

MASS COMMUNICATION INFORMATION BROCHURE

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

About IIMMI

International Institute of Management, Media & IT (IIMMI) has emerged as one of the most famous and reputed institutes in the field of education. In the modern era of competitive entrepreneurship in corporate world, we need courses that impart professional education and prepare industry ready students. There has been a significant change in the way businesses are being run and grown. In keeping with the current social scenario and the demands of the industry, we offer a range of courses at both graduate and postgraduate level. What sets us apart from the others is a wholesome blend of experienced faculties from media industry experts and quality exposure to develop the next generation of global leaders where you will grow intellectually and creatively, expand your problem-solving capabilities, and become prepared to impact a complex world as the curriculum is designed to give a holistic perspective within the depth of industry knowledge in every field. In the eon of rapid technological advancement, we keep our IT programme updated by incorporating the latest hardware/ software development as they have to spend huge money and time to get professional training to secure a job. In keeping with these requirements, IIMMI offers the most sought after courses of the present time that give an in depth exposure and practical training along with academics. The institute aims at developing the students' 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. For the past many years, IIMMI has been providing the industry with qualified, proficient and competent professionals through various courses.

Highlights

Academics Mentors: We have experienced full time qualified faculties, mentors coming from renowned Universities like- Delhi University, IIT, etc. and guest faculties from corporate world. They deepen the knowledge of students and clear all their doubts regarding the course through interactive sessions.

Vibrant IIMMI Life: Impressive extracurricular activities enhance students with Talent hunt shows, extravaganza Parties and cricket Tournament at Sports Complex” in Delhi on different occasions are frequently organized.

Overall development of students: We not only provides its students the academic and practical training demanded by the corporate world but also pays equal attention to their overall personality development by offering corporate communication skills classes to make its students stands differently in the crowd.

Workshops and Seminars: Students are frequently taken for workshops at American embassy and industrial visits are also organized as it is a part of value added education, which helps students to learn new things apart from classroom studies.



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Full Time Programme

Media Courses

Course	Duration	Eligibility
BMC* + ADAR** 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
PGDMC* + PGDAR** PG Diploma in Mass Communication+ PG Diploma in Anchoring and Reporting	One Year (Annual Exams.)	Bachelor's degree in any discipline
MMC* + PGDAR** Master of Mass Communication+ PG Diploma in Anchoring and Reporting	Two Years (Annual Exams.)	Bachelor's degree in any discipline
MMC * (IIInd Year) 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 UGC recognised '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

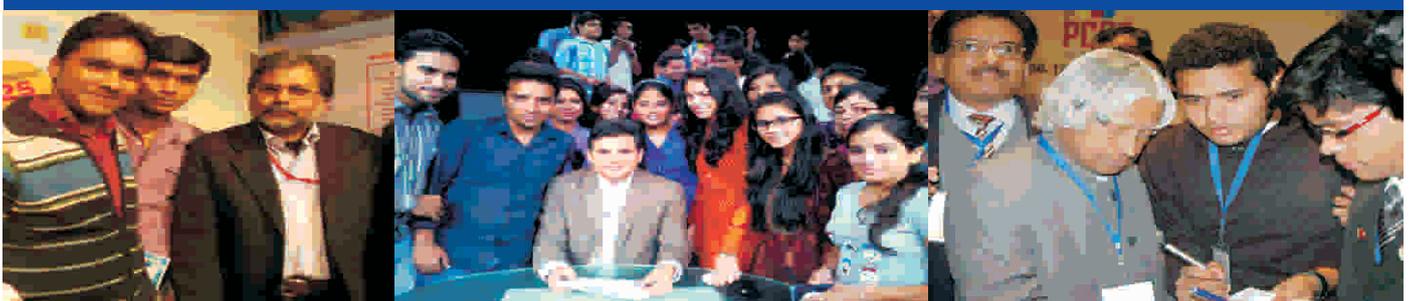
Print Journalism is the exploration and covering of events in a printed form like the newspaper and magazine, to reach or report the considerable audience. In simple words, it is the written text which could be read through newspaper or magazine. It is considered the first forms of Journalism. The newspapers 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.

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.



VOCATIONAL COURSES



Vocational Training Courses offered

International institute of Management Media and IT (IIMMI) offers Vocational courses which have an emphasis on developing your practical skills and knowledge for the development of students to provide livelihood and life skills to start their careers at the right note. At IIMMI moreover emphasis is given to overall grooming and employability skills of the students to enhance their changes to gain a corporate foothold and jobs in the industry.

Vocational Training courses at the institute have been designed to cater the ever changing demands by the following certificate courses which are offered by IIMMI:

- Computer Applications
- Web Designing
- Computer Programming Language
- English Conversation and Personality Development
- French Language
- Travel and Tourism Management
- Sound Recording And Radio Production
- Still photography
- News Anchoring
- Radio Jockeying

Job Prospects for Mass Communication

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.

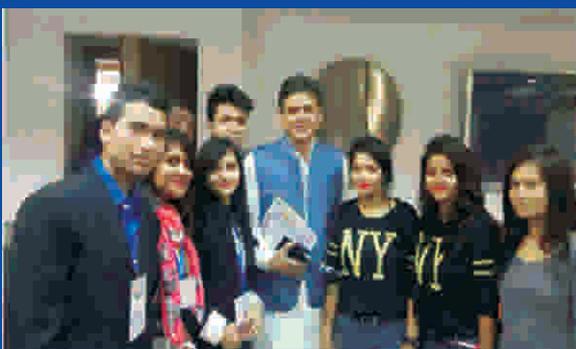
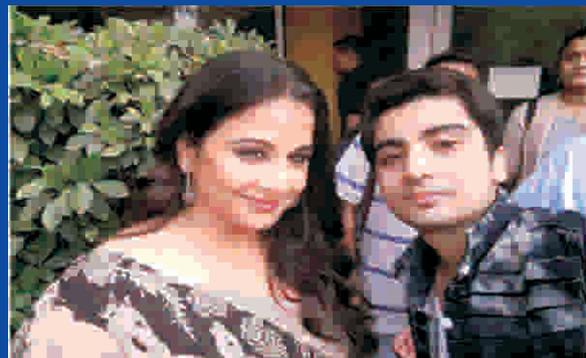
In the nutshell, Mass Communication widens up the horizon of career options for a person. Depending upon personal interest and inclination, a mass communication professional can choose a job. Attractive and high paying jobs as journalist, actor, director, editor, screenwriter, RJ, producer, VJ are available 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.



IIMMI Students at News Channels



INTERNATIONAL INSTITUTE OF MANAGEMENT, MEDIA & IT

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