

*The Hindu Education Society Kashmir (HESK) Estb 1943*

## **GANDHI MEMORIAL COLLEGE OF EDUCATION**

**Raipur, Bantalab, Jammu -181123**

*Affiliated to the University of Kashmir*



## **INSTITUTE OF MASS COMMUNICATION**

**OFFERS**

***Three year Bachelors Degree Programme***

**In**

***MASS COMMUNICATION AND MULTIMEDIA PRODUCTION***

***(Recognised by J&K Govt.)***

***Session 2014-15***

**Website: [www.gmcejammu.in](http://www.gmcejammu.in)**

**E-mail: [gmcehesk@gmail.com](mailto:gmcehesk@gmail.com)**

**Phone No: 0191-2623474, 2623509, 2623064**

## ***The Hindu Education Society Kashmir (Regd.)***

The Hindu Education Society Kashmir (Regd.) was established by eminent philanthropic personalities of Kashmiri Pandit Community in 1943, to cater to the educational needs of the society. This non-political and secular Society, with its history of over 70 years, is a pivotal organization, providing quality education and preparing efficient human resource for the society. The Society, since 1943 has established Gandhi Memorial College, Srinagar; Gandhi Memorial College of Education, Jammu; a 10+2 school; an ITI; A newspaper (*Frontier Post*) and recently Institute of Mass Communication.

***Institute of Mass Communication*** of GMCEJ is the **first ever private institute in J&K State** to offer an under-graduate course in Mass Communication & Multimedia Production. This three year degree course is **affiliated to the University of Kashmir [F(AH-GMC/MC) CDC/KU/13, dated 24/12/2013]** and is **recognized by the Govt. of Jammu & Kashmir (HE/Recog /15/95, dated 19.7.2013)**, with a sanctioned take of 30 students each year.

With an unprecedented explosion in communication technology and media, all boundaries have been crossed and the entire global community has been brought together. Mass-communication & multimedia production, as a course of study and as a career, has become significantly important and enviable. Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity.

Mass Communication-Multimedia Production includes careers in multimedia, journalism, television, films, public relations, radio, web design, animation, publishing & advertising, market research agencies, corporate houses, NGOs etc. The Mass Communication–Multimedia degree uses digital computer-based tools for designing graphics, creating Websites and animations and incorporating sound with still and moving images.

In order to provide quality exposure to its students, Gandhi Institute of Mass Communication shall provide expertise of renowned Advisory Board and Guest Faculty.



*Print Media Lab*



*Complete Recording Studio*



***Seats:*** The Intake capacity for the course of MCMP is 30

***Course Fee:*** Rs 45000/- per annum

**Practical Training:** For imparting practical knowledge of working Journalism and Multimedia Production, the institute is equipped with a complete recording studio. The Institute/Society publishes a daily newspaper (*Frontier Post*), which operates from the Institute campus. This only of its kind, facility within the campus shall expose the students of MCMP to regular practical training in print media, including exposure to journalism, right from the first year of the course.

The students shall be working on the latest technical equipment and software like **Maya 3Dmax**, **Adobe complete** etc. Apart from this the institution has a conference room with a seating capacity of 50 persons and a well-resourced library with reference section.

**Eligibility:** For admission to MCMP course, the required eligibility is having passed Higher Secondary part II (12<sup>th</sup>) in any discipline from a recognized Board with a minimum of 45 % marks for the General Category and a minimum of 40% marks for Reserved Category.

**Mode of Selection:** The selection of the candidates shall be purely on the basis of merit.

### **COURSES OF STUDY**

#### **FIRST YEAR**

MCMP 01- Introduction to Mass Communication  
MCMP 02- Print Journalism  
MCMP 03- Electronic Media  
MCMP 04- Photography  
MCMP 05- Computer Basics  
MCMP 06- General English (A&B)\*

#### **SECOND YEAR**

MCMP 07- Video & TV Production  
MCMP 08- Online Journalism  
MCMP 09- Advertising & Public Relations  
MCMP 10- Multimedia Design  
MCMP 11- Environmental Science\*  
MCMP 12- General English (A&B)\*

#### **THIRD YEAR**

MCMP 13- Radio Programming  
MCMP 14- Multimedia & Animation  
MCMP 15- Media Laws & Ethics  
MCMP 16- Media: Society & Appreciation  
MCMP 17- Media Production  
MCMP 18- General English (A&B)\*



*Resourced Library with Reference Section*

*Equipped computer lab*

**Other Facilities Offered:** Institute transport to & fro Raipur/Bantalab campus, Hostel for girl students in the campus, Internet facility

## **ADVISORY BOARD**

**Sh. B G Verghese**

Magsaysay award winner, Centre for Policy  
Research, Eminent Journalist

**Sh. Ved Bhasin**

Patron/Chairman Kashmir Times

**Sh. Devinder Singh Rana**

Chairman Take1 Group of Channels

**Sankarshan Thakur**

Editor in chief the Daily Telegraph

**Ms. Nidhi Kulpati**

Sr. Journalist and anchor person NDTV

**Sh. Rahul Jalali**

Eminent Journalist

**Prof. Farooq Masudi**

Co-ordinator, MERC University of Kashmir

**Sh. A N Koul Sahib**

Editor NAAD

## **GUEST FACULTY**

**Prof. H L Misri**

Prof of English and linguistics

**Mr. Pradeep Dutta**

Bureau Chief Times Now

**Mr. Mir Zamir**

Editor in Chief JK International News  
agency

**Ms. Saroj Razdan**

Veteran Journalist J&K State

**Mr. Suhail Kazmi**

Secretary General Press Club Jammu

**Sh. Ashwani Kumar**

Bureau Chief Aaj Tak

**Mr. Probodh Jamwal**

Managing Editor Kashmir Times

**Prof Kavita Suri**

Asst. **Director D L L L**, University of Jammu

**Dr Sayeda Afshana**

**Prof Dept Mass Comm** University of  
Kashmir

**Prof. Muslim John**

Asst. **Prof MERC University** of Kashmir

**Mr. Neeraj Upadhaya**

Sr cameraman Times Now

**Mr. Somender koul**

Bureau Chief ANI/Reuters

**Mr. Sanjeet Khajuria**

Asst. Director News DD Kendra Jammu

**Sh. M K Bangroo**

Former Bureau Chief PTI, Veteran Journalist,  
State Award Winner J&K State

**Sh. Ravinder Koul**

Veteran Art Critic, Anchor Person DDK,  
J&K

**Ms. Archana Koul**

Associate Prof SPMR College of Commerce  
Jammu

**Ms. Anuradha Kaul**

Feature Head Millionaire Asia

**Prof. Parveen Singh**

**HoD BCA, SPMR College of Commerce**

**Prof. Virender Rawal**

Associate Prof GGM Science College Jammu,  
Freelance Documentary Producer

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**For further details contact us at:**

Principal,

Gandhi Memorial College of Education, Raipur, Bantalab, Jammu, J&K – 181123

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