



March 31, 2026

DJMC, IUST Holds Session on Careers in Government Media

Awantipora, March 30: As part of its ongoing industry-connect initiative, the Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised a session on Monday with Itishree Singh Rathaur, News Editor at Akashvani, Cuttack, Odisha.

She delivered an engaging lecture on “Careers in Government Media for Aspiring Journalists,” highlighting diverse opportunities across radio, television, and digital platforms. Drawing from her professional experience, Rathaur provided insights into public broadcasting, emphasising credibility, ethical reporting, and public service. “Government media plays a crucial role in nation-building, public awareness and policy communication. It’s not about glamour, it’s about responsibility and credibility,” she said, adding that accuracy is valued over speed.

Dr. Rabia Noor, Head, DJMC, highlighted the importance of such industry-academia interactions in preparing students for professional careers and exposing them to contemporary media trends. The session saw active student participation, with a lively Q&A segment on career pathways, and concluded with a vote of thanks by Dr. Monisa Qadiri, Senior Assistant Professor.

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