



KICK START YOUR CREATIVE JOURNEY



INSTITUTE PAR EXCELLENCE

Amity School of Communication is one of the leading Mass Communication institutes across the country where students can find a comprehensive programme in Film and TV Production, Print, Broadcast and Website Journalism, PR and Advertising.

At Amity School of Communication (ASCO), we create an environment conducive for better learning experience. We impart training in effective communication to our students and inculcate the consciousness of surroundings and a nose for news in them so that they can make a difference as media professionals in future. They are trained in a manner that proficiently integrates theory with practice which shapes them into dynamic communication specialists and paves their way to the colossal media industry. The avant-garde course structure connects easily with the students and exposes them to a culturally rich arena of co-curricular activities besides academics during their three-year stay on campus.

While the students get a chance to try their hands on camera and produce films for ASCO's annual film festival "Via-screen" and for other national & international film festivals, they can also opt for

television and print ads for "AdVenture"; an event to showcase their creativity and skills. Apart from producing short films, advertisements & documentaries, the students also organize and participate in radio awards which are conducted every year in collaboration with a radio partner. They are trained to develop corporate stationary; creative writing, debating and photography skills. They also participate in panel discussions with eminent journalists organized annually under the umbrella of the institution's media fest, "Via Media".

Community education and outreach projects are carried out from time-to-time in collaboration with non-governmental organizations like Oxfam, UNICEF, Find Your Feet, Agha Khan Foundation, etc. Such alliances enable the students to keep abreast with the field challenges and issues and instill a sense of responsibility in them.

The department holds frequent Industry-Academia interface so that the knowledge and skills of our students match the requirements and standards of the industry and we send out industry-ready professionals.



FACILITIES AT ASCO

Amity School of Communication stands out for the following cutting-edge facilities:

- **Television Studio**

A very well equipped television studio with all the latest industry-based facilities that helps us in making our students industry-ready.

- **Video Editing Lab**

We at Amity School of Communication provide state-of-the-art lab with 15 Macintosh Systems.

- **Multimedia Lab**

Ensuring creative designing by incorporating all leading editing software, we have 30 computers for assistance.

- **Radio Lab**

Creating magic through voices, we benefit our students with state-of-the-art Radio Lab, so that they can explore and expand their horizons with all the recording facilities.

- **Photography Lab**

Aesthetically designed Photo lab with latest Digital Camera and lighting equipment to bring out the best in our aspiring photographers.

- **Newsroom**

To inculcate reading habits in students, we motivate them to read national dailies, prominent magazines & journals related to industry.





Be part of Amity Group which has to its credit the distinction of top 20 institutes for Mass Communication in India.

As ranked in India Today and Outlook dtd. 4 June, 2018



EVENTS AT ASCO



01. Group picture of Valedictory Session VIA MEDIA - 4th Creative Writing Contest ABHIRACHNA

02. ASCO students visited UP 100 Lucknow as a part of industry exposure



03. Students during industry visit at Fever 104 FM Lucknow (HT Media Limited)

04. Ritul Joshi, Ex-anchor, Aaj Tak, lighting the lamp on the occasion of 'VIA MEDIA' Panel Discussion



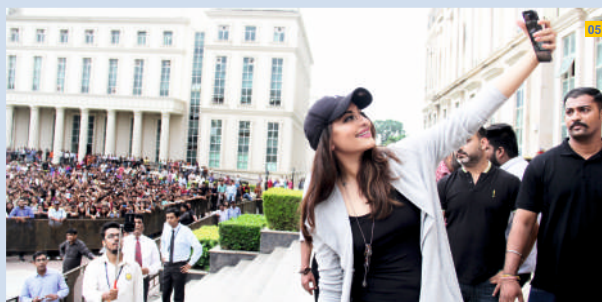
05. Ms. Sonakshi Sinha, Bollywood actress, visiting the ASCO campus to promote her new film

06. Mr. Abhigyan Prakash, NDTV visited ASCO as a part of Industry Interaction Session



07. Late Mr. Jugal Kishore, famous theatre personality, actor, director & writer and Chief Guest of VIA SCREEN - National Students' Film Festival was honored

08. ASCO event VIA MEDIA- Radio Awards with student participation from all the local media institutions



ON-CAMPUS PLACEMENTS

SOME OF THE LEADING MEDIA HOUSES WHERE ASCO ALUMNI ARE PLACED:



STAR ALUMNI

Amity has an ever-growing alumni base who are currently pursuing fast track careers with media houses of repute across the country. Their success is an eloquent testimony to their skills, abilities and hard work, as well as to the quality and rigour of media education and exposure at Amity School of Communication.

- **Ms. Lavanya Singh**
ScoopWhoop
- **Ms. Smriti Sharma**
Innoeye Technologies
- **Ms. Anku Sharma**
Zomato
- **Ms. Moumita Biswas**
IHS Global Pvt. Ltd.
- **Mr. Gyan Mishra**
Dainik Jagran
- **Ms. Snigdha Chakraborty**
The Times of India
- **Mr. Raghav Raj Kakker**
Bollywood Freelancer
- **Mr. Midhat Ullah Hasani**
Trendsetterz
- **Mr. Nikhil Bhateja**
Kalam Foundation
- **Mr. Varul Mayank**
Hindustan Times
- **Ms. Kajol Mathur**
Femina India



AMITY UNIVERSITY, LUCKNOW CAMPUS

Amity University, Lucknow Campus is a part of India's leading education group with a legacy of excellence spanning over two decades and campuses spread over 1200 acres including 9 world-class universities, 25 schools & pre-schools, 150+ top-ranked institutions and 10 overseas campuses across London, USA, Singapore, Mauritius, Dubai, Abu Dhabi, South Africa, China (Beijing & Nanjing) and Romania. The Group is home to over 150,000 students pursuing 300 Programmes in over 60 diverse disciplines, across pre-school to Ph.D.

Amity University, Lucknow Campus is built on a foundation, which embodies all the qualities that have made Amity institutions world-class over the last two decades. Amity has instituted global standards in education, training and research with world-class

infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, the University strives to blend modernity with tradition in each of its students.

CAMPUS HIGHLIGHTS:

- 40 acre hi-tech campus with state-of-the-art facilities
- 200 advanced labs in various disciplines
- Air-conditioned and amphitheatre style classrooms
- Well-stocked library with over 65,000 books, 17,000 journals and references
- On-campus hostel for 2,000 students



AMITY
UNIVERSITY
—LUCKNOW CAMPUS—

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