



# PACIFIC INSTITUTE OF MEDIA & MASS COMMUNICATION

PAHER University, Udaipur



Programmes of International Standard  
Pacific group has record of two job offers per pass out student for the past five years.

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[www.pacific-university.ac.in/  
Media-and-Mass-Communication](http://www.pacific-university.ac.in/Media-and-Mass-Communication)

## ABOUT COLLEGE

At Pacific University, Udaipur, the Department of Media & Mass Communication stands as a hub of creativity, critical thinking, and media excellence. In a world where information flows rapidly and shapes perceptions, we prepare students to be responsible communicators, skilled journalists, and influential media professionals. Our dynamic programs combine rigorous academic instruction with hands-on experience, equipping students with the tools they need to succeed in a fast-evolving media landscape.

## ABOUT COURSES

**BA Journalism & Mass Communication (BAJMC)**

A 3-year undergraduate program offering an in-depth understanding of journalism, media ethics, reporting, editing, and production.

As per National Education Policy (NEP 2020) when students continue with fourth year in BAJMC they get higher degree of BAJMC Honours with research. It is advantageous as after honours degree they may complete their post-graduation degree i.e. MAJMC in one year. Besides that, they may also opt for Ph.D. without doing post-graduation.

**BA Journalism & Mass Communication (BAJMC Hons.)**

**MA Journalism & Mass Communication (MAJMC)**

A 2-year postgraduate program designed for those seeking to deepen their expertise in media analysis, research, and digital communication strategies.

One year certificate / two years diploma acquaints the students with the fundamentals and practices of mass communication & Journalism and enables them to work with any media group at respectable salary.

**Diploma / Certificate Journalism & Mass Communication**

## Eligibility

**BAJMC**  
10+2 in any discipline

**MAJMC**  
Graduate in any discipline

**Diploma JMC**  
10+2 in any discipline

## ADMISSION PROCEDURE

### Submit Your Application

- Fill out the online application form on our university portal.
- Upload all required documents as per the instructions.
- Pay the application fee through our secure payment gateway.

**Entrance Exams:** Candidate need to take an entrance test of subject-specific exam.

## Competition Cell

The Competition Cell at Pacific University, Udaipur, is an integral part of our commitment to fostering a spirit of excellence, innovation, and healthy competition among our students. The Competition Cell is dedicated to encouraging students to participate in various academic, co-curricular, and extracurricular competitions, both at the national and international levels.



## Workshop/Seminars & Extension Lectures

Workshops and seminars play a crucial role in enhancing a student's academic experience along with exposure to new ideas and perspectives, practical learning and hands-on experience, networking Opportunities, improved communication skills, motivation and inspiration, encouragement of lifelong learning, collaboration and teamwork.



## Field Visits/Industrial Visit

Field visits are an invaluable component of a student's academic experience, offering real-world exposure and hands-on learning opportunities that enrich classroom instruction. Through industry visit students get to know about real-world application of theoretical knowledge, enhanced learning experience, development of observation and analytical skills.



## Study Circles

### Media Ethics and Law Study Circle

**Focus:** Discuss the ethical challenges and legal principles that govern journalism and media practices. Topics can include freedom of speech, media censorship, defamation, privacy laws, and ethics in reporting.

**Activities:** Analyzing case studies, debating ethical dilemmas, discussing landmark media court cases, and exploring codes of conduct for journalists.

### Skills Program

Many academic programs focus on theory, but skill-based programs provide students with hands-on experience that makes them more marketable to potential employers. This includes technical skills and soft skills.

## Audio Video Lab

The Audio Video Lab in the Mass Communication and Journalism department is equipped with state-of-the-art technology, providing students with hands-on experience in media production. This lab is designed for learning how to record, edit, and produce audio and video content for various platforms. Students can work on creating news segments, documentaries, interviews, and multimedia presentations, gaining practical skills in sound engineering, video editing, and production techniques.



## Library

The department's library offers a rich collection of resources tailored to Mass Communication and Journalism students. It houses an extensive range of books, journals, newspapers, and digital materials related to media studies, communication theories, and journalism practices.



## PLACEMENTS & INTERNSHIPS



**Ravi Teli**  
Video Editor & Cameraman  
WorkMob



**Nurbada Dewasi**  
Anchor  
Alert Bharat News



**Sejal Jain**  
Anchor  
Today News Rajasthan



**Samiksha Mathur**  
News Editor  
Alert Bharat News

## Prospective Media Recruiters



## Students Can Become

Public Relation Officer (PRO)

Advertisement Visualizer

Copy Writer

Editor

Reporter

Video Journalist

Media Manager

Event Manager

Radio Jockey

TV Anchor

Correspondent

Photo Journalist

Web Designer

Publisher

Corporate Spokes Person

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## PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY

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