
Audio Production
Radio and Podcast Production
2D Graphics
Professional Photography
Screen Production
Television Production
Entertainment Media Marketing
Media Management
Appreciation and Analytical Study of Media
Elements of Film Studies

Media Audience Studies
Broadcast News
Videography
Broadcast Law and Ethics
Script Writing for Electronic Media
Interactive Multimedia
Media Aesthetics
3D Basics and Special Effects
Video Production
Video Editing

MONTAGE CLUB

Montage Club, the official club of the B.Sc. Electronic Media department at M.O.P. Vaishnav College, is a vibrant and engaging space for students passionate about media. From seminars and workshops to movie screenings and competitions, the club offers countless opportunities to learn, collaborate, and grow. It was inaugurated by industry stalwarts like director A. L. Vijay and singer Dr. Nithyashree Mahadevan, setting the stage for a club that blends creativity with real-world exposure. Over the years, Montage has welcomed some renowned guests, including actress Shruti Haasan, who recently attended one of our events, making it an unforgettable experience for students.

Beyond academics, Montage Club is all about teamwork and leadership. Whether it's hosting film festivals like "Vignette," organizing photography workshops, or bringing in media professionals for insightful sessions, the club ensures students get hands-on experience and industry connections. If you're looking for a place to explore media, sharpen your skills, and be part of an exciting community, Montage Club is where you want to be!
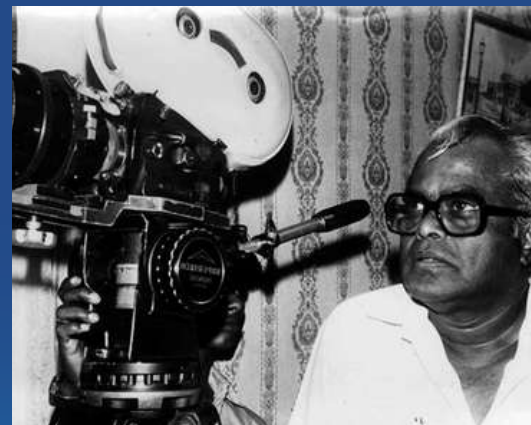
MOP M.U.N

Since 2012, the Department of Electronic Media at M.O.P. Vaishnav has hosted the prestigious MUN, fostering discourse on global issues like piracy, non-conventional weaponry, and the death penalty. As the first Arts and Science College in India to pioneer a Summit on Media and Press, it continues to lead in academic excellence and global engagement.

CHAMPIONS OF INDIAN CINEMA

"Champions of Indian Cinema," our department's premier event, celebrates Indian cinema's legacy by honoring icons like Dr. Kamal Haasan, Sridevi, and K. Balachander. Through seminars and workshops, students gain insights into industry pioneers, fostering appreciation and inspiration to uphold cinematic excellence.

PLACEMENT/INTERNSHIP

SCOPE AND OPPORTUNITIES

Our program equips students with industry-relevant skills, guided by experienced faculty in a dynamic learning environment.

Graduates are prepared for diverse media careers, including:

- Film & Media Production: Producers, Directors, Cinematographers, Filmmakers

- Broadcast & Digital Media: RJs, Anchors, Content Developers, Web Designers

- Writing & Editing: Scriptwriters, Technical Writers, Editors

- Audio & Visual Arts: Sound Engineers, Illustrators, Jingle Artists, Animators, Set Designers

Prominent Alumni

Nithyashree Venkataramanan
*Playback Singer &
Independent Music Artist*
Graduated in 2019

Akshita Jagdish
*Digital Content Associate
at Amazon Prime Video*
Graduated in 2023

Preethy
*Radio Jockey at Radio Mirchi,
Chennai*
Graduated in 2022

FACULTY BIO

Dr. S. Malarvizhi, Assistant Professor *and Head of the Programme*

With over two decades of academic experience, she specializes in Television Production, Film Studies, Photography, and Video Editing. She has mentored student projects, produced documentaries that featured at international and national film festivals, and has created Television programmes and produced television shows. Additionally, she has led training programs on Audio-Video Production and Film Appreciation.

Ms. Suguna K, *Assistant Professor*

Experienced media professional and academician with 15 years of experience in teaching various media subjects & training students to produce photography projects, short films and documentaries. Documentary film-maker with industry experience. Research expertise in applying qualitative methods. Been conducting studies on gender-based violence since 2014.

Mr. Kamaljit Singh, *Assistant Professor*

With 25 years of work experience in the film and television industry, Mr. Kamaljit Singh is a specialist in 2D/3D Animations & VFX. He actively integrates his rich industry experience as a VFX specialist for ad films and has been training students for more than 20 years in this domain through national and international institutions.

Dr. Bhuvana N, *Assistant Professor*

Dr. N. Bhuvana, a seasoned academician with a doctorate in Media Sciences, has nine years of experience in teaching and research. She specializes in Social Media Communication, Disaster Communication, Environmental Communication, Advertising, and Women & Media. Her contributions to academia include scholarly publications, conference presentations, curriculum development, and student mentorship.

Ms. Nandhini Priya K L, *Assistant Professor*

A passionate researcher specializing in electronic media teaches media research, production techniques, radio, podcasting, graphic design, and 2D animation. An Anna University graduate who is UGC-NET qualified, she is currently pursuing doctoral research on adolescents and digital media. She actively participates in faculty development programs, workshops, and conferences, and has published research in peer-reviewed journals. Her industry experience as a communication manager, journalist, and presenter enriches her teaching.

Contact Us - Email: mopvaishnav@mopvc.edu.in, Website : www.mopvc.edu.in