



IAMR
GROUP OF INSTITUTIONS



media mirror

**DEPARTMENT OF JOURNALISM & MASS
COMMUNICATION**

BAJMC

We nurture artistic talent and provide the skills, mentorship,
and exposure needed to thrive in today's creative industries

CONTACT US >



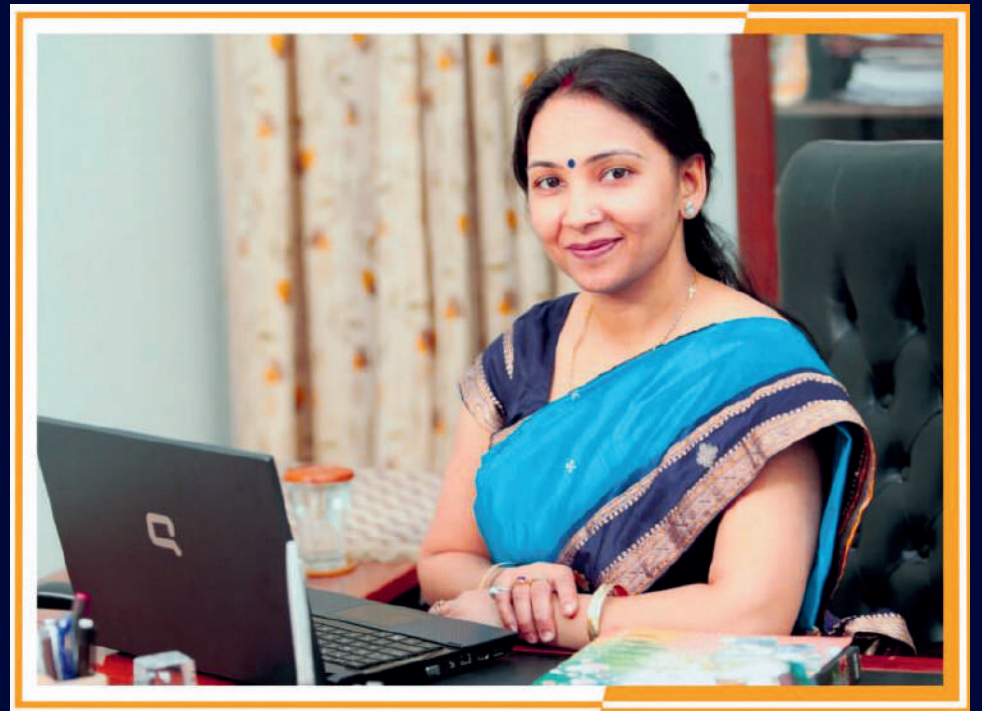
18000 270 3800



www.iamr.ac.in

MESSAGE FROM HON'BLE CHAIRPERSON

We had established IAMR with dreams to produce competent professionals, who are readily accepted by the industry. I am glad that we have comprehensively fulfilled our dream. We are further endeavoring to enrich our curriculum through incorporating latest enhancements like audio/visual tools, personality development programmes, physical training etc. I am sure that you'll have ample learning opportunities with us, which would definitely shape your career and help you in achieving your goals. I welcome you on behalf of IAMR family.



Anshu Bansal
Chairperson, IAMR Group

MESSAGE FROM HON'BLE SECRETARY

Dear Students, Choosing a right career is an uphill task that requires guidance and assessment of individual capabilities. Moreover, the candidates need to understand the future prospects associated with the chosen career. After that the choice of institution assumes paramount importance so that after the higher education is over, the candidate should have achieved the desired competence to help him/her in starting a successful career. I feel proud in sharing with you that IAMR is just that ideal institution, where not only you choose a great career but also achieve those skills and competencies, which help you in starting your career. At IAMR, we follow an inherent policy of treating students individually and focusing on their learning capabilities to match their pace. We put regular stress not only on curricular but also on co curricular and extra curricular activities so that our students emerge as strong contenders both mentally and physically. We have full fledged infrastructure enabled by some of the best brains to support your cause. I am sure that after you have joined us, you'll turnout as a complete professional for the benefit of industry. I welcome you to IAMR family.



Sanjay Bansal
Secretary, IAMR Group

MESSAGE FROM HON'BLE DIRECTOR

Since its origination, IAMR has been continuously evolving by pursuing and inculcating several innovative ways of teaching, learning and experience-sharing by giving them real life exposures. This has been made possible by creating an intellectual capital of in-house human resources of highly qualified and experienced faculty members, modernized well-equipped laboratories, Wi-Fi campus, and the sprawling Central Library for effective and efficient learning, which is further fortified with a course curriculum that meets the needs of the industries and provides a fine knowledge in a particular domain.

IAMR is committed to nurturing talent and remains deeply rooted to the roots of education and technology. Our priority is to instil in our students a sense of commitment and to expand their knowledge and their intellectual horizons. Wishing all aspirants good luck for their bright future.



Dr. P. K. Vashistha
Group Director, IAMR Group

MESSAGE FROM HOD

Here at IAMR, we recognize the profound influence of media in today's world. Our BAJMC program is meticulously crafted to empower you with the knowledge, skills, and ethical grounding necessary to navigate and excel in this dynamic and ever-evolving landscape. We are committed to nurturing the next generation of impactful storytellers, critical thinkers, and innovative media professionals. Our program goes beyond traditional learning. You will be immersed in a curriculum that seamlessly blends rigorous academic study with hands-on practical experience. Our dedicated faculty, comprised of experienced academics and industry veterans, are passionate about guiding you on your journey to becoming confident and competent media practitioners.



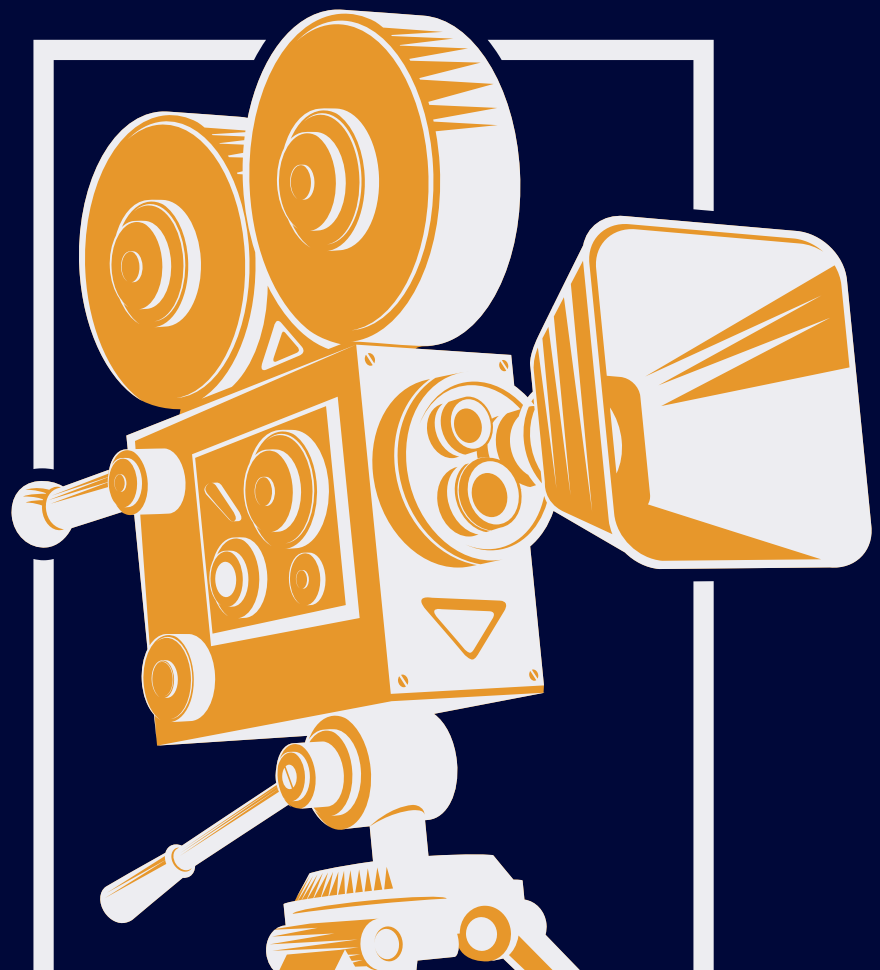
Mr. Sachin Goswami
**HOD, DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**



About **BAJMC**

Our BA in Journalism and Mass Communication Program is designed to provide a comprehensive understanding of the media landscape and equip students with the skills necessary for success in this rapidly evolving industry. We offer a rigorous curriculum that combines theoretical knowledge with practical experience.

Our program emphasizes critical thinking, ethical decision-making, and the ability to effectively communicate complex ideas. Students gain a deep understanding of journalistic principles, media ethics, and the impact of technology on communication.





CAREER OPPORTUNITIES

Media and Journalism

Journalist: Work as a reporter, correspondent, or editor in print, electronic, or digital media. **News Anchor:** Present news programs on TV, radio, or online platforms. **Content Writer:** Create engaging content for publications, websites, or companies.

Public Relations and Corporate Communication

PR Specialist: Manage public image and reputation for companies, organizations, or individuals. **Corporate Communicator:** Develop and implement internal and external communication strategies. **Social Media Manager:** Create and execute social media campaigns for companies or organizations.

Digital Media and Entertainment

Digital Content Creator: Produce content for YouTube, podcasts, or other digital platforms. **Social Media Influencer:** Build a personal brand and influence audience opinions on social media. **Event Manager:** Organize and coordinate events, such as concerts, festivals, or conferences.

Advertising and Marketing

Copywriter: Create persuasive and creative content for advertisements. **Marketing Specialist:** Develop and implement marketing strategies for companies or products. **Brand Manager:** Oversee brand development, positioning, and maintenance.

Research and Academia

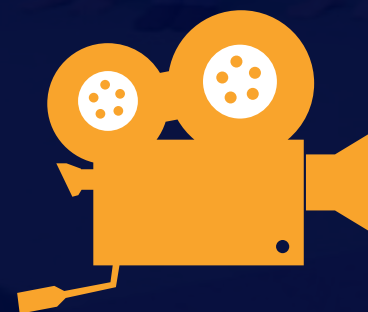
Researcher: Conduct research in media, communication, or related fields. **Academician:** Teach and research at universities, colleges, or institutions. **Media Critic:** Analyze and critique media representation, policies, or effects.

Government and Non-Profit

Public Affairs Specialist: Work in government, non-profit, or private sectors, managing public affairs and communication. **Communication Specialist:** Develop and implement communication strategies for government agencies, non-profits, or private Companies.

Policy Analyst:

Analyze and develop policies related to media, communication, or related fields.



ORIENTATION PROGRAM

To provide aspiring journalists with valuable insights and practical knowledge about the field of journalism.

The Institute of Applied Medicine and Research (IAMR) successfully conducted an orientation program for students interested in pursuing journalism. The event featured a guest lecture by Mr. Shivam Gupta, Assignment Coordinator at DD News, who shared his extensive experience in the field.



WORKSHOP & GUEST LECTURES

WORKSHOP ON “FACT VERIFICATION TO COMBAT FAKE NEWS”

The Department of Journalism and Mass Communication organized a workshop on “Fact Verification to Combat Fake News”. The workshop aimed to address the growing concern of misinformation and fake news in the media landscape.

The session was conducted by Nimish Kapoor, a renowned expert in the field of media ethics, fact-checking, and digital journalism.



GUEST LECTURE ON “TELEVISION AS DIGITAL MEDIA

The Department of Journalism and Mass Communication organized a highly insightful guest lecture titled “Television as Digital Media”. The lecture aimed to explore the transformation of television from a traditional broadcast medium to a dynamic component of the digital media landscape. The session was led by Mr. Aashukesh Tiwari (Anchor and Producer) at NEWS 24 TV News Channel, an industry expert with extensive experience in both television broadcasting and digital media production.



WORKSHOP & GUEST LECTURES

GUEST LECTURE ON "IMPORTANCE OF VOICE MODULATION FOR ANCHORING"

The Department of Journalism and Mass Communication conducted an event which aimed at providing insights into the crucial role of voice modulation in the profession of anchoring and public speaking. The session was attended by students, faculty, and individuals keen on enhancing their anchoring and communication skills.

The guest speaker for the session was Ms. Nivedita Shukla (Voice Over Artist) at NMF News, a professional Artist and media personality, shared valuable tips and techniques on how to effectively use voice modulation to keep audiences engaged and convey messages clearly and powerfully.



GUEST LECTURE ON "TELEVISION AS DIGITAL MEDIA"

Anti-Ragging and Grievance redressal committee has organised a guest lecture on "How to deal with exam fear and teen depression" The guest speaker was Mr. Nishant Sagar (NET-JRF). All the Students of IAMR from various departments enthusiastically attended the session. It was an informative session where coordinators Dr. Yamini Dixit, and Dr. Sachin Goswami and Dean Academics Dr. Shweta Kulshreshtha were also present. Faculties from different departments also attended the session.



GUEST LECTURE ON “CHALLENGES IN ELECTRONIC MEDIA”

The Department of Journalism and Mass Communication organized a Guest Lecture for journalism students. Guest speaker Mr. Shivam Gupta, a seasoned journalist from DD News, shared his expertise on news gathering, reporting, and ethics.

This event gave students valuable insights and practical knowledge to succeed in journalism, showcasing IAMR's commitment to industry exposure and skill development.



“WORKSHOP ON TECHNIQUES IN FILM PRODUCTION”

The Department of Journalism and Mass Communication organized a Workshop on “Techniques in Film Production”. The objective of the workshop was to equip participants with practical knowledge and skills in film production techniques, including pre-production, production, and post-production.

The workshop on techniques in film production was a success, providing participants with valuable knowledge and skills in film production. The feedback from participants was overwhelmingly positive, and the workshop is expected to have a lasting impact on their future projects. Mr. Amir Khan Director and Filmmaker Was the Key Speaker of this Workshop.



FILM PRODUCTION WORKSHOP & WEBSERIES SHOOT

The Department of Journalism and Mass Communication, IAMR group of institutions, in collaboration with Delhi Film Academy shoot a web series based on College life.

The Webseries aims to capture the essence of college life, exploring themes such as students experiences and perspectives.

This collaboration benefits the students of journalism and mass communication hands-on experience in filmmaking, and Expert guidance from faculty and professionals.



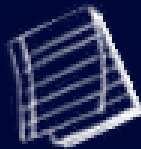
FILM PROMOTION & CELEBRITY INTERACTION

The cast of the movie **“Navras Katha Collage”** including Director /Writer Mr. Praveen Hingoria, Co-producer Mr. Abhishek Mishra, PR & Marketing head Mr. Wasim Siddique and Ms. Nazma Sheikh, visited IAMR Group of Institutions to promote their film and interact with students.

During their visit, the cast members shared their experiences and insights about the film industry, and engaged in a lively Q&A session with the students. They also discussed the themes and messages conveyed in Navras, and how it relates to the younger generation. The movie received 58 awards Nationally and internationally before its release. The movie showcases nine shades of a character.



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION **INDUSTRIAL VISITS**



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Explorica 2k24

Welcome to Explorica 2024 !!

The Department of Journalism & Mass Communication organized - EXPLORICA 2024. EXPLORICA-2k24 provides a unique platform for emerging students and established professionals to showcase their creativity, share ideas, and gain a deeper appreciation of the significance of various media and communication forms. The event featured a series of five exciting competitions, including: CAMPUS VIBES (Reel Making Competition), FRAME OF MIND (Photography Competition), Janta Ka Reporter Competition, JOY OF COLOUR (Media Rangoli Competition), ABHIVYAKTI (Open Mic / Debate Competition), offering students the opportunity to exhibit their talents and nurture their skills.







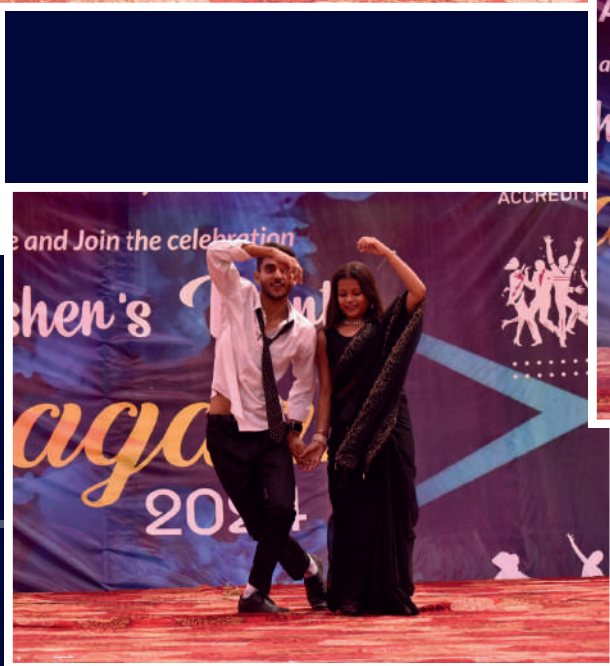
Freshers 2k24



IAMR College organized a vibrant and successful fresher party on 27th September, 2024 marking a memorable beginning for the new batch of students. The event kicked off with a traditional lamp-lighting ceremony, graced by the presence of the management and faculty members. The esteemed Secretary of IAMR, Mr. Sanjay Bansal set an inspiring tone for the event with his motivational speech, encouraging the students to embrace their new journey with enthusiasm and dedication.

The event was a blend of various performances, including dance, music, drama, and ramp-walk which captivated the audience. The seniors warmly welcomed the freshers, ensuring that everyone felt like part of the IAMR family. The crowning moment was the announcement of Mr. and Ms. Fresher, Mr. & Ms. Charming, Best Personality, Best Costume, Millions of Smile, which was met with great enthusiasm by the audience.

The event ended on a high note with a DJ party, leaving everyone energized and excited for the upcoming year.



Spardha 2k25

IAMR Organized Spardha Annual Sports Festival 2k25. Where Champions Rise and Memories Last. It Comprises Sports Like Carrom , Chess , Kho-Kho, VolleyBall , Badminton , Race and Tug of War.





DreamzSpark 2025

IAMR Group of Institutions organized the 16th Annual Youth Fest—DREAMZSPARK 2025 on March 28th & 29th, 2025.

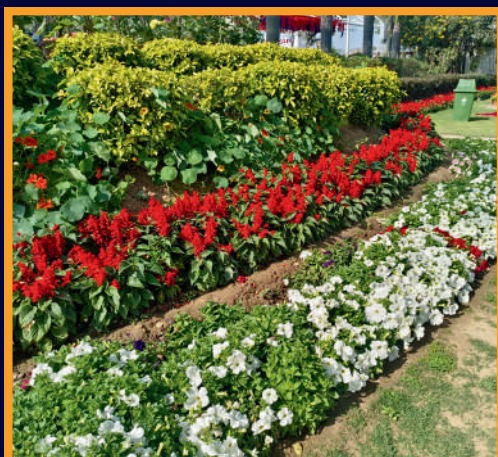
The annual festival allowed students to showcase their hidden talents through participation in various competitions like Online gaming, Reel Making Competition, Treasure Hunt, Singing, Dance & Fashion shows, and many more.

The objective behind organizing the Annual Festival provide a huge platform for students to boost their confidence, instill a sense of competitiveness, and help them build their character.



FLOWER SHOW & CHATKARE 2025

The Flower Show & Chatkare 2025, held at Landcraft City Club over three days, proved to be a vibrant and engaging event that successfully blended horticulture, culture, and community interaction. As a student of Journalism and Mass Communication of the Institute of Applied Medicines and Research, I had the opportunity to attend and document this event, gaining invaluable practical experience in field reporting.



Placement Highlight

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION				
BATCH-2020-2023				
S.NO	STUDENT NAME	FATHER'S NAME	DESIGNATION	COMPANY PLACED
1	AAKASH SHARMA	PREMACHAND SHARMA	Trainee Producer	Amar Ujala
2	AMIT KUMAR	NARESH KUMAR	Self employed	Digital Creator
3	AVEEN SHEIKH	MOHD. ANSAR AHMED	Senior Video Editor	Conceptual Media
4	ISHANT KASHYAP	DALEEP KUMAR	Pcr	India News
5	MANSI JHA	LALLAN JHA	News Anchor	People care international org
6	NANDINI VERMA	ANIL KUMAR	Assitant Producer	N27 Media pvt ltd
7	RUPAK SINGH	YASHPAL SINGH	Process Developer	Genpact India Private Limited
8	SAGAR KORI	RAMMILAN KORI	Video Editor & Videographer	Foodmart Agro Engineering
9	SUSHMA PAL	PRAKASH CHANDRA	Paid Intern	Lokmanch News
10	TANYA TYAGI	ARUN TYAGI	Editorial Departmdnt	Zee Media
11	ZENAB HASHMI	RAFATUILA HASHMI	Self employed	Hatke Social

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

BATCH-2021-2024

S.NO	STUDENT NAME	FATHER'S NAME	DESIGNATION	COMPANY PLACED
1	ABHISHEK JHA	NARESH JHA	Intern	Zee Media
2	MOHD. SAHIL	MD SHAHZAD	Self Employed	owner of Garment shop
3	MRIDUL SETH	MANOJ SETH	Education counseller	My college Buddy
4	MUSKAN RAJPUT	SURENDRA PAL	Intern	Times Network
5	NIKHIL	SANJAY	SEO (Intern)	Clickinpedia Private Limited
6	NIKHIL KUMAR JHA	NITYANANDA JHA	Intern	Zee Media
7	PRAKHAR TIWARI	CHANDRAKR TIWARI	Intern(News Writer)	Local Vocal India
8	PREETI SHRIVASTVA	ANIL SHRIVASTAVA	Trainee Producer	Amar ujala web
9	PRIYA JHA	RAMSUNDER JHA	Content Writer	Bharat News 360 TV
10	SANJEEVANI CHAUDHARY	HIRDESH CHOUDHARY	Anchor	Nakshatra 27 Media Pvt. Ltd.
11	SAURABH	THAKUR DAS	Intern	Nakshatra 27 Media Pvt. Ltd.
12	SIYA BALIYAN	PARVINDRA KUMAR	Client Servicing Executive	Marcom Hotshop inc
13	TULSI SHARMA	FATHER'S NAME	Multimedia Producer (Firkee)	Amar ujala web
14	VANSH TANWAR	VIKAS TANWAR	PCR Sound	Buisness Broadcast News Pvt Ltd
15	VIDHI SHARMA	SUDHIR SHARMA	Legal Dept(Trainee)	Shriram pistons & rings
16	YASH RANA	SAHJOR SINGH	Video Editor	Sudarshan News
17	HARSH	RAMKISHAN	Video Editor	Omega TV Media Pvt Ltd

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION				
BATCH-2022-2025				
S.NO	STUDENT NAME	FATHER'S NAME	DESIGNATION	COMPANY PLACED
1	Aditya Singh	Chandra Prakash	Graphic Designer	Techsharks Internet Service Private Limited
2	Anagha Chaudhary	Bharat Bhusan	Paid Intern	Sac Entertainment
3	Arjun Sharma	Vikrant Sharma	Video Editor & Social Media Manager	Claim Fitness Sports Physiotherapy Clinic
4	Ayush Tyagi	Gaurav Tyagi	Paid Intern	UVTV Digital Pvt Ltd
5	Bhoomi	Deepak	Content Writer	Delhi Hulchal News
6	Deepak Khushwaha	Chander Bhan	Graphic Designer	Gangarati Engineering India Pvt. Ltd
7	Deepak Pandey	Bipin Chandra	Video Editor	Sarv Dharma Sangam
8	Harshita Rani	Shri Chand	Reporter	Mhara Bahadurgarh
9	Himanshu Pundhir	Raghavendra Singh	Video Editor	R.S News Ltd
10	Isha Jha	Radhey Jha	News Presentor	Delhi Hulchal News
11	Kashish Raj Srivastava	Ajay Kumar Srivastava	Reporter & Anchor	Delhi Hulchal News
12	Khushi Mittal	Radhey Lal Mittal	Anchor	Genesys Media Network Pvt. Ltd.
13	Manishika Nimesh	Khem Chand	Sales Executive	Sales Build
14	MayankGoswami	Vinay Kumar	Video Editor	Sarv Dharma Sangam
15	MuskanSharma	Lovelesh Sharma	Video Editor	Grownup IT Solutions
16	Pooja	Premchand	Apprentice Trainee	Marcom Hotshop Inc
17	Priyanka Rani	Yatendra Kumar	Social Media Manager	Buzzburstmedia
18	Ritika Sharma	Pyar Singh	Content Writer	Delhi Hulchal News
19	Riya Arora	Late Kishore Arora	Apprentice Trainee	Marcom Hotshop Inc
20	Shalu Singh	Chaman Singh	Apprentice Trainee	Marcom Hotshop Inc
21	Shivangi	Umesh Kumar	Content Writer	Delhi Hulchal News
22	Shivansh Kapoor	GhanShyam Kapoor	Video Editor	Leaderz Walk Life Skills Education Pvt Ltd
23	Sneha Singh	AnilKumar Singh	News Presentor	Delhi Hulchal News
24	Tanya Bedi	RaviKumar Bedi	Security Officer	Akasa Air
25	UtsavPratap Singh	Rajkumar Rawat	Video Editor	Techsharks Internet Service Private Limited
26	Vanshika Saini	Lokesh Kumar	Reporter/Editor	Delhi Crime Morcha News Channel
27	Vishal Mandal	VijayKumar Mandal	Video Editor	Techsharks Internet Service Private Limited
28	Vishwajit Kumar Jha	SushilKumar Jha	Video Editor	Sac Entertainment



OUR RECRUITERS



STUDENTS ACHIEVEMENTS

The Students of **BAJMC** Participated in **Treasure Hunt** and **Reel Making** and Secured First Position in **Dreamzspark 2025**.



The Students of **BAJMC** Won Prize in Jhankar 2025 “**Inter Colleges Dance Competition**” Organised by **SDPG College**.



STUDENTS ACHIEVEMENTS

Students of **BAJMC** has Participated in **Sahitya Aaj Tak**
as Volunteers



STUDENTS ACHIEVEMENTS

The Students of **BAJMC** Participated in
BIOSCOPE Media Festival



Our Alumni Corner



ZENAB HASHMI

Co-Founder/Director, Hatek Social

The faculty at IAMR are incredibly supportive and knowledgeable. They helped me grow both academically and personally.



NANDINI VERMA

Graphic Designer and Event Coordinator

I loved the vibrant campus life at IAMR. From clubs and organizations to cultural events, there's always something to do.



MANSI JHA

Reporting Producer, TV 100 channel

"The faculty at IAMR are incredibly supportive and knowledgeable. They helped me grow both academically and personally."



HARSH

Video Editor, News India 24*7

I loved the vibrant campus life at IAMR. From clubs and organizations to cultural events, there's always something to do.



Nikhil Kumar Jha

Video Editor
Warner Bros Discovery



Tulsi Sharma

Multimedia Producer/Anchor
Amar Ujala



Preeti Shrivastva

News Anchor/Producer
APN NEWS



Ishant Kashyap

Video Editor
India News

MANALI ESCAPE : A FUN AND ADVENTUROUS TRIP TO MANALI, KASOL, MANIKARAN

The Department of Journalism and Mass Communication organized a trip to Manali. Students Visited to the Hadimba Temple, a famous temple surrounded by tall trees and peaceful nature. It was a calm and beautiful place to start our journey After that , students visited Mall Road, a popular place in Manali for shopping, trying local food, and enjoying the beautiful mountain views. Students also visited the forest park.



ADVENTURE DAY: ATAL TUNNEL, KOKSAR & SOLANG VALLEY

Students had an adventurous and exciting journey. They visited the famous Atal Tunnel, one of the longest high-altitude road tunnels in the world. After crossing the tunnel, Koksar, a beautiful snow-covered area where we enjoyed the stunning mountain views and chilly weather.



RIVER FUN, RAFTING & MANIKARAN VISIT

Students Visited the beautiful Beas River, enjoyed the natural beauty, fresh air, and took some amazing pictures by the riverside. They Experienced an adventurous time doing river rafting in the cold and fast-flowing waters of the Beas. It was thrilling and full of fun!

After rafting, Students explored the local market in Kullu, where They did some shopping for traditional Himachali items, souvenirs, and enjoyed the local food.

