



# SNDT Women's University

APRIL  
2023



## Department of Communication & Media Studies

Maharshi Karve Vidyavihar, Karve  
Road, Pune

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[sndt.ac.in](http://sndt.ac.in)

# MEDIA PROGRAMME WITH A DIFFERENCE

**Children and media**

The identification and evaluation of the nature and value of messages and their impact on children.

Production of media material for children and also for parents, teachers and parent-children.

Understanding the nature of relationship between children and media.

Understanding the emotional and educational value of various media materials for children.

Identification of the needs of children, 6-14 years media.

**Media Literacy Skills**

- Recognising Fake News
- Using Multiple Sources
- Questioning Numbers and Figures
- Recognising Bias
- Curating Information
- Becoming Responsible Creators

**Parental mediation**

Parental mediation is "any strategy parents use to control, supervise or interpret media content for children and adolescents."

**Future of Children Media**

- Education through media
- Digital content
- Social media
- UV and AR technology
- AI based content

**Creative Activities, Puppetry & Drama**

Subject code: 1005

1. LEARN VARIOUS ACTIVITIES WHICH WILL FOSTER CREATIVE EXPRESSION AMONG CHILDREN
2. PREPARE AND TEST GAMES AND TOYS FOR CHILDREN
3. HELPS IN DEVELOPING IMAGINATION, CREATIVITY AND OBSERVATION

**Department of Communication & Media Studies**

**MC Dept upgraded**

The university will also provide innovative courses aligned with the needs of the industry.

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Alumni shared their success stories to inspire the prospective students. It was headed by Shastrī Indu Pradhan Incharge, Indian Institutes of Technology.

Alumni Corporation Member Shaberaabudhin, president of the 100th Anniversary Tula Prabha Ke Apni Karkat, actor Remona, the founder of #Bhalika's Farm, and Priyanka Yadav, President For Peace India Regional For Peace India Regional.

Among others were present...









**DEPARTMENT OF  
COMMUNICATION AND MEDIA STUDIES**

**S.N.D.T WOMEN'S UNIVERSITY**

**M.SC IN COMMUNICATION MEDIA  
FOR CHILDREN**

**PROGRAMME OBJECTIVES:**

**To develop expertise in:**

- **The identification and evaluation of the nature of and value of messages and their impact on children.**
- **Production of media material for children and also for parents, teachers and others about children.**
- **Understanding the nature of relationship between children and media.**
- **Understanding the recreational and educational value of various media for children.**
- **Identification of the needs of children vis-à-vis various media**

**ELIGIBILITY: Graduate from any discipline from UGC/AICTE recognized institution with 45%**

**Course Work: 96 credits**

**Duration: 2 years.**

**FOR MORE DETAILS CONTACT:**

**02025444404/9225577856/9158620907/**

**9673924301/9860934074**

**[www.sndt.digitaluniversity.ac](http://www.sndt.digitaluniversity.ac)**



**DEPARTMENT OF  
COMMUNICATION AND MEDIA STUDIES**

**S.N.D.T WOMEN'S UNIVERSITY**

**M.SC IN NUTRITION & HEALTH COMMUNICATION**

**PROGRAMME OBJECTIVES:**

**To develop expertise in:**

- **The identification and evaluation of the nature of and value of messages in nutrition and health issues**
- **Production of popular media material in the area of nutrition and health.**
- **Identification of the information needs of people in area of nutrition and health**

**ELIGIBILITY: Graduate from any discipline from UGC/AICTE recognized institution with 45%**

**Course Work: 96 credits (including internship)**

**FOR MORE DETAILS CONTACT:**

**02025444404/9225577856/9158620907/  
9673924301/9860934074**

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## Department of Communication & Media Studies

We train women in the rapidly evolving field of media, from conceptualisation to production of content like short films, documentaries, web content on diverse issues of health communication, food & nutrition, gender sensitivity, children, youth, community in our *state-of-art Studio*.



## Strong alumni and industry connect



Achala  
Datar  
Operations Head  
Australia,  
New  
Zealand,  
Fiji and  
PNG

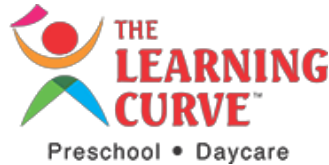
Dhanashr  
ee  
Ganatra  
International  
Singer,  
Music  
Composer  
, Lyricist

Swapnali  
Thakar,  
UX  
Professional,  
Mississaug  
a, Ontario,  
Canada

Aparna  
Ketkar,  
Executive  
Producer,  
RIGHT CLICK  
MEDIA  
SOLUTIONS,  
leading  
Marathi  
serials

# Departmental Collaborations with Industry (few displayed here)

## Departmental Collaborations with Industry



Radio FTII



Right Click Media Solutions



**CMS Vatavaran**  
Environment & Wildlife International Film Festival and Forum



# **Best practices at the Department**

**Soft skills through community connect**

**Instilling high emotional intelligence through the programme**

**B+, focus on the positives**

**Simulation of media industry**

**Ongoing tremendous hands-on learning**

# Community Outreach Initiatives



**CMS vatavaran**  
 RIVER INTERNATIONAL FESTIVAL  
 DECEMBER 14 - 15, 2016 (WED - SUN) | PUNE 2016

Cordially invites you to  
**INAUGURAL CEREMONY**  
 December 14, 2016 (Wednesday), 02.30 pm onwards

at  
**Indradhanushya Auditorium**  
 Indradhanushya Environment and Outreach Centre  
 Opposite Laxkar's Agri Park Aquaculture Plot,  
 Palimna Nagar, New Pun, Colaba, Pune

Chief Guest: **Dr. Shashi Kanta Wanjari**, H. Y. D. Vice-Chancellor,  
 SMTI Women's University, Mumbai, Maharashtra

Guest of Honour: **Shri Kamal Kumar**, Municipal Commissioner,  
 Pune Municipal Corporation, Pune, Maharashtra

**Programme Highlights:**  
 Felicitation of Green Ambassadors  
 Inaugural Film - **Nann Ganesh**  
 English & Marathi | 00:12:00 | 14m by Mr. Anil Shrivastava

Followed by High Tea &  
 Panel Discussion on  
**Reviving Rivers of Pune: Perspective from the Draping**

Country Partner: USA, India, UK, Canada, Australia, etc.  
 Funding Partner: TSB BANK, etc.  
 Media Sponsor Partner: etc.  
 Sponsor Partner: etc.  
 Financial Education Partner: CEE, etc.  
 Film Sponsorship Partner: etc.  
 Sponsoring by: etc.

Organized by: **Dr. Pankaj Agarwal**  
 M: 9800279181, 9800213500 | 18004860000@vsnl.org  
[www.cmsvatavaran.org](http://www.cmsvatavaran.org)



# Department of Communication & Media Studies

Call us to know more-

**9225577856/ 9158620907/  
9860934074**



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VISIT US ON- [www.sndt.digitaluniversity.ac](http://www.sndt.digitaluniversity.ac)

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एस्. एन्. डी. टी. महिला विद्यापीठ

\* कुलगीत \*

“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।  
हम नहीं हैं दीन, कहता कौन हम अबला  
है सबल संस्कृति हमारी, हम सभी सबला  
ज्योती से जगमग हुआ, अंतर हमारा है।।  
स्वप्न ठाकरसी हुआ साकार है इसमें  
महर्षि कर्वे तपस्या - सार है इसमें  
हम दिशाएँ और यह दिनकर हमारा है।।  
“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।

## Booklet Committee

- Prof. Medha Tapiawala, Dean, Faculty of Humanities
- Mr. Mehul Khale, PRO
- Mr. Shrikant Salekar, Jr. Stenographer

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