



**NITTE**

(Deemed to be University)

*Where there is space for every dream*



# Nitte Institute of Communication

Paneer, Kotekar-Beerri Road, Deralakatte, Mangaluru - 575 018, Karnataka, India



**13 Years**  
**Countless**  
**Smiles**

**Godox**

India's only Media & Communication Institute  
to earn the coveted Godox Certification

# Justice **K S Hegde**

Founder (1909 - 1990)



## **About the Management**

Nitte Education Trust was founded in 1979 by Late Justice K S Hegde, former Judge of the Supreme Court of India and Speaker of the Lok Sabha. Justice Hegde strongly believed that education is pivotal to the overall progress of a community and this vision led to the birth of Nitte Education Trust. His legacy is being continued by his son, Mr N Vinaya Hegde.

## **About Nitte University**

Nitte University has been consistently ranked among the top 100 Universities in India in the National Institutional Ranking Framework (NIRF) by the Ministry of Education, GoI and is accredited with A+ Grade by the National Assessment and Accreditation Council of India (NAAC). The University offers undergraduate, postgraduate and doctoral programs in a variety of disciplines. International affiliations, encouragement to academic research, a strong emphasis on sustainability and a healthy student connect are the hallmarks of this growing university.



# Hall of Fame



**NITTE**

(Deemed to be University)

NAAC  
ACCREDITATION  
A+ GRADE



**NITTE**

(Deemed to be University)

NIRF UNIVERSITY  
RANKINGS 2024  
66



**NITTE**

(Deemed to be University)

THE WORLD UNIVERSITY  
RANKINGS 2025  
1501+



**NITTE**

(Deemed to be University)

QS SOUTHERN ASIA  
RANKINGS 2024  
143



**NITTE**

(Deemed to be University)

THE IMPACT  
RANKINGS 2024  
301-400 BAND



**ABSMIDS**

NIRF DENTAL  
RANKINGS 2024  
6



**NGSMIPS**

NIRF PHARMACY  
RANKINGS 2024  
41



**NMIT**

NIRF ENGINEERING  
RANKINGS 2024  
101-150 BAND



**NMAMIT**

NIRF ENGINEERING  
RANKINGS 2024  
151-200 BAND



**NGSMIPS**

NBA  
ACCREDITED  
BPHARM



**NMAMIT**

NBA  
ACCREDITED  
UG PROGRAMS



**NMIT**

NBA  
ACCREDITED  
UG PROGRAMS

# NITTE INSTITUTE OF COMMUNICATION

## About the Institute

Nitte Institute of Communication (NICO) is a media school that strives to create a new class of media professionals capable of meeting the needs of an increasingly media-centric society. The Institute offers a Bachelor's program in Media & Communication that blends theory and practice to provide holistic education to students. At NICO, students engage with top-tier media professionals, gaining industry insights through events, festivals, talks and conferences. They also interact with distinguished scholars and academics from the humanities, broadening their understanding of important ideas and diverse perspectives.





# Faculty

## Head

**Dr. Satya Prasad** is a seasoned academician with over 2 decades of experience in strategic institution management, teaching, research and curriculum development in Mass Communication & Journalism. Holding a PhD from the Central University of Nicaragua and a Master's from Osmania University, he has a proven track record in achieving student growth and mentoring across prestigious institutions in India. His expertise spans course design, stakeholder engagement and people management, making him a valuable asset to the team.

A detailed list of teaching faculty is available at

[nitte.edu.in/nico](http://nitte.edu.in/nico)

**Experience  
Nitte  
Experience  
Success**





**SCENE**

**TAKE**

**ROLL**

**DATE**

**SOUND**

**PROD.CO**

**DIRECTOR**

**CAMERAMAN**

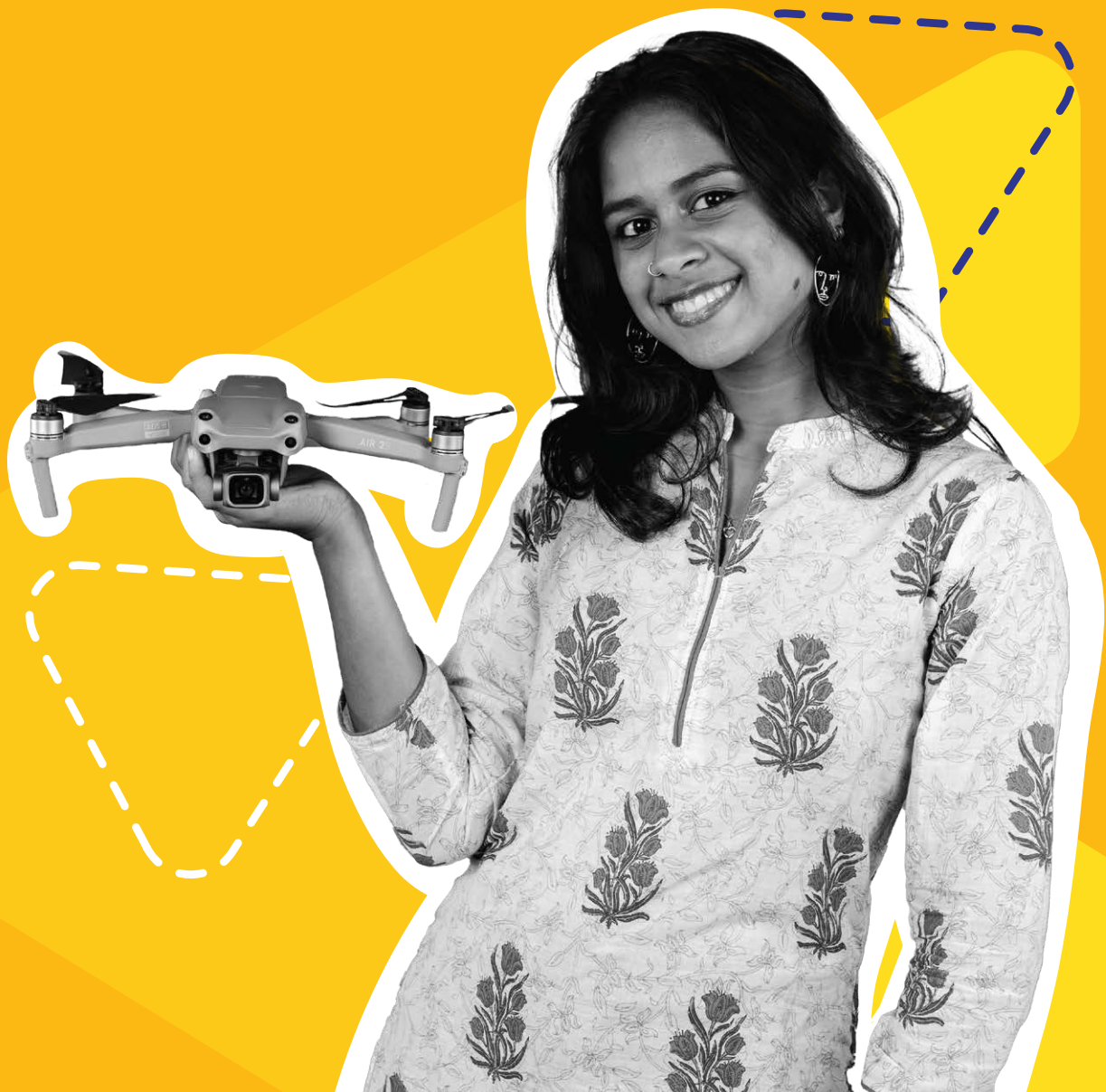
# BA (Honors) Media & Communication

Intake: 40

Duration: 4 years (8 semesters)

## Eligibility

Pass in Class 12 or its equivalent, with a minimum of 50% marks in aggregate and English as one of the languages of study. The candidate should have completed 17 years of age as on 31<sup>st</sup> December of the year of admission.





# Program Content

## Semester 1

- English Literature
- Media Theories
- Indian Constitution & Human Rights
- News Reporting
- Basic Graphic Design
- Communicative English & Soft Skills

## Semester 2

- Modern World History
- Media Laws & Ethics
- History of Media
- Political Science or  
Indian Knowledge System: Aesthetics
- Advanced Reporting & Feature Writing
- Photography & Lighting
- Introduction to Universal Human Values

## Semester 3

- Introduction to Advertising
- Radio Production
- Media Psychology or Media & Society
- Web Design
- Project - Newspaper
- Environmental Studies

## Semester 4

- Subaltern Studies
- Public Relations
- Cinema Studies
- Investigative Journalism or  
Magazine Journalism
- Theatre Production
- Television Production



## Semester 5

- Research Methodology
- International Relations
- Arts & Culture Communication or Development Communication
- Social Media Marketing
- Short Filmmaking
- Mental Health & Self-Empowerment
- Media Research
- Yoga & Positive Psychology for Managing Career & Life or Introduction to Exercise Physiology & Sports Performance (Swayam)



## Semester 6

- Business Journalism or Science & Health Communication
- Event Management
- Digital Animation
- Introduction to VFX
- Internship
- Project Work
- Media Entrepreneurship
- Innovation & Design Thinking

## Semester 7

- Film Theory & Criticism
- Brand Management or Research & Publication Ethics
- Documentary Filmmaking
- Data Journalism with Python Programming or Technical Writing
- Advanced Graphic Design

## Semester 8

- Research Project OR
- Visual Communication
- Crisis Communication & Reputation Management
- Peace Journalism
- Advanced Animation or UI/UX Design
- Media, Information & Empowerment (Swayam)

On completion of six semesters of the BA (Honors) program and having met the specified requirements including minimum CGPA, the student can exit with a BA in Media & Communication, as per NEP 2020.



## Laptop

Students will have to procure a laptop. Recommended configuration is as follows:

### Windows

Intel Core i7 12th gen processor, 16 GB of RAM, 14" screen, Nvidia GeForce GTX 1650 4 GB graphics card, 1 TB hard drive, Windows 11.

OR

### Apple

MacBook Air 2024 with 16GB RAM

# Admission Procedure

Students seeking admission to BA (Honors) Media & Communication are required to submit the Admission Query form available on [apply.nitte.edu.in](https://apply.nitte.edu.in)

On receipt of the same, the Admission Section will guide the students with the process of registration and admission. Admission is based on merit in the qualifying examination.

The fee structure is available on [nitte.edu.in](https://nitte.edu.in) under 'Program Fee'.

## Documents to be submitted for admission (Original + 2 attested copies)

- Class 10 Marks Card
- Class 12 Marks Card
- Transfer Certificate from the institution last attended
- Conduct Certificate from the institution last attended
- Migration Certificate from the Board of the institution last studied
- Eligibility Certificate issued by Nitte University  
(This will be handled by Nitte)
- Physical fitness Certificate from a registered medical practitioner
- Blood group Certificate
- Aadhaar card copy of the student
- Photographs: Recent colour photo with white background of resolution 300 - 600 dpi  
Passport size 5 Nos. (35mm x 45mm)  
& Stamp size 5 Nos. (20mm x 25mm)

## Class Commencement

BA (Honors) program commences on the date prescribed by the University, generally in August.



# NICO

## Advantage

As an extension of academics, NICO invites experts from different fields to meet and interact with students. Listed here are a few notable personalities who shared their time and experience with students:



**Rakshit Shetty**  
Actor, Filmmaker



**Jayanth Kaikini**  
Author, Poet, Litterateur



**Prathik Gandhi**  
Actor



**Dr Mohan Agashe**  
Actor, Producer and Director



**Lijo Jose Pellissery**  
Filmmaker



**Jeo Baby**  
Filmmaker



**Bosco Martis**

Popular Bollywood  
Choreographer of  
Bosco-Caesar fame



**Prithvi Konnanur**

Filmmaker, Director of  
award-winning Kannada  
movie, Railway Children



**Prakash Belawadi**

Indian Theatre, Film,  
Television and Media  
Personality, Activist,  
Journalist



**Paranjay Guha Thakurtha**

Journalist, Political  
Commentator, Author and  
Documentary Filmmaker



**Shiv Viswanathan**

Sociologist and Political  
Commentator



**Satish Acharya**

Award-winning Editorial  
Cartoonist



**Krishna Prasad**

Former Editor of Outlook



**Aniruddha Roy Chowdhury**

Filmmaker



**Raj B Shetty**

Actor, Director and  
Screenwriter



**Namrata Joshi**

National award winning  
film Critic and Author



**Anjali Patil**

Actress

# Nitte International Film Festival



NICO organizes Nitte Film Festival, showcasing critically acclaimed cinema from across the world to the public in Mangaluru and providing a platform for filmmakers & film-viewers to have a conversation. A first of its kind in Mangaluru, the Nitte International Film Festival has screened many award-winning films and hosted several filmmakers, actors, producers and technicians. In the four editions held so far, more than 500 films have been screened in many languages including Kannada, Hindi, Malayalam, Tulu, Gujarati, Marathi, Bengali, Czech, French and German.

For students, it is also an experience in event management at a professional level. Also, those students who aspire to work in the film industry, get an opportunity to work closely with films and film industry bigwigs.



# NICO's Chocolate Street

As part of their curriculum, under the subject Event Management, the students of final year BA, plan, organize and execute a two-day chocolate festival, called NICO's Chocolate Street. The event sees home-based chocolatiers of Mangaluru display and sell their homemade goodies at an exhibition that is held at a popular mall in the city. The two-day fest gives students hands-on exposure to the challenges involved in executing an event. There have been five editions of the Chocolate Festival so far.



# Careers in Communication



Print Journalism



Television



Film Industry



Web Design



Animation



Advertising



Graphic Design



Photography



Social Media Management



Social Work /  
Working with NGOs



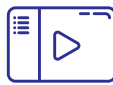
Radio and  
Sound Design



Video and  
Radio Jockeying



Corporate  
Communication



Documentary  
Filmmaking



Technical Writing



Event  
Management



UI/UX Design



Teaching /  
Academics



Public Relations



Brand Management



Digital Marketing





# Facilities



## Hostel

The college provides safe, secure, clean and well-furnished hostels with hygienic food. The hostel mess is maintained by an app called “Paaka-shale” which gives students the freedom to pre-book their favourite vegetarian and non-vegetarian dishes apart from their regular menu. Recreation facilities include indoor & outdoor games and television. A resident warden is available to ensure that students are safe. Healthcare requirements like doctor-on-call facility to handle medical emergencies are available. The hostel has zero tolerance towards ragging, use of tobacco and drug abuse. Security personnel are placed round-the-clock in all the hostels.

## Medicare

Students have easy access to medical and dental treatment at the 1200-bed NABH accredited multispecialty Justice K S Hegde Charitable Hospital and A B Shetty Dental College Hospital, both located in the campus.

## Student Wellness Centre

The Wellness Centre aims to create a stress-free campus by promoting a healthy lifestyle and positive mental health amongst students. It provides mentoring & counselling services for students in a confidential and supportive environment. The Centre assists students in resolving academic, personal and social concerns.

## Cafeteria

A cafeteria serving a wide range of vegetarian and non-vegetarian food is available in the campus.

## Sports

The campus has a 24000 sq.ft Indoor Sports Complex, which houses a floodlit basketball court, four shuttle badminton courts, a tennis court, a volleyball court and a throwball court. An air-conditioned gymnasium and multi-purpose playground with a running track are also available in the campus.



# Studio

The Institute has a sophisticated studio where students work with high-end equipment: BM Pocket Cinema Camera 4K | BM Pocket Cinema Camera 6K | BM 4K Video Mixer | Sony 4K Video Camera | Canon R5 | Nikon D610 | Canon 200D | LED Studio Lights | Drone: DJI Air 2S | Gimbal: Moza Air 2S | Allen & Heath Audio Mixer | Insta 360 | Teleprompter | Godox GM 6S4k Monitor

## Microphones

Condenser | Shotgun | Sennheiser Cordless | Godox Movelink

## Lights

Godox LC500 | Godox LD 150R RGB Panel | Godox LED 1000D | Godox TL30 | Godox TL60 | Godox AD 400 | Godox AD 300

## Multimedia Lab

The Multimedia Lab with 30 iMacs provides software, equipment and support for the production of graphics, animation, videos and sound. Students have access to the latest software that helps them become industry ready.

## iMac Editing Studio

With 15 iMac Editing Suites, the studio is used for audio & video editing, graphic design, web design, designing newspapers and animation.



## **Blackmagic Colour Grading Lab**

This Lab will equip students in advanced colour correction and editing techniques. Students will get hands-on experience in colour grading, mixing, editing and mastering deliverables for video workflow. Students will be exposed to micro & mini panels for the same and will be trained in DaVinci Resolve and DaVinci Colour.



## **Library**

The Institute houses a 3000+ Book Bank in its well-equipped library with books ranging from art & literature to magazines, journals, fiction, non-fiction and much more. The library also has license to ProQuest which offers students single-point access to an extensive and expanding global archive of dissertations and thesis. The Institute has also subscribed to JSTOR, the digital library with an exhaustive collection of books, academic journals and online resources. Students can access this anywhere in the campus.



## **Conveyance**

Free transport facilities are provided to students through a fleet of buses plying regularly from various points in the city to the college and back.



## **Auditorium**

An air-conditioned auditorium (175 seats) is available for both curricular and extracurricular activities.

## **Wi-Fi**

Free wi-fi is available both at the college and the hostels.

# Software

The Institute has license to Adobe Creative Cloud so students get to learn and work on the following:

- Adobe Photoshop - Graphic design, photo editing and web design
- Adobe Illustrator - Graphic design
- Adobe InDesign - Desktop publishing, newspaper, magazine and web publishing
- Adobe Animate - Creating web animation
- Adobe Character Animation - Creating 2D animation
- Adobe Audition - Sound recording and editing
- Adobe Premiere Pro - Video editing
- Adobe After Effects - Special effects and VFX
- Adobe Dreamweaver - Web design and web publishing
- Adobe Lightroom - Basic photo manipulation
- Adobe XD - UI/UX design
- DaVinci Resolve - Video editing and colour grading
- Final Cut Studio - Video editing

# Our Technology Partners



# BEACONS

BEYOND THE SCREEN

A Two Day Media Festival

6th & 7th January

Journalism | Creative Writing | Singing | Movie Spots

Crisis Management | Film

# Beacons

Beacons, an annual inter-college festival, has drawn students from across the state. This two-day extravaganza brims with contests, music, dance, and a captivating fashion show, making it a highly anticipated event on NICO's cultural calendar.

NICO also offers a wide range of clubs catering to various interests, including photography, film appreciation, literature, theater, music and the environment. In addition to these clubs, NICO hosts workshops led by top talents, organizes the Under 25 Summit - the world's largest youth festival, and arranges a five-day visit to the International Film Festival of India in Goa.



# Alumni

Our pride and joy, our alumni are doing very well for themselves in areas as diverse as advertising, public relations, news television, entertainment television, digital marketing, production houses, newspapers, radio and films. While Meenakshi is making a mark for herself as a heroine in Malayalam films, Prabhat worked as the sound designer for the Netflix series CAT, Leora is the PR Officer for Konkan Railways, Mayur is with Colors Kannada and Neha with India Today TV.



**Neha Rajput**  
Associate Producer  
India Today TV



**Dushyant Shetty**  
RJ with Big FM



**Mayur**  
Program Head  
Bigg Boss, Viacom 18



**Avani Pai**  
Senior Digital Media  
Executive  
Four AM Worldwide



**Bhuvana Kamath**  
Writer & Journalist  
Your Story



**Ryan Kenneth**  
Communication Lead  
London Business School





**Gahana Surendra**  
Account Manager  
Ad Factors PR



**Meghana Rao**  
QC Engineer  
Deluxe



**Sumedha Vighneshwar**  
Data Scientist  
Microsoft



Connecting Perspectives,  
**Crafting  
Narratives**

**Meenakshi Dinesh**  
Actress  
Malayalam films



# Programs at Nitte

COLLEGES	PROGRAMS OFFERED
<b>NMAM Institute of Technology (Nitte)</b>	BTech: Artificial Intelligence & Data Science   Artificial Intelligence & Machine Learning   Biotechnology   Civil   Computer & Communication   Computer Science   Computer Science (Cyber Security)   Electrical & Electronics   Electronics & Communication   Electronics & Communication (Advanced Communication Technology)   Electronics (VLSI Design & Technology)   Information Science   Mechanical   Robotics & Artificial Intelligence   MTech   MCA   PhD
<b>Nitte Meenakshi Institute of Technology (Bengaluru)</b>	BTech: Artificial Intelligence & Data Science   Artificial Intelligence & Machine Learning   Aeronautical   Civil   Computer Science   Computer Science & Business Systems   Electrical & Electronics   Electronics & Communication   Electronics (VLSI Design & Technology)   Information Science   Mechanical   Robotics & Artificial Intelligence*   MTech   MCA   MBA   PhD BSc (Honors): Civil Aviation Pilot Training   Civil Aviation Flight Dispatcher
<b>K S Hegde Medical Academy (Mangaluru)</b>	MBBS   MD.MS   MCh   PhD MPH (Public Health)   MHA (Hospital Admn) Fellowship: Interventional Pulmonology   Neuroimmunology PG Diploma: Computed Tomography Technology   MRI Technology MSc: Clinical Embryology BSc & MSc: Anaesthesia & OT Technology   Medical Imaging Technology   Medical Lab Technology   Respiratory Therapy BSc: Renal Dialysis Technology   Radiation Therapy Technology
<b>A B Shetty Memorial Institute of Dental Sciences (Mangaluru)</b>	BDS   MDS   Fellowship in Oral Implantology   PhD
<b>NGSM Institute of Pharmaceutical Sciences (Mangaluru)</b>	DPharm   BPharm   PharmD   PharmD (PB)   MPharm   PhD
<b>Nitte College of Pharmaceutical Sciences (Bengaluru)</b>	BPharm   MPharm

<b>Nitte Usha Institute of Nursing Sciences (Mangaluru)</b>	GNM   PB BSc Nursing   BSc Nursing   MSc Nursing   PhD
<b>Nitte Institute of Physiotherapy (Mangaluru)</b>	BPT   MPT   PhD
<b>Nitte Institute of Speech &amp; Hearing (Mangaluru)</b>	B.ASLP (Audiology & Speech-Language Pathology) MSc: Speech-Language Pathology   Audiology   PhD
<b>Nitte University Centre for Science Education &amp; Research (Mangaluru)</b>	BSc (Honors) Biomedical Science MSc by Research MSc: Biomedical Science   Cancer Biology   Food Safety & Biotechnology   Microbiology   Biotechnology   Marine Biotechnology   PhD
<b>Nitte Institute of Architecture (Mangaluru)</b>	BArch
<b>Nitte School of Architecture, Planning &amp; Design (Bengaluru)</b>	BArch   BPlan   BDes   MPlan
<b>Nitte Institute of Communication (Mangaluru)</b>	BA (Honors) Media & Communication   PhD
<b>Nitte Institute of Hospitality Services (Mangaluru)</b>	BSc (Honors) Hotel Management BSc (Honors) Culinary Arts & Management BSc (Honors) Airlines, Tourism & Hospitality
<b>Justice K S Hegde Institute of Management (Nitte)</b>	MBA   PhD
<b>Nitte School of Management (Bengaluru)</b>	PG Diploma in Management

<p><b>Nitte School of Fashion Technology &amp; Interior Design (Bengaluru)</b></p>	<p>Diploma: Fashion Design   Interior Design          BDes: Fashion Design   Interior Design          MDes: Fashion Design   Interior Design</p>
<p><b>Dr NSAM First Grade College (Nitte)</b></p>	<p>BCA   BSc (Data Analytics)   BCom (General   Professional)          BBA (General   Business Analytics   Logistics &amp; Supply Chain Management)   PhD</p>
<p><b>Nitte Institute of Professional Education (Mangaluru)</b></p>	<p>BCA (Artificial Intelligence &amp; Machine Learning   Cyber Security &amp; Digital Forensics   Cloud Technology &amp; DevOps)          BBA (Business Analytics   International Business   Banking, Financial Services &amp; Insurance)</p>
<p><b>Dr NSAM First Grade College (Bengaluru)</b></p>	<p>BBA (General   Aviation Management)   BCom (General   Logistics &amp; Supply Chain Management   Business Data Analytics)   BCA</p>
<p><b>Nitte Rukmini Adyanthaya Memorial Polytechnic (Nitte)</b></p>	<p>Diploma in Engineering: Civil   Computer Science   Electrical &amp; Electronics   Electronics &amp; Communication   Mechanical   Apparel Design &amp; Fabrication Technology</p>

[apply.nitte.edu.in](https://apply.nitte.edu.in)



Bring us a spark,

**we will  
ignite your  
potential.**

For further details, you may contact:

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