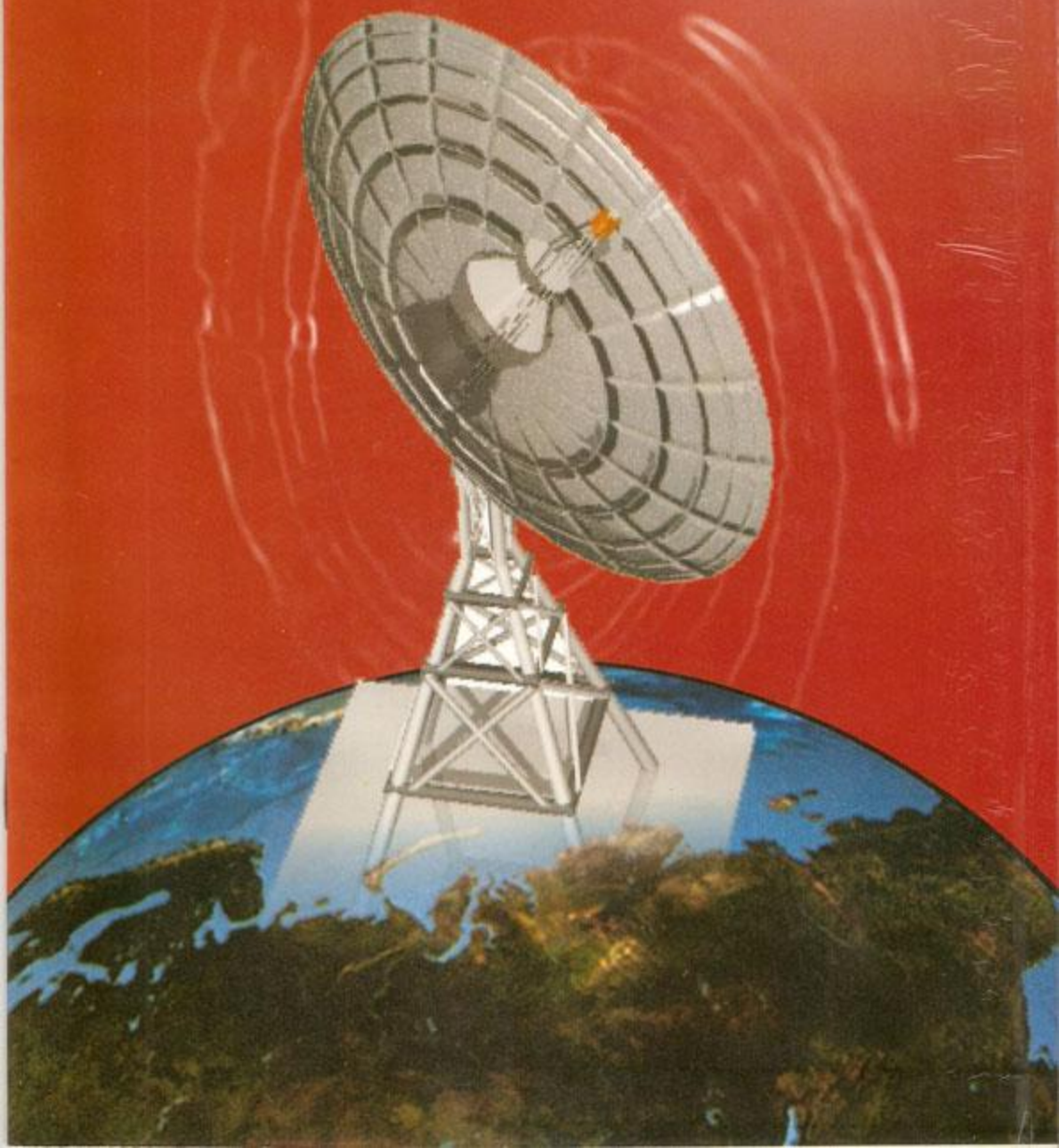




INTERNATIONAL INSTITUTE OF JOURNALISM & MASS COMMUNICATION



Affiliated to: **MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION** Bhopal (M.P.)





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Courses of Study & Syllabus (1) P. G. Diploma in Media, (2) Bachelor of Journalism

Diploma in Video Production

Diploma in Radio & TV Anchoring

Diploma in Photo Journalism

Discipline

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News

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Best Wishes.....



Subodh Agarwal, IAS
Tel. 2301 1127

शुभ अहो
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५१ शां - ११००१
११०१
PRIVATE SECRETARY TO
MINISTER OF EXTERNAL AFFAIRS
NEW DELHI 110011
INDIA

No. 6794/EAM/04

August 31, 2004


Dear Shri Sinha,

I have been directed to acknowledge the receipt of your letter No. IJMCIJGJF/L/22 dated 14th August, 2004 addressed to the Hon'ble External Affairs Minister requesting for registration of your Institute for getting various assignments.

I am requesting the concerned officer in the Ministry to note your request.

With regards,

Yours sincerely,


(Subodh Agarwal)

Shri A. K. Sinha,
Chairman,
International Institute of Journalism &
Mass Communication,
IJMC Building,
B-975, Mahanagar,
Lucknow - 226003



Dr. Sanjaya Baru
Media Adviser to PM
Tel. : 2301 6920

229/MAG/04
शुभ अहो अहो
५१ शां - ११००१
११०१
Prime Minister's Office
New Delhi - 110 011

August 20, 2004

Dear Sir,

Please refer to your letter dated 14th August addressed to the Prime Minister. I have taken note of the contents of your letter.

Thanking you,

Yours sincerely,


(Sanjaya Baru)

The Chairman,
International Institute of Journalism &
Mass Communication,
IJMC Building,
B-975, Mahanagar,
Lucknow - 226003





Chairman's Message



India has seen a media revolution of sorts in recent years. Today media has a penetrating presence in all aspect of the society. This has attracted a number of global media giants to our shores. The nation has witnessed almost a 400% growth in the job market. With the advent of communication revolution, we have a simultaneous spurt of quality job opportunities in mass media also. Now we have all the major newspapers publishing their editions from almost all the metro cities. They are shifting their focus to several unrepresented areas. We have highly sophisticated satellite TV channels like Sahara Samay, Aaj Tak, Star, Zee, NDTV, CNN IBN, India TV and ETV round the clock airing region specific broadcasts as well. With the major channels going regional, the unimaginable has already happened in the news media world. Even the Radio has revived and resurfaced with FM technology. Hobby & interest specific glossy magazines are also thriving. This is just the beginning. The new avenues are on the rise. This situation needs a proper harnessing of the media talents.

To meet the new opportunities in journalism, advertising, public relations and mass communication latest mass media strategies have become the need of the hour. Today traditional mass media education methodologies have become obsolete. The emerging scenario demands creativity, managerial innovations and best output. Now the employer needs only multi-skilled incumbents in the field of journalism and mass communication. And this precisely what we aim to achieve at IJMC. We would not merely produce degree holders; we would be creating multi-skilled media personalities, better media managers and effective communicators. We prefer to keep our students ahead of their competitors with the know-how of media industry and the capability of defeating business challenges. To do so, we have created a congenial learning environment.

We have all the required facilities here at IJMC under one roof. A high-quality infrastructure, outstanding Studios, online and in-print references -- We have not compromised on meeting student requirements. In our constant search for excellence, we welcome all young, aspiring minds to share our vision to strengthen our country, our economy and the world of mass media.

Thank you for opting for IJMC. Welcome aboard.

(A. K. Sinha)
Chairman





Why ILMC

We do not merely produce qualified professionals. We enable & empower them with the traits necessary to survive in the deadly job market. Our pass outs would be capable of achieving success in any journalism and mass communication related field: News Media, Mass Media, Mass Communication Education, Mass Communication Research, Book Authoring, Careers in Electronic Media, Magazine & Newspaper Journalism, Journalism and Public Relations Careers, Advertising, Business Communication, Marketing, Communication, Brand Management, Guest Management and Media Outsourcing etc.

Our modus operandi and policy is simple. We believe that in professional education the element of practice is of foremost importance. Hence, we assert upon a unique 50% practical and 50% class work methodology. During your education, all of you are definitely going to have some while you learn sort of opportunities with leading media managers.

And when you pass out from ILMC, you have a course certificate as well as an experience certificate.



Literally speaking, we have a flood of Journalism & Mass Communication teaching institutes these days. A few of them are the trusted names in the field of MBA, M.Tech and MCA sort of professional courses. A limited number of such institutes belong to the Mass Media Training or have any reputable background except being the affiliate of a remote University. No doubt, we have a few good institutes as well, but most of the institutes lack either professionally active faculty or effective placement assistance.

ILMC aims to meet all such requirements of profession and the learners. We offer the tailor made future-proof courses and have everything a mass media education institute should ideally have.

ILMC has certain inherent strengths and privileges so far not considered by any of our counterparts. While we impart professional education and training to our students, side by side we develop their persona as well.

