



# AMIT

*Admits to the Course of 16th Batch on*

## **JOURNALISM & MASS COMMUNICATION**

*LEADING TO THE UNIVERSITY DEGREE*

# MJMC

## **Master of Journalism & Mass Communication**

**Approved by Dept. of Higher Education.  
Govt. of Odisha & Affiliated to Utkal University**

- ◆ 100 % PLACEMENT
- ◆ RESEARCH & ACADEMIC ENVIRONMENT
- ◆ QUALIFIED AND EXPERIENCED FACULTIES
- ◆ EXCELLENT LIBRARY
- ◆ FULL FLEDGED HOSTELS
- ◆ EXCELLENT RAPPORT WITH ELECTRONIC  
AND PRINT MEDIA



**Academic Of Management & Information Technology,**  
Recognised By Govt. Of Orissa & Affiliate To Utkal University  
**AN UNIT OF ODISHA RESEARCH & DEPLOYMENT CENTRE TRUST**  
Campus1 : S-3/31, Sector-A, Zone-A, Mancheswar Industrial Estate  
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visit : [www.amitcollege.com](http://www.amitcollege.com), Campus - 2 : 67/68, Id Centre, Bidya Vihar  
Barunei Hill, Khordha Industrial Estate, Khordha

## AMIT

Academic Of Management & Information Technology (AMIT) Is A Premier institute in the state of impart education and research in the sphere of Journalism, Mass communication, Biotechnology, Management and Information technology, It is a unit of " ODISHA RESEARCH & DEVELOPMENT CENTER (ORDC)" Trust which is managed by a council of experts consisting of eminent and qualified professional from leading industries, Management, I.T. Professional Journalism, Academicians, administrators and leading public personalities. The major objective is to provide world-class education Its aim is to room nurture. Young talents of the country who desire to take of journalism, Business Management and Information Technology as a career in their life. In order to face the emerging challenges of Liberalization, Privatization and globalization (LPG), AMIT has of late the Bold step to offer a Post Graduation course in journalism and Mass communication which is approved by Utkal University and govt. of Orissa (Vide Letter No. 16918, dt. 30.04.03) leading to the University degree of "**Master of Journalism & Mass Communication**"(MJMC)

## WHY AMIT

**Academic of Management & Information Technology(AMIT)**is recognized by govt. of Orisha, Dept. of higher education & affiliation to utkal University. It is located at bhubaneswar capital city of Orissa, the city that is witnessing the upsurge of media houses, press, multinational copanies and industries and considered as amajor edujcation Research and trade center of Orissa. Thisis the olny institute in the state provides the need based education in Journalism and Mass Communication Programme of which course of study are approved by the Utkal University And UGC (University Grants commission)

The Field of Journalism is very wide and its scope is vast. the information revolution has added its stature in bringing the world closer by innovating shophisticated technologies so as to facilitated access to the latest news. In a democracy country like our the press plays a vital role. If you really want be a part of press and partner in the on-going information revolution purse a career in Journalism and mass Comunication, Which is Multifarious, Diverse and very Challenging.

The traditional course Graduation course or Other Course after Graduation is gradually losing its relevance in the job-market. This MJMC is the only course which suits the present job market.It is certain that no MJMC students go unemployed. Job will chase you. You can bargain the job market and canbe your own boss.

Simply enter through this MJMC course a Professional post graduation programme and be secured of a bright and prosperous tomorrow. keeping the Problem of unemployment in front take a decision now.

## Course Package

Duration	: 2 years
Total Paper	: 20
Total mark	: 2000
Project Work	: Print Media, Electronic Media, Advertisement & Public Relation
Internal Marks	: 600(Institute level)
External mark	: 1400(University level)
Examination	: At AMIT (Conducted by Utkal University)
Specialization	: Editing, Reporting, Editing, Mass Communication, Electronic Media & Public relation.

## HOW TO JOIN

The Candidate may be graduate or a post graduate in any discipline. Those who are papering in the final year exam of +3 may also apply. There will be an entrance test for admission into the course. The entrance test appear will have questions of objective type on general awareness. Reasoning and Communicative English. It will be Followed by Viva-Voce. After qualifying the test the candidate are required to produce the following documents fo admission

1. Attested copies of Matriculation Certificate and Mark-Sheet
2. Attested Copies of Graduation mark- sheet
3. Attested Copies of Graduation Original certificate
4. Three passport and one stamp size photograph

The Prospectus and application form can be had from the office of AMIT in any working day from 9am to 6pm against a payment of Rs. 150/- in person or Rs. 200/-in shapeof DD of MO drawn in favour of Academy of Management & Information Technology, Payable at Bhubaneswar.

## SEMINAR AND CONFERENCES

Seminar. Conferences are organized by the institute on various field of Communication with a view to contributing to better understanding of journalism and Mass Communication issues in the context of india and other nation

## INFRASTRUCTURE, EQUIPMENTS AND FACILITIES AT AMIT

The institute has good facilities for practical training in various branches of Communication. The Institute has a range of film projector film strip com slide projectors. T.V. cameras etc. In order to keep pace with the development in the field of Communication especially in areas of computer based editing and publishing the institute has acquired personal computer, multimedia system etc. it publishes a weekly English magazine called **The Scribe**. an internet news magazine is soon going to be launched.

The Institute has well-furnished computerized library, well equipped classrooms and separate hostel for boys and girls

## TRAINING AND PLACEMENT

Special Emphasis is laid on training that promises scope for placements. the students are deputed to reputed and celebrated organization. AMIT has got the record in giving placement in all successful students. campus interviews are the organized for placement of the students. The placement cell puts every effort to identify suitable employment opportunities through contacts news agencies, TV Channels, renowned print media agencies, industrials houses, business firms and MNCs (Multi-national companies)

## CAREER PROSPECTS

Career opportunities for MJMC are the placements like Sub-Editor, Editor, staff Correspondent, Reporter, Advertisement Manager, Media Manager, Circulation Executive, Indurative Programer, Interface Designer, Content Developer, Media Network Administrator, Public relation Officer, Liaison Officer, Information Officer, soon on and so forth.

A professional post graduation qualification in Journalism and Mass Communication opens up employment opportunities immediately after Completion of the course

***Last but not the least, and to cap it all, Miss, sasmita Bisoi; 2007 batch and Madhurima Sharma, 2012 batch are the Golden Girls of AIMT, Whose stood 1st Class First at the University level***



*Beckoning you to the world of success*

## Academy Of Management & Information Technology

(Recognised by Govt. Of Odisha & Affiliated To Utkal University)

S-3/31, Sector-a, Zone - A, Mancheswar Indurstial Estate, Bhubaneswar- 751010

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