

2025-26AY

Bachelor of Arts in Journalism and Mass Communication



Undergraduate Degree Program at AIMT
Affiliated to Gauhati University Approved
by Department of Higher Education,
Government of Assam

BAJMC



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Why should *you* opt for BA Journalism and Mass Com ?

A Bachelor of Arts in Journalism and Mass Communication is a promising course for students for a number of reasons

Growing Demand for Media Professionals

Media Industry Expansion:

With the continuous growth of digital media platforms, the demand for skilled journalists, content creators, and media professionals is increasing. Digital platforms, news agencies, and multimedia content creators need people who can create engaging, relevant and timely content.

Career Opportunities:

Journalism and mass communication offer diverse career options in reporting, broadcasting, editing, content creation, public relations and social media management, all of which have seen increasing demand in recent years.

Diverse Career Paths

Journalist/Reporter: You can work for newspapers, magazines, online media or TV channels, investigating stories, writing articles and delivering news.

Broadcasting/Radio Presenter: For those who enjoy speaking and connecting with audiences, working as a news anchor or radio host is an exciting career option.

Public Relations Specialist: You can help organizations manage their public image by creating positive media coverage and working with the press.

Content Writer/Editor: Work with media houses, publishing companies or digital agencies to create and edit written content.

Advertising and Marketing: Communication degrees often lead to careers in advertising agencies, where you can work as a copywriter, creative director or brand strategist.

Social Media Manager: Managing online communities, creating content and promoting brands on platforms like Instagram, Twitter, Facebook.

Job Satisfaction and Recognition

Making a Difference Many people find a deep sense of satisfaction in journalism because of its potential to inform, educate and even change lives. You will be part of a profession that values truth, transparency and integrity.

Recognition: Good journalists can receive public recognition for their work, including awards and accolades and their stories can make a significant impact on society.



Key Advantages of BA Journalism and Mass Com at AIMT

Affiliated To Gauhati University

AIMT is affiliated to Gauhati University. Gauhati University is a well-regarded institution of higher education in Northeast India, known for its academic excellence and a NAAC A+ Grade. Students receive a recognized degree that is respected both nationally and internationally.

At AIMT BA Mass Com program offers a well-rounded and comprehensive curriculum to the students to impart in-dept knowlodge of the subjects and to develop their technical skills.

Comprehensive Curriculum

Experienced Faculty

AIMT has experienced and knowledgeable faculty members who guide students in both theoretical and practical aspects of Mass Communication.

AIMT offers access to state-of-the-art labs and research facilities that allow students to gain hands-on experience with the latest technologies and techniques in the field of Mass Communication.

Cutting-Edge Research and Facilities

Industry Oriented Training

AIMT focuses on providing real-world exposure through industry-oriented training, workshops and internships.

AIMT offers career counseling, placement support, and helps students prepare for interviews and competitive exams ensuring better career prospects.

Career Support

CAREER PROSPECTS

- * Reporter/Journalist
- * News Anchor/TV Presenter
- * Editor
- * Feature Writer
- * Investigative Journalist
- * Radio Jockey (RJ)
- * Broadcast Producer
- * Cinematographer/Camera Person
- * Sound Engineer
- * Content Creator/Writer
- * Digital Marketing Specialist

Sectors Where You Can Find Jobs After BA Mass Com

- Print Media
- Broadcast Media
- Digital Media
- Photojournalism
- Advertising Agencies
- Branding and Marketing
- PR Agencies/ Government PR
- Corporate Communication
- Film and Television
- Web Series and Digital Content
- Event Management
- Social Media Management
- Influencer Marketing
- Content Creation and Digital Marketing
- Freelance Photography

“In short, BA in Journalism and Mass Communication opens doors to various dynamic sectors, ranging from media and advertising to education, non-profits and corporate communications. The increasing digitalization of media and communication creates even more opportunities in social media management, content creation and digital marketing.”

Highlights of the Course

Bachelor of Arts (BA) in Journalism and Mass Communication is an undergraduate program designed to equip students with the necessary skills and knowledge to pursue careers in media, journalism, broadcasting, public relations and other mass com fields.

Core Subjects

Journalism Fundamentals
Mass Com Theory
Media Laws and Ethics
Public Relations (PR)
Broadcast Journalism
Field Reporting
Digital Media & Social Media

Video and Audio Production

Internships
Field Reporting
Workshops
Guest Lectures
Production Work
Writing and Editing
Multimedia Production
Digital Journalism

Practical Exposure

Internships: Students are usually required to complete internships with media houses, news agencies or PR firms to gain real-world experience.

Field Reporting: Offers opportunities for hands-on reporting in various formats, from print to digital.

Workshops and Guest Lectures: Often includes sessions by industry experts and media professionals to help students stay updated on trends and techniques.

Production Work: Students may be involved in radio and TV shows or web content production, learning how to handle cameras, editing software and live broadcasting.



Infrastructural Facilities for BA Journalism and Mass Com at AIMT

State-of-the-art
Photography &
Audio-Visual
Studio
and
Editing Studio



Audio-visual
Classroom



Library



Placement & Internship

PRIYANKU SARMAH - PRATIDIN TIME, GUWAHATI

PRIYANKA GOSWAMI- SENTINEL DIGITAL

DIPSHIKHA BHARALI - SENTINEL DIGITAL

GARGEERAAJ KONWARI - RADIO MIRCHI

GANESH DAS - RADIO MIRCHI

PRIYANKU SARMAH - PRATIDIN TIME, GUWAHATI

BISHNU BORAH - PRATIDIN TIME, GUWAHATI

NISHITA BASAK - LIFE PURPLE, GUWAHATI

SARA SONAM - M NEWS, BANGALORE

ABHILASH DAS - THE ASSAM TRIBUNE

JYOTISHMAN BARUAH - PRATHAM Khabar 24X7

NISHANTA BORA - NEWS X

YASIRA RAHMAN - DY365

RANJAN KUMAR SAIKIA- DAINIK ASOM.TRIBUNE GROUP

SUDIPTO MUKHERJEE- SENTINEL DIGITAL

RIYA DAS - RADIO MIRCHI

RANJAN KUMAR SAIKIA- DAINIK ASOM.TRIBUNE GROUP

L QUEEN DEVI - RADIO MIRCHI

RANJAN KUMAR SAIKIA- DAINIK ASOM.TRIBUNE GROUP

NIANGLOHUNGBE NRIAME - PRIYA COMMUNICATION

BARASA RANI DEKA - LIFE PURPLE, GUWAHATI

ASAKJULMHAN TURIM - AUTO CITY ADVERTISING

BHASKAR KALITA - THE SENTINAL

BANAASHREE DAS - AXAM SANGBAD

JITA SARMA - RITS TIME

RAHUL PATHAK - INDIA TV

Faculty members



Mrs. Rose Mahanta

HOD. Dept. of Mass Communication



Mr. Mrinal Talukdar

Guest Lecturer, Dept of Mass Communication



Mr. Jayanta K Goswami

Asst. Professor, Dept. of Mass Communication



Mr. Debajyoti S. Borbora

Asst. Professor, Dept. of Mass Communication



Mr. Jeewanta Apurba

Asst. Professor, Dept. of Mass Communication



Mr. Abdul Wadood

Asst. Professor, Dept. of Mass Communication



Mrs. Rupalim Kausik

Asst. Professor, Dept. of Mass Communication



Mrs. Upasana Das

Asst. Professor, Dept. of Mass Communication



Mr. Rituraj Sivam

Asst. Professor, Dept. of Mass Communication

Some of our Recruiters



BA Journalism and Mass Com Curriculum

SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	SEMESTER 5	SEMESTER 6
Introduction to Media and communication, Core 1	Basics of Journalism Core paper 4	Basics of Reporting and Editing Major 4	Introduction to Public Relation	Basics of Radio Journalism	IMass Media in NE India (C)
Core 2	SEC -2 (Script writing)	Minor 3	Introduction to Advertising	TV Journalism – An introduction	ICT and Media Management
AEC-1(Language / Alt English)	AEC – 2 (Communicative English)	SEC -3 (Film Appreciation)	Indian Society, Polity and Media Laws (C)	Communication for Development	Specialised Communication
SEC-1- Photo Journalism	MDC 2	MDC -3	Understanding Digital Media	Introduction to Cinema Studies	Convergent media and content development
MDC-1	VAC 2	VAC-3	AEC (Minor)	Internship	AEC 6
VAC-1					

Eligibility Criteria

10+2 or Equivalent

Fees Structure

1st Semester	₹ 31,000
2nd Semester	₹ 31,000
3rd Semester	₹ 31,000
4th Semester	₹ 31,000
5th Semester	₹ 31,000
6th Semester	₹ 31,000
TOTAL	₹ 1,86,000

Admission fee	₹ 10000
Application Form	₹ 500
Library Fee	₹ 2000
Lab Fee	₹ 5000
University Registration Fee	As per University
Examination Fee	As per University

Admission Process

For Admission /Booking your seat, kindly register through the **Samarth Portal** using our Samarth College ID: 278 (Asian Institute of Management and Technology)

OR

For direct admission, visit our campus or call us

98599 33899
70029 96767

Documents Required for Admission

- 10th Marks Card & 10th Admit Card - 2 Copies each
- 12th Marks Card & 12th Admit Card- 2 Copies each
- Caste Certificate (for ST/SC/OBC) - 2 Copies
- Original Migration Certificate
(For students Outside Assam/Other Board/Council)
- Address Proof: PRC/Driving Licence/Voter ID/Aadhar Card/ Bank Passbook
- Passport Size Photograph – 5 Nos

Departmental Programs and Events



Free Certificate Course



Guest Lecturer



Annual Media Fest "Convester"



Industrial Visit



Photography Workshop by Canon



Educational Tour cum Field Visit



Outdoor Workshop on Filmmaking



Annual Photography Event Pictogram