

2025-26AY

Master of Arts in Mass Communication



2 year full-time master's degree Program
at AIMT Affiliated to **Dibrugarh University**
Approved by Department of Higher Education,
Government of Assam

MAMC

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Why should *you* opt for MA Mass Com ?

A Master of Arts 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 MA Mass Com at AIMT

Affiliated To Dibrugarh University

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

At AIMT MA 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 MA 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, MA 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

Master of Arts in 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 journalism & 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 MA 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



MA Mass Com Curriculum

SEMESTER	SEMESTER	SEMESTER	SEMESTER
1	2	3	4
Fundamentals of Communication	Media: Global and Indian Perspective	Media Laws and Ethics	Peace and Conflict Journalism
Introduction to Journalism	Communication Theories and Practices	Film Studies	
Photography and Image Post Processing	Digital Media	Communication Research	Development Communication
Reporting and Editing/ Radio and Television Production/Introduction to New Media	Layout and Graphic Design/ Audio -Visual Production-I/ Writing for New Media/ Advertising and Production	Photo Journalism/ Audio-Visual Production – II/ Social Media Management/ Public Relations and & Corporate Communication	Currents Affairs and Media Issues
/Introduction to Public Affairs	Writing for New Media/ Advertising and Production/ Photo Journalism	Radio and Television / News Reading And Anchoring/Creative Writing / Screenplay Writing	Internship/Dissertation
Language for Media / Graphic Design / Assamese Journalism			

Eligibility Criteria

(B.A. /B.Sc. /B. Com. / other equivalent degree from a UGC recognized university)

Fees Structure

1st Semester	₹ 38,000
2nd Semester	₹ 38,000
3rd Semester	₹ 38,000
4th Semester	₹ 38,000
TOTAL	₹ 1,52,000

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 Our website

www.asianinstitutions.com/admission-2025

OR

For direct admission, visit our campus or call us

98599 33899
70029 96767

#12,Bhaskar Nagar, R.G.B. Road Assam-21)
(Near Gauhati commerce college)

Documents Required for Admission

- 10th Marks Card & 10th Admit Card - 2 Copies each
- 12th Marks Card & 12th Admit Card- 2 Copies each
- Degree Marks Card & 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