

# MASS COMMUNICATION INFORMATION BROCHURE

Approved by

**A** Grade  
NAAC (UGC)  
Accredited Govt.  
University

Prepare  
to communicate  
the world  
through  
words  
and clicks



**IIMMI**

**INTERNATIONAL INSTITUTE OF MANAGEMENT, MEDIA & IT**

UGC Recognized courses from  
'A' Grade NAAC Accredited Govt. University

[www.iimmieducation.com](http://www.iimmieducation.com)

## About IIMMI

International Institute of Management, Media & IT (IIMMI) has emerged as one of the most reputed institution in the field of Mass Communication in Delhi-NCR, with a vision of imparting comprehensive training in different fields of Media and creating proactive and responsible professionals. IIMMI offers programmes in Mass Communication for undergraduates, graduates and working professionals. The institute focuses on the fine blend of theoretical and practical inputs, which enables our students to take challenging roles in the fields like media, television, advertising, public relations etc.

We all are aware that the academic study and work culture are different, what the students learn during their studies is not sufficient to get placed in the industry, but via live television assignments practices, IIMMI empowers its students to become professional right from the beginning and turn out as industry ready after the completion of their course. The institute offers an in-depth exposure and practical training along with academics, with the aim of developing the student's practical knowledge, to think and create out of the box that enables them to not only compete with others, but also make them ahead of times. We provide the combination of state-of-art technology and the guidance of industry professionals as our faculties, to develop the students as better professionals in prospective career. The institute has developed rapidly in terms of internship and placement of its students.

## About Guru Jambheshwar University of Science & Technology

(Govt. & UGC Recognized 'A' Grade NAAC Accredited)

The Guru Jambheshwar University of Science and Technology, Hisar, Haryana, established under an Act of Legislature of Haryana State (Haryana Act 17 of 1995) to facilitate and promote studies and research in the emerging areas of higher education with focus on new frontiers of Technology, Pharmacy, Environment Studies, Non-Conventional Energy Sources and Management Studies and also to achieve excellence in these and related fields. The University is situated in Hisar, a rapidly growing town, located approximately 175 kilometers from Delhi.

The UGC recognized this University under section 2(f) for the recognition of degrees and under the section 12(B) of the UGC Act for central assistance. The National Assessment and Accreditation Council (NAAC), an autonomous organization of the UGC has accredited this University with 'A' Grade (Institutional Score 85%) in 2002. The Guru Jambheshwar University is north India's first University getting 3 time continuous 'A' Grade by NAAC and stands at 24 rank among the other universities of India engaged in higher education, according to the Government National Ranking System by Ministry of Human Resource Development (HRD).



## UGC Recognized courses from 'A' Grade NAAC Accredited Govt. University

### Full Time Programme

#### Media Courses

Course	Duration	Eligibility
<b>BMC* + ADAR**</b> Bachelor of Mass Communication+ Advance Diploma in Anchoring & Reporting	Three Years (Annual Exams.)	10+2 or equivalent examination from Board of Education/ CBSE or any other Recognized Board
<b>PGDMC* + PGDAR**</b> PG Diploma in Mass Communication+ PG Diploma in Anchoring and Reporting	One Year (Annual Exams.)	Bachelor's degree in any discipline
<b>MMC* + PGDAR**</b> Master of Mass Communication+ PG Diploma in Anchoring and Reporting	Two Years (Annual Exams.)	Bachelor's degree in any discipline
<b>MMC* (IIInd Year)</b> Master of Mass Communication	One Year (under lateral entry scheme) (Annual Exams.)	PG Diploma in Journalism, Mass Communication, Advertising, Public Relations from a Recognized University after graduation in any discipline

\* Degree & Diploma will be awarded by Guru Jambheshwar University of Science & Technology, 'A' Grade NAAC Accredited Govt. University.

\*\* Autonomous Programmes will be awarded by the Institution.

**Institute offers full hands-on Practice on most modern Equipment & avail State-of-Art Technological Facilities**

#### Autonomous Programme Highlights

- Video Camera & Shooting Techniques
- Lighting for Films and Television
- Video Editing & Sound Recording Techniques
- Television Production & Script Writing
- Production Process & Lighting Techniques
- Anchoring & Reporting

- Note :
1. Medium of Instruction & Examination is both English & Hindi.
  2. Students appearing in the final year examination can also apply.
  3. Students, who are pursuing Graduation/Post Graduation from Delhi University or any other University, may also take admission simultaneously in any course mentioned in this brochure.
  4. Annual Exams will be held in the last week of June.



## MASS COMMUNICATION INTRODUCTION

Mass Media refers to the technology that is intended to reach the mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television and internet. The general public typically relies on the mass media, to provide information regarding political issues, social issues, entertainment, and news in the pop culture. Mass Communication is not limited to journalism only. It covers a wide area including Advertising, Communication and Public Relations. To a great extent, mass media is a modern reality which covers all the aspects of human life. Careers in Mass Communication are not only highly paying but also bring in a great deal of job satisfaction and the expression of creativity. Mass Communication offers lucrative job prospects, high contacts, name and fame. The course covers electronic media, print media, advertising (all aspects) public relations, corporate communication, media planning and buying, film production, television production, radio programming & production, digital communication, entertainment management, journalism and events in the great details.

### Print Journalism

Print Journalism is the exploration and covering of events in a printed form like the newspaper and magazine, to reach or report the considerable audience. In simple words, it is the written text which could be read through newspaper or magazine. It is considered the first forms of Journalism. The newspapers and magazines today cover a wide range of specialized sections like political events, business news, cinema, sports, career options, health and many other subjects. From the variety of subjects, one can choose according to the interest and can move ahead in the respective fields.

### Electronic Journalism

Electronic Journalism is the covering and reporting of the events through electronic mediums like television, radio or online through internet, to inform the news or information throughout the world. Electronic journalism is a collection or set of new communication options which has an effect on the entire news industry. It has made possible to reach the audience worldwide instantly through laptops, cell-phones, audio feeds, and lightweight video cameras that put on-scene recording into the hands of writers and reporters. According to the present scenario, it could be said that every journalist has to be electronic journalist more or less. Electronic Journalism offers career in Anchoring, Direction, Production, Graphics, Editing, Script Writing etc.

### Advertising

Advertising is a means of marketing communication or it could also be said that it is a brand building process of products through effective means of communication. It covers all the aspects of ideation, art direction, copy-writing, visualization, production, marketing & events. Advertisements are viewed by the masses through various means of mass media like newspapers, magazines, television, radio, outdoor advertising or direct mail; or by new media such as blogs, websites etc. Now a days, it is not just limited to marketing but also includes political parties, interest groups, religious organizations and governmental agencies or public service announcements.





## Public Relations & Corporate Communication

Public Relations & Corporate Communication is a well-rounded and outstanding consultant helpful in creating impacting campaigns. In simple words, it is about relationship with the public through effective communication, to stand out in the crowd and inspires a change strategically, digitally as well as globally.

Public Relations is used to generate and represent positive image of the organization through various means. Business houses, Schools, Universities, Hospitals, Governmental institutions appoint public relations personnel's and agencies to cast and present their image, objectives and policies in the best possible light. It offers the career options like PR Executive, Corporate Communicator, Marketing Research and Strategy.

## Anchoring & Reporting

Anchoring and reporting is an on-camera skill, to reach the audience. A mediator between the channel and the audience, a TV anchor is a reservoir of knowledge, is aware of the current political scenario, and possesses detailed knowledge of issues. With the increasing popularity of the broadcast media, the task of news reading and presenting a program has become highly challenging. The course opens great career opportunities for students to become reporters, producers, television anchors, hosts and media professionals in the top television and satellite channels.

## Job Prospects

Mass Communication has huge job prospects. With a degree in this field, one can find a plethora of jobs in the market like Films & Television, Publishing, Public Relations, Journalism, Editing, Direction, Film Making, Script Writing, Production etc. Depending upon personal interests and preferences, a mass communication profession can be chosen as a career. The options like anchor to media baron, from government sector to corporate, from high connections in practical life to PM, one can access everywhere by dint of media and mass communication.

In the nutshell, Mass Communication widens up the horizon of career options for a person. Depending upon personal interest and inclination, a mass communication professional can choose a job. Attractive and high paying jobs as journalist, actor, director, editor, screenwriter, RJ, producer, VJ are available to the talented and trained individuals. It is a vast field covering many areas under it.

## INTERNSHIP AND PLACEMENT

Internships are helpful in offering significant practical work experience with experienced professionals of the industry. So far, IIMMI has excellent internship and placement records because of the practical training we provide and make our students ready for the industry to handle the work. Every admitted candidate of the institute has a unique opportunity to serve in the media industry. We provide internships and placements in all the leading news-channels, newspapers and advertising agencies on the strength of practical training in the organizations like NDTV, India TV, Times of India, Hindustan Times, Economics Times, Dainik Jagran, DD News etc. We proudly claim to put a great number of candidates in the industry.



## HIGHLIGHTS

- ★ Faculties from renowned News-Channels: Our faculties and mentors are senior journalists and editors from renowned News-Channels like NDTV, Aaj Tak etc. These faculties deepen the knowledge and clear all the doubts of the students with different teaching methods as well as with their practical life experience as working professionals of the industry.
- ★ Unique Curriculum: The course is designed in such a way to meet the requirements of the Media industry by both, journalistic concepts and practical skills. The students are nurtured by developing our own campus newspaper "IIMMI Times". Our experienced and professional faculties and mentors teach conventional industry assessment at the same time inculcate with practical skills needed and demanded by the industry. We also offer exceptional facilities to practice for TV, Radio and latest software used in the fields of media.
- ★ Vibrant IIMMI Life: With the development of intelligence, entertainment and physical fitness also matters a lot in a student's life. A healthy body possesses a healthy mind. For these reasons, time-to-time events are organized for the students. IIMMI's latest activity was "Cricket tournament 2016" at "Major Dhyan Chand Sports Complex" in Delhi.
- ★ Industrial Tour: IIMMI firmly trusts in the considerable industry knowledge and that is the reason, our students visit press, newsrooms, publication houses, news workshops, talks shows, etc. of reputed news-channels like Aaj Tak, India News, NDTV, Zee News, India Today, IBN7 etc; to build up the practical learning and experience about the techniques and ways directly from the experts of the industry.
- ★ Seminars and Workshops: Students visit seminars and workshops of leading news-channels like Star News, Aaj Tak, NDTV, Zee News, News Nation, India TV etc. These events offer the students an excellent chance to learn from the highly experienced professionals of the industry as well as help the students in developing confidence which improves their overall personality and also smarten up their practical knowledge.

## Our Students



## INTERNATIONAL INSTITUTE OF MANAGEMENT, MEDIA & IT

**DELHI:** 69, Main Ring Road, Kingsway Camp, Opp. G.T.B. Nagar Metro Station (Gate No. 1),  
Next to Delhi University (Vishwavidyalaya) Metro Station,  
In the lane of Burger Club, Domino's Pizza & Bank of Baroda, Delhi-110009  
Ph. : 09560434466, 09560134466, 011-65434465, 011-65434466  
E-mail: [info@iimmieducation.com](mailto:info@iimmieducation.com), [iimmiindia@gmail.com](mailto:iimmiindia@gmail.com)

**HARYANA:** Sector -6, Near Gauriyya Tourist Complex,  
Bahadurgarh (Haryana) Ph : 09467673776  
Email: [iimmibahadurgarh@gmail.com](mailto:iimmibahadurgarh@gmail.com)

**IIMMI**

Website : [www.iimmieducation.com](http://www.iimmieducation.com)

f: [www.facebook.com/iimmieducationdelhi](http://www.facebook.com/iimmieducationdelhi)