

Indore Institute of Management & Research

BA (Journalism and Mass Communication)

Program Guide 2016-17

Introduction: BA-Journalism and Mass Communication is a three years degree course divided into six semesters. A journalism and mass communication is bachelor's degree allows students to learn the skills needed for careers in reporting, journalism, news analysis and public relations. This course offers a critical mix of practical's and theory to give students a thorough understanding of the creation, distribution and effects of journalism and media messages.

Teaching Areas and duration: 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. Students also learn about the various types of media venues. The teaching will be done by state of art material and industry focused areas so as make students ready and most desired candidates in journalism and Mass comm industry. The faculty to be drawn from Industry and method of teaching shall be based on live cases lectures and other state of art pedagogy.

Why IIMR: We differ from many colleges offering journalism programs because our curriculum has a liberal arts foundation. As a result, we emphasize analysis and critical thinking. Students pursue not only the practical study of media and journalism, but also media law, history, processes, ethics and effects.

Our faculty are blench of industry, creative experts and academics to teach students on report, produce and writing for all forms of media. The Set of faculty divide into two set one is academic and another is creative which work under the guidance of IIMR Principal.

Academic Committee members are from Regular IIMR Faculty and Creative Committee consist of Media Industry experts

Teaching Methodology:

- Classroom lecture by faculty
- News, Content, Media Analysis classes
- Practical classes in studio by faculty
- Lab work by students
- Independent work by students guided by faculty
- Assignments, Class tests and Presentation by students
- Practical training in Radio Jockeying
- TV documentary, News bulletin by students under guidance of internal faculty and industry experts
- Research: Surveys, Case Method Projects

Best in Class: To provide industry and interactive based session by expert faculties in classrooms. Classes include data base and multi-platform reporting, investigative reporting and studio production. The curriculum also focuses on the role journalism and media play in civic and political life. Through challenging coursework, internships and access to major media organizations, our journalism and mass communication students are prepared for diverse careers and the challenges of the rapidly changing world of media. The best in class physical infrastructure like

- **Classroom:** smart class room with LCD, better tables, Wi-Fi, LAN, Clock, Smart board.
- **Library:** Digital Library with anywhere to be used facility, Online 24x7 education support.
- **Computer LAB:** well equipped computers lab
- **Sports:** In building Table Tennis chess carom rest is available
- **Transport**
- **Labs:** To provide the practical exposure to student various labs are there
 - Radio Journalism Lab

- TV Journalism Lab
- Newspaper and Magazine Journalism Lab
- Photography, Design and Graphics Lab
- Development Communication Lab

Internship: At IIMR, we prepare students for the real world and fulfilling careers. Most students are provided opportunities to pursue internships to gain some real world practical experience. The programs offers opportunity for practical, hands-on experience, internships and projects within the local community.

Tie-ups:

- **Foreign University Tie Up:** This tie up to be explored for offering extra credits for admission in PG programs in foreign universities on preferential basis, as well as provide assured admissions in UK University.
- **Internship tie-up:** Media tie-up for once in a year internship for 45 days.
- **Cultural Exchange program:** This program shall be proposed with Govt agencies and NGOs.
- **International Student Admission:** Students from African, SAARC and ASEAN countries take admission at IIMR.

Industry Interface:

- **Industry Visit:** One in each semester
- **Expert Lectures:** Industry persons shall address and share experience with students.
- **Live Project:** One project in first four semesters will be offered.
- **Campus Placement:** Semester five and six will have campus placement activity.
- **Job Oriented certification program:** Certifications and job oriented programs will be conducted

Explore your Potential: The program aims at familiarizing the learner with the basic concepts of journalism and other mass media professions such as advertising and public relations. Later on, the student will be trained into applying these concepts to current professional practices in various domains such as radio, TV, newspaper, magazine, internet, mobile, etc. This is also true of various media professions, e.g., journalism, content research, content creation and media planning. Some possible jobs titles include are **Television:** 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.

State of art Student Development Program: The program shall start with psychometric testing and comprehensive personal ability test. The training shall have following issues

- **PD Training:** The module shall be running for four semesters and will focus on comprehensive personality development for targeting GMAT/CAT based admissions.
- **Communication Skills training:** Intensive training on communication skills.
- **Language ability Builder PROGRAM:** The program will start from scratch and shall focus on TOEFL GMAT for language ability.
- **Quantitative aptitude builder program:** Focusing on aptitude development
- **Theater and Drama Lab:** Shall be planned in association with Helen O Grady group from Australia.
- **Meditation Lab:** Shall be working in association with Vipassana Training center at Indore.
- **Mentorship Program:** Students will be assigned mentors for supporting their educational and personal development.

- **Career Guidance cell:** Shall help students in identifying career avenues and selecting them
- **Entrepreneurship development Program:** In support of MSME and EDI Ahmadabad as part of IIMR offering
- **Education Trip:** After SEM I and III at places like FIT Pune, Ramoji Film city Hyderabad and other AD Agencies

Life @ IIMR Campus: Away from the noise and pollution of the city, the institute is a haven of fresh air, unwinding roads and calm surroundings. Life at the IIMR Indore campus will be hectic, frenetic, downright hair-splittingly tiring but it is never dull. Between the many assignments, classes, positions of responsibility, committees, activity and interest clubs will gainfully on regular basis. We will offer the following –

- **Life Supporting Workshops:** One such workshop after semester examination of Sem I II III and IV
 1. Photography
 2. Dance
 3. Writing for self expression
 4. Fine arts
 5. Film Making
 6. Sculpture
 7. Music
- **Birthday celebrations:** have become iconic on campus with more people than can be counted involved in wishing the birthday boy.
- **Celebration of culturally diverse festivals**
- **Fun Activity:** camp fire party, going out to the city in droves, make up the collage of life on campus.

- **Student run activities:** The distinctive features of the campus will be students run most of the things. The Students' Activities Council (SAC) will be the channel through which the student body will carry out most of its endeavors. Elected by the participants each year, the SAC is the source of administration, merrymaking and entertainment. The Cultural Committee shall organizes all the celebrations, dinners, Rock Concerts, Interaction with celebrity, bonfires, parties, antaksharis and many other activities.
- **Social Sensitivity Program:** This will work under NGO formed by students and will work for improvement and development of society with social institutions or govt schools or such other bodies. It will involve CSR of various companies.