



**December 20, 2023**

***DJMC IUST holds workshop on 'Career Development and Content Writing in Social Media Landscape'***

Awantipora Dec 20: The Department of Journalism and Mass Communication, IUST organized a One-Day Workshop titled “Crafting your path-Career Development and Content Writing in Social Media Landscape” in collaboration with Centre for Career Counselling and Placement and CIED-IUST. The workshop was designed to provide awareness to students about the emerging areas of content creation in the social media realm and career prospects in the social media landscape and content creation. On this occasion HoD Department of Journalism and Mass Communication IUST, Dr Mujeeb Liyakat talked about effective career development strategies in the context of the digital revolution and emphasized on the theoretical aspects of content creation in the cyber-sphere. Dr. Monisa Qadiri spoke on the multitude of career opportunities in the realm of social media and spoke about networking, personal branding, and professional growth in social media environments. Dr. Arif Nadaf and Dr Sayar Ahmad briefed the students about job dynamics and career planning and professional networking.

The workshop was attended by students and scholars from of the department.

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