



PROSPECTUS 2025



ASSAM INSTITUTE OF MASS COMMUNICATION AND MEDIA RESEARCH

Established in 2007, AIMCMR is a premier institute dedicated to shaping future media professionals through innovative and industry-focused education.



Affiliated to Dibrugarh University

Uzan Bazar, Nowjan Road, Guwahati - 781001, Assam

WHO WE ARE

Established in 2007, the **Assam Institute of Mass Communication and Media Research (AIMCMR)** is one of the pioneering institutions for media education in Assam. Dedicated to fostering academic excellence and professional training, AIMCMR serves as a hub for aspiring media practitioners across the region.

Mass Communication and Journalism are dynamic, respected fields that open doors to a wide range of careers — from **journalism, advertising, and public relations to development communication and digital media** — across both the public and private sectors.

At AIMCMR, our mission is to equip students with not just practical skills, but also a strong ethical foundation and critical understanding of the evolving media landscape. We emphasize a **holistic approach** to media education, encompassing theory, production, media history, and emerging technologies.

Through rigorous academic training and hands-on experience, we strive to shape future-ready professionals prepared to make meaningful contributions in journalism, broadcast media, digital communication, and beyond.



**EMPOWERING TOMORROW'S
MEDIA LEADERS WITH
KNOWLEDGE, ETHICS, AND
CREATIVE VISION.**

OUR AIMS AND OBJECTIVES

- To play a pivotal role in **developing the critical, creative, and professional abilities** of students in the field of Mass Communication.
- To provide **industry-relevant knowledge and practical skills**, supported by **internships and real-world exposure**, that prepare students for diverse careers in the media sector.
- To train students with a **strong foundation in both academic learning and professional excellence**, fostering confidence and competence in the media landscape.
- To contribute to the **growth of regional media** and promote **responsible, inclusive communication** in Northeast India.



WHY CHOOSE US

- 01 Modern learning environment equipped with **up-to-date media and communication tools**
- 02 Skill-based courses with strong emphasis on **internships and industry exposure**
- 03 **Experienced and qualified faculty** with academic and professional expertise across print, news and digital media.
- 04 Access to **renowned visiting faculty** from leading media organizations and institutions
- 05 A **holistic approach to media education** combining theory, practice, and research
- 06 A strong track record of **student placements and career support**

**WHERE MODERN
MEDIA EDUCATION
MEETS HANDS-ON
EXPERIENCE,
EXPERT
MENTORSHIP, AND
PROVEN RESULTS**



COURSES OFFERED

- 01** Post Graduate degree in Mass Communication & Journalism (MAMC)



Affiliated to Dibrugarh Univeristy

Duration:

2 Years

- 02** Diploma in Journalism and Mass Communication (DJMC)

Duration:

1 Year

- 03** Diploma in Journalism

Duration:

6 Months

- 04** Certificate Course in Photo Journalism

Duration:

3 Months

- 05** Certificate Course in Anchoring & Reporting

Duration:

3 Months

POST GRADUATE DEGREE IN MASS COMMUNICATION & JOURNALISM (MAMC)



The **Master's Degree Programme (MAMC)** at AIMCMR is affiliated with **Dibrugarh University** and follows the curriculum prescribed by the **Centre for Studies in Journalism and Mass Communication (CSJMC), DU**.

This course is designed to broaden media literacy and equip students with the expertise required to become professionals and specialists in **journalism and related media disciplines**.

The **core courses** provide a strong foundation in **communication theories, media ethics, research methodologies**, and practical principles of journalism, communication, and civic engagement.

In addition, a range of **elective courses** allows students to develop hands-on skills in areas such as **electronic media, print journalism, professional photography, advertising, public relations, film and documentary production**, and other emerging domains within the field of mass media.

ADMISSION AND FEE

MA Mass Communication (Affiliated to Dibrugarh University)

Course duration: **2 years (4 semester)**

Registration fees: **₹2000.00**

Semester 1 (August'25-December'25)	₹ 50,000
Semester 2 (January'26-May'26)	₹ 50,000
Semester 3 (August'26-December'26)	₹ 50,000
Semester 4 (January'27-May'27)	₹ 50,000
TOTAL COURSE FEE:	₹ 2,00,000

DIPLOMA IN MASS COMMUNICATION & JOURNALISM (MAMC)



The **One-Year Diploma in Journalism and Mass Communication** at AIMCMR places strong emphasis on **practical journalism** and hands-on training across various branches of the field.

Students are introduced to the **core principles of journalism**, along with essential topics like **media laws and ethics**, while also gaining the opportunity to specialize in one of four key areas: **Television, Radio, Public Relations, or Digital Media**.

This program is ideal for those seeking a solid foundation and real-world exposure in contemporary media practices.

ADMISSION AND FEE

Diploma in Journalism and Mass Communication

Course duration: **1 year (2 semester)**

Registration fees: **₹500.00**

Semester 1 (August'25-December'25)

₹ 50,000

Semester 2 (January'26-May'26)

₹ 50,000

TOTAL COURSE FEE:

₹ 1,00,000



DIPLOMA IN JOURNALISM (6 MONTH COURSE)

The **Six-Month Diploma in Journalism** is a compact, **practice-oriented** program designed to introduce students to the **fundamentals of journalism**. It covers essential topics such as **news writing, reporting, media ethics, and an overview of both print and digital journalism**. The course provides a strong entry point into the world of news media.

Course duration: **6 months** | Registration fees: **₹500.00** | COURSE FEE: **₹50,000**

CERTIFICATE IN PHOTOJOURNALISM (3 MONTH COURSE)



The Certificate Course in Photojournalism is a three-month program focused on the art and technique of visual storytelling. Students learn the fundamentals of photo composition, news photography, caption writing, and ethical practices in the field. The course combines classroom instruction with field assignments to help students develop a professional-quality portfolio.

Course duration: **3 months** | COURSE FEE: **₹25,000**



CERTIFICATE IN NEWS READING & ANCHORING (3 MONTH COURSE)

This three-month certificate course trains students in the core skills of television and digital news reporting, with a special focus on news anchoring techniques. The curriculum includes on-camera presence, script writing, live reporting, and studio production basics. Perfect for aspiring anchors and field reporters, the course offers hands-on practice in a newsroom-like environment.

Course duration: **3 months** | COURSE FEE: **₹25,000**

PRINCIPAL (HON)



Dr. Manorama Sharma
Retired Professor and HoD History,
Northeast-Hill University

DISTINGUISHED RESOURCE PERSONS



Mr. Ajit Bhuyan
Renowned Journalist, Author
Member of Parliament



Professor Atul Sood
CSRD, JNU Former
Director of the Special
Centre for the study of
North East India, JNU



Dr. Shashwati Goswami
Professor and Regional Director,
Indian Institute of
Mass Communication
North East Regional Campus



Susanta Talukdar
Eminent Journalist
&Writer

FACULTY



Uddipta Das
MA English, University of Delhi
PGD English Journalism, IIMC of Delhi
Public relations executive @ Perfect
Relations, Delhi, Head of Content @
Right Hemisphere, Product Manager
@ Skara



Abhilasha Pathak
Research Scholar,
Department of Folklore
Research, GU M.A. in Mass
Communication and
Journalism, TU M.A. in
English GU



Avilash Das
M.A Mass Communication
Gauhati University.

OUR ALUMNI



Lenin Sourav Borah
Political Editor



Nilotpal Ray Choudhury
Assistant News Editor



Bimal Bhushan Mahanta
Sr. Crime Reporter



Abdul Gani
Journalist
The Assam Tribune



Saurabh Jyoti Phukan
DIPR, Govt. of Assam



Hemanta Bez
Bureau Chief Lakhimpur



Eva Mahanta
Asst. News Editor



Kalpajit Bora
Journalist
NEWZ NOW

Kangkana Bhagawati
Pratham Khabar



Kangkana Deka
Internship, ND24



Jimani Pathak
Internship, ND24



Laki Talukdar
Internship,
Axomiya Pratidin



Jyotsna Borborah
All India Radio



Mridul Lekharu
Axomiya Pratidin



Dipu Borah
DY365



Madhab Das
DY365



Reeky Sarmah
Doordarshan Guwahati



Ruma Dutta
Prag News



Manoj Neog
Axomiya Khabar



Gourab Das
The Times of India



Prasenjit Deb
Eastern Chronicle



Basanta Das
Gana Adhikar



Pradip Gogoi
Janasadharan



Ranjita Baruah
BigFM



Nishant Bagaria
Doordarshan Guwahati



Harshita Changkakati
Doordarshan New Delhi



Manjyotsna Sarma
Northeast Education Trust



PHOTO GALLERY



SCAN TO ENROLL



**ASSAM INSTITUTE OF
MASS COMMUNICATION
AND MEDIA RESEARCH**



www.aimcmr.in



aimcmr@gmail.com



60000 21146



Uzan Bazar, Nowjan Road, Guwahati -781001, Assam