

Information Brochure



National Institute of Mass Communication

.....the future of communication

UGC Recognized Diploma and Degree Courses

In collaboration with:



**THE CANADIAN INSTITUTE
OF MASS COMMUNICATION
ONTARIO, CANADA**

National Institute of Mass Communication

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The **National Institute of Mass Communication** has been set up in 2003 in collaboration with the Canadian Institute of Mass Communication, Ontario, Canada by Educational Media Research Society, New Delhi (a society registered under Societies Registration Act XXI of 1860). The objective is to impart quality training to students in mass media so that they efficiently utilize media technology in the best possible manner to keep pace with the fast evolving communication industry.



OVERVIEW:

We offer various mass communication courses that include **Diploma in Journalism & Mass Communication, Bachelor of Journalism & Mass Communication; Post graduate Diploma in Journalism & Mass Communication and Master of Journalism & Mass Communication** from University Grants Commission, Govt. of India, recognized university. Along with the above degree, students also get an additional Diploma in Electronic Media from CIMC, Ontario, Canada. The Advantage of a Dual Degree/ Diploma programme is that students get rigorous practical training besides a strong theoretical foundation.



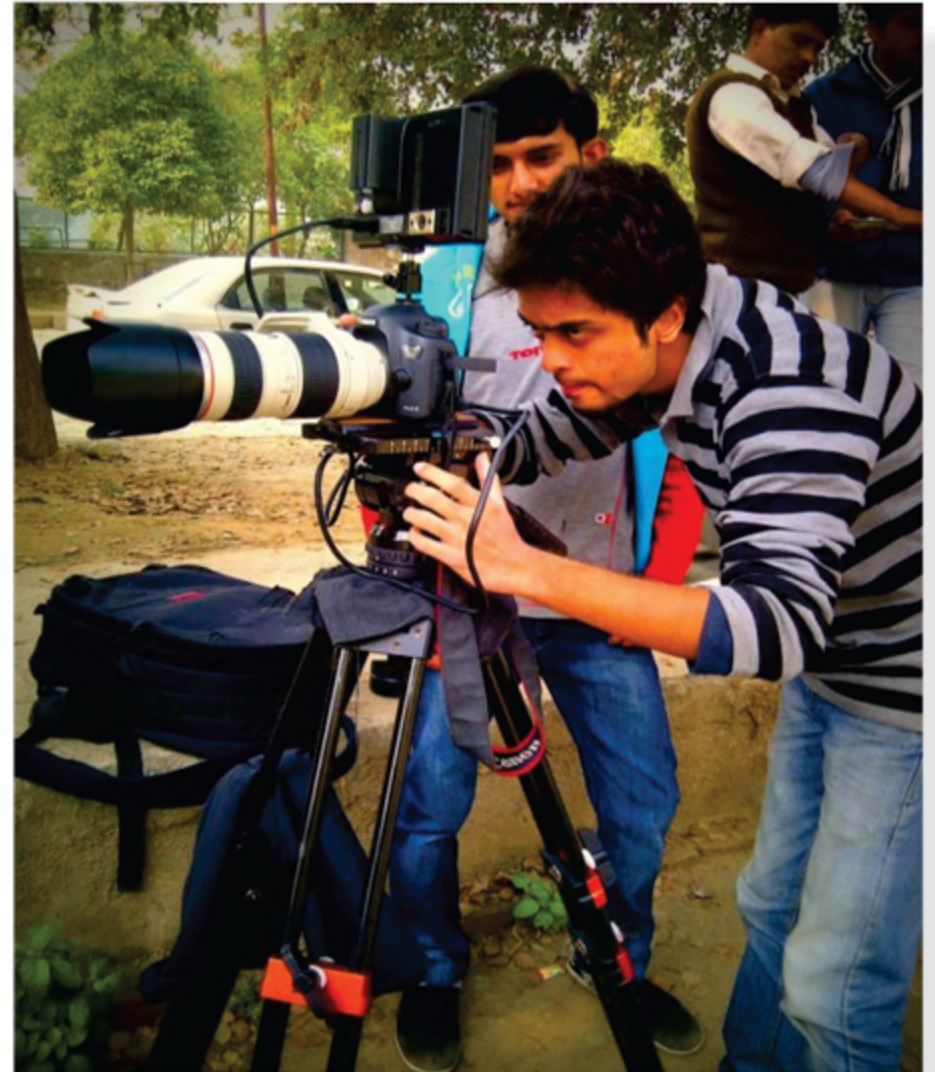
The Institute strives to produce efficient and incisive communication professionals for which it has introduced a wide range of Short Term Diploma Courses in News Reading, Reporting, Anchoring & Radio Jockeying; Diploma in Video Production, Camera & Lights; Diploma in Visual Editing; Diploma in Acting and Performing Media, Diploma in Print Journalism along with one year **Diploma in Mass Communication & TV Journalism.**

ACTIVITIES: To stimulate the interest in Media and Journalism as career, rigorous and extensive workshops on media tools are organized for students. Studio based production workshops, radio programs, documentary film productions, news Reading/Anchoring workshops, Theatre Workshops, participation in film festivals, participation in live programmes of NDTV, AAJTAK, Doordarshan, IBN helps students to identify and nurture their potentials.



INTERNSHIPS AND PLACEMENT:

We provide 100% placements and internships to our students for which NIMC have tie-ups with reputed media organizations like STAR, ZEE TV, NDTV, AAJTAK, SAHARA, DOORDARSHAN and AJK Mass Communication & Research Centre Jamia, alumni. NIMC maintains close contacts and professional relations with large number of media organizations, PR agencies, ad agencies and academic institutions. The Institute has a full fledged authorised web news channel VOICE OF PEOPLE, web news portal ANN24X7 & POLITICIAN TODAY for exposing its students to media environment. NIMC is successfully running a Production House ITV since 15 years. It has been providing an initial platform to students for recognition of their practical work. NIMC is setting up a lifestyle entertainment YouTube channel to cater the need of web based content development of media students (fiction & non fiction). NIMC has established six societies for specialization of students in various fields of media.



ANNUAL AWARD:

Each year, students are required to make documentary films, radio programmes and photo essays. The films get screened in various national and international film festivals. NIMC gives away many annual awards to its students for excelling in various fields of mass media. NIMC introduces Anwar Jamal Kidwai Lifetime Achievement Award two years ago, which is given away each year to a veteran media personality in recognition of his/her vast contribution to the Media World.

COURSES OFFERED:

Courses	Eligibility	Duration
Diploma in Mass Communication, Advertisement & Journalism	10+2	One Year
Bachelors in Mass Communication, Advertisement & Journalism	10+2	Three Years
PG Diploma in Mass Communication, Advertisement & Journalism	Graduate	One Year
Masters of Mass Communication, Advertisement & Journalism	Graduate	Two Years
Diploma in News Reading, Anchoring, Reporting & Radio Jockeying	10+2	Six Months
Diploma in Video Production & Camera	10+2	Six Months
Diploma in Video Editing	10+2	Six Months
Diploma in Acting & Traditional Media	10+2	Six Months
Diploma in Print Journalism	10+2	Six Months
Diploma in Still Photography	10+2	Six Months



TRAINING: We prioritize strong theoretical understanding by interactive learning method. Each Student is required to make fiction and non fiction Films, Radio Features, Photo Essays and Newsletters. We provide latest tools and technology keeping up with the industry needs, latest software, best cameras and studio equipments for self training. We at NIMC provide our students enough freedom to indulge in a lot of extra- curriculum activities and arrange visits of arts and photo exhibitions which makes learning more fun. Practical Workshops are conducted regularly of different communication tools as mentioned below:



Mass Communication Tools

- Radio Production
- Film Making (Documentary & Fiction)
- Traditional Media “NUKKAD NAATAK”
- Camera Handling (Still Photography & Video Production)
- Content Writing- Scripting
- Media Software
- Media Research

Journalism Tools

- Print Journalism-(Newsletter, Tabloids & editorials)
- Online Media (Blogs)
- Content Writing
- TV Journalism (Reporting, Anchoring & News reading)
- Grass root Comic
- Media Software

Advertisement + Public Relation Tools

- Creative Idea Generation
- Script writing (Copywriting)
- Client servicing + Business Development
- Content Writing
- Media campaigning & Publicity



Highlights:

- ✓ In-house production house (ITV).
- ✓ In-house print web portal (ANN24/7).
- ✓ In-house video web portal (VOP).
- ✓ In-house YouTube channel.
- ✓ In-house media societies for specialization of fields.
- ✓ In-house theatre group.
- ✓ Media Exposure.
- ✓ Proximity to Jamia MCRC.
- ✓ Dual Degree Program.
- ✓ 100% placement and internships.
- ✓ Interactive Learning approach (extensive workshops on Media Tools).
- ✓ Full-fledged Practical training.
- ✓ Experienced faculty and leading Professionals.
- ✓ Scholarships and Opportunities for higher education in Canada.
- ✓ Educational loan facility.
- ✓ Hostel facility, Wi-Fi facility.
- ✓ Media Industrial Visits.



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