

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

(IIMR)

**FREQUENTLY ASKED QUESTIONS FOR BA (Journalism and
Mass Communication)**

Q1. What is BA (Journalism and Mass Communication)?

Ans. BA (Journalism and Mass Communication) is a full-time three years degree course comprising of six semesters. It is a job oriented program.

Q2. Why Study BA (Journalism and Mass Communication)

Ans. BA (Journalism and Mass Communication) allows students to learn requisite skills needed for career in reporting, journalism, news analysis and public relations by developing a broad perspective of media management and leadership skills.

Q3 What does BA (Journalism and Mass Communication) offer in real terms?

Ans.: **BA (Journalism and Mass Comm.)** is one of the best professional program which provides requisite skills for

employment in the domain of media and communication. It is designed for all round development of students through well designed curricular and extra-curricular activities. Regular industrial visits and guest lecturers from corporate sector provide the students with the in depth knowledge about the media sector, associated problems and solutions.

- The course helps in developing concepts of journalism and other mass media professions such as advertising and public relations.
- The student will be trained to apply these concepts to current professional practices in various domains such as radio, TV, newspaper, magazine, internet, mobile, etc.
- It enhances Interpersonal and Communication skills.
- Creativity and Innovation help in future Career Progression
- Corporate exposure helps to build network for job and business opportunities

Q4. What is the difference between BAJMC and other types of UG courses?

Ans. The Journalism and Mass Communication major offers a critical mix of practice and theory to give students a thorough understanding of the creation, distribution and effects of journalism and media messages. It is a job oriented program focusing more on the study of fundamental principles of journalism and mass comm. with specialization in Media.

Q5. What I can do after BA (Journalism and Mass Communication)

Ans. Opportunities in the media is increasing day by day. The candidates after completing B.A. in Journalism & Mass Communication can find job opportunities in all government organizations like All India Radio, Doordarshan and other government run organizations. Beside government organizations, private TV channels like STAR TV, ZEE TV, NDTV, CNBC, etc also look for graduates who specialize in media. The candidates are also eligible for job opportunities in various private FM channels like Big FM, Radio Mirchi, etc. International television channels like BBC, National Geographic Channel, Discovery Channel, etc also look for graduates with specialization in media. Students aspiring for higher studies can apply for Masters from reputed colleges in India and abroad.

Q6. What types of jobs are available after BA (Journalism and Mass communication)?

Ans.: Graduates in BA (**Journalism and Mass Communication**) offers the jobs titles like TV Reporter, Anchor, Producer, Copy Editor, Script Writer, Researcher, Production Executive and Video Jockey. Radio: Radio Jockey /Anchor, News Reader, Reporter, Producer, Program Executive, Script Writer, Copy Writer. Internet & Mobile: Content Writer, content designer. Newspaper and Magazine: Reporter/ Correspondent; Feature Writer; Business Writer; Copy editor; Sub-editor; Photographer.

Q7. What is the fee structure for BA (Journalism and Mass Communication)?

Ans.: Fee is Rs 60000/- per year which include tuition fee, facility, uniform, seminars, workshops etc. The state fees committee lays down the fee structure every year. Bus fee will be over and above. It is Rs.16000/- , 18000 and 20,000/-per year depending on the distance of residence of students from the college

Q8. Why should I join BA (Journalism and Mass Communication) program in IIMR? How it is different from other Colleges?

Ans: IIMR is a premium institute which focuses on holistic development of a student who can fit into the competitive environment of media. It emphasizes on developing analysis and critical thinking capability which is an essential skill in media. Our core values are -

- Expert faculty with considerable experience in corporate sector and academic institutions. Faculty team includes 8 PhD. Dr Mayank Saxena, Principal is an alumni IIM, and has rich experience of Academics and Industry.
- Various student clubs like cultural, sports, adventure and CSR afford ample opportunities to hone creativity skill.
- Inspirational, educative and challenging thoughts from eminent business and industry experts.
- Internship tie-up with Media tie-up for once in a year internship for 45 days.
- 3i cell (Industry – Institute – Interface Cell) of IIMR has developed good networking with industries,

Q.9. What is the location of the Institute.

Ans.: Institute is located at Rau Pithampur Road, opposite IIM Indore. We have a fleet of 60 Buses, which cover Indore city, Dewas, Dhar, Pithampur, Mhow and Dhamnod.