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IUST organizes Community Outreach Program at GDC Bijbehara

Awantipora, March 4, 2024 - The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST) undertook a community outreach initiative at Government Degree College Bijbehara today, with the aim to bolster media literacy among the students. The program consisted of interactive sessions on career prospects and emerging trends in media studies, followed by hands-on training in digital photography and videography.

Acknowledging the significance of collaborative efforts among educational institutions, Dr. Mujeeb Liyakat, Head, Department of Journalism and Mass Communication said that the program aligns with the objectives outlined in the National Education Policy 2020 (NEP 2020). He said collaborative endeavours among institutions are pivotal for the successful implementation of educational policies and thanked Prof. Yasmin Bashir, Principal GDC Bijbehara for their support. Dr. Monisa Qadiri, Senior Assistant Professor, DJMC, talked about the opportunities in digital media content creation, public relations and increased demand for exclusive and creative content from marketers and media houses.

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