

IUST's Journalism students visit GK, KL offices

Srinagar, July 6: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), Thursday organised an educational trip for its students to Media Enclave at Lal Chowk, here. The students visited the offices of *Greater Kashmir Communication Private Limited* and *Kashmir Life* so as to get acquainted with the functioning of various departments of daily newspaper and weekly newsmagazine organisations.

The purpose of the visit was also to make students understand the differences as well as similarities between a daily and a weekly especially in view of their web editions that work round the clock. The students were accompanied by Dr. Rabia Noor, Coordinator of the educational trip and Assistant Professor, DJMC, IUST.

At *Kashmir Life*, students interacted with the Editor, Masood Hussain, who underlined that even though print media has witnessed a decline over the time, "it is not dead." He, however, said, the media landscape has changed largely owing to digital media. "News cycle has reduced to a large extent since a journalist breaks news every minute in present times," he said. He added that nowadays it doesn't matter which organisation one's story appear in as long as it is a good story.

The students were then given a tour of various sections of the news organisation including news room and advertising section by *Kashmir Life* journalists and DJMC alumni, Syed Shadab Ali Gillani and Raashid Andrabi.

Later, the department visited offices of *Kashmir Uzma* and *Greater Kashmir*. Interacting with students, Executive Editor, *Kashmir Uzma*, Riyaz Malik, discussed at length the process of news production and role of journalists of different ranks in a news organisation. He also talked about how gatekeeping works in news room.

Responding to a question, Malik said, newspapers provide credible and detailed reports, which is why readers still trust their information. Readability of newspapers, he said, has further increased because of their online editions.

He further advised the students to strive hard to be multimedia journalists, who can write stories, record videos, click pictures as well as upload the content. "There is no shortcut of success in journalism; you have to work hard to scale heights," he told students.