

## **DJMC IUST holds community outreach program at GDC Anantnag**

Anantnag, June 4: As part of its ongoing Community Outreach Initiative, the Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), visited SHMM Government Degree College, here on Wednesday.

The programme was aimed to generate awareness about the vast and evolving career avenues in the media industry, which saw enthusiastic participation from the college students. The programme that was coordinated by Head, DJMC, Dr. Rabia Noor, served as an engaging platform where faculty members and research scholars from the department interacted with the students from various streams including media studies.

Principal, GDC Anantnag, Dr. Mushtaq Ahmad Malik, talked about the importance of community outreach programmes conducted by the university. He also hinted at collaborating with DJMC IUST in terms of research and academics, and signing an MOU with the department in near future.

Through a series of insightful discussions and interactive sessions, the experts shared first-hand experiences, practical knowledge and career guidance across key domains such as journalism, broadcasting, digital content creation and public relations. These exchanges offered students a realistic glimpse into the multifaceted media landscape, highlighting both challenges and opportunities.

Speaking on the occasion, Dr. Rabia Noor gave an overview of the course curriculum offered by the department. "We offer specialisation in different areas of media—Print, Television, Radio and Online Journalism. It's entirely upto the students which specialisation they want to opt for. Even though they have been taught basics of all the subjects, they still get an opportunity to study in-depth one of them," she said. "This strengthens their skill in that particular area."

Dr. Sayar Ahmad Mir, Assistant Professor DJMC, engaged students with a detailed tutorial in graphics and designing. It not only expanded the students' understanding of media careers but also sparked curiosity and ambition to explore their own potential in this dynamic sector.

The session concluded with a hands-on training in camera and videography, which was conducted by Technical Assistant, DJMC, Zahoor Ahmad Gilkar.

Head, Department of Media Studies, GDC Anantnag, Dr. Imran Muzaffar Parray, and Lecturer, Dr. Syed Aadil, were also present on the occasion.