



PLACEMENT BROCHURE

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

**BATCH
2014-16**



messages

From the Vice Chancellor

Best Wishes


Communication with each other, communication with mass, and communication through print and electronic media are some of the very important attributes that any individual would love to possess in oneself. These and many skills including photography-videography, acts and plays including street plays for public convenience and awareness of contemporary relevant topics are the parts of skills that the department of mass Communication and Journalism imparts to our graduates. In addition, the department is actively engaged in research of contemporary importance maintaining a vibrant teaching and research culture as evident from the number of research Scholars working in the department for their PhD. Some good publications have also been emerging out of the research endeavour.

This is one of the oldest departments of our university with its students being very intelligent, enthusiastic, pro-active with a special aptitude in their chosen domain. Thirteen batches of students have already graduated and they are placed well. The 14th batch of students shall be graduating in another 6/7 months and now getting ready to be placed. In addition to their knowledge, many of them are very good in terms of soft skills and co-curricular activities, as evident by many accolades that they have earned while they are studying in this university.

Their enthusiasm, proficiency, aptitude, skill and aspirations give credence to the contention that the students graduating now deserve positions in organizations looking for smart and forward looking professionals. The book that is prefaced by my note provides all relevant information about the 14th batch of our MCJ students.

I wish my dear students a very rewarding life ahead.

May God bless you.



Mihir K. Chaudhuri



messages

From the Head of the Department

I, on behalf of the department take this opportunity to congratulate the MA MCJ batch 2014-16 for coming out with a placement brochure of excellent design and quality. In our department we try our level best to impart quality education and training to the students supported by adequate infrastructure facilities. Further, our faculty strength with field experience in different areas of the Mass Communication domains are highly dedicated to the cause of teaching and producing human resources of high caliber. I am confident that with the kind of exposure and rigour of training imparted here, the students shall be able to prove their mettle in their chosen field in the industry without doubt. I also take this opportunity to thank our Hon'ble Vice Chancellor for supporting us with all the facilities necessary for the purpose of providing an all-round teaching-learning facility to our students.

All the best, batch 2014-16.



Abhijit Bora
Abhijit Bora


messages

From the head, Training & Placement

With the proliferation of the internet, the systems of communication are fast changing. This has already triggered a paradigm shift in communication education globally. In order to fit into the requirements of this new world, the trainees need to equip themselves with such knowledge, skills and professionalism that are efficient enough to make way for their survival and prosperity.

It is gratifying that the students of the Mass Communication & Journalism department at Tezpur University are trained with all care keeping in mind the new requirements. The periodically updated syllabus, appropriately oriented faculty, and state-of-the-art facilities combine synergistically to produce professionals of global standards in communication and journalism.

I personally extend my best wishes to the present final year batch (passing out in 2016) for a bright career and look forward to seeing them as assets to their respective organizations.



Rajeev K. Doley



about the university

Established in 1994 by an act of the Indian Parliament, Tezpur University is a non-affiliating, Unitary Central University. A 262 acre residential campus that creates an academic ambience for advanced study and research in areas of select disciplines, it lies amidst the surroundings of Napaam on the outskirts of the historic town of Tezpur. The University has played a leading role over the years in education scenario in the Northeast India through innovative, employment-driven and interdisciplinary courses with transparent and continuous evaluation programs and strong work ethics. The University offers a wide range of courses under 18 departments in 5

different schools.

- Exposure to a large number of varied activities and programs for the students to gain quality education and holistic development like Intellectual Property Rights Cell, Microsoft Innovation Centre, Entrepreneurship Development Cell etc.
- Latest laboratory facilities that help the students to gain practical knowledge, technical expertise and overall concept build-up. The University has student exchange program set up with the University of Nottingham and

other reputed international Universities.

- The University conducts national and international level seminars, workshops and guest lectures on a regular basis.
- State-of-the-art infrastructure which includes a sports complex, football field with floodlights, gymnasium, indoor stadium, lawn tennis, badminton, volleyball and basketball courts. On campus medical and health facilities with qualified medical practitioners and proper ambulance facility: embedded health insurance of Rs 50,000 for each student.

Department of Mass Communication and Journalism

The Department of Mass Communication and Journalism was established in the year 2001 under the School of Humanities and Social Sciences. It promotes quality education with a principal objective to contribute towards the increasing demand of Mass Communication and Journalism manpower in the Northeast region especially in mobilizing its growth and initializing its importance and learning among the youth. The Department holds entrance tests in different parts of the state as well as rest of India after which a selected few candidates enter the Department after a personal interview and group discussion.



The Department offers two programmes :

- M.A. in Mass Communication and Journalism (four semesters).
- Ph.D programme.

Facilities available in the Department:

Well-Furnished classrooms with projectors and ICT teaching aids

- **PRINT LAB** – The Department offers courses in different semesters where students learn to use softwares like Adobe Photoshop, Adobe Pagemaker, QuarkExpress for preparing weekly/monthly lab journals and posters. The Print Lab is equipped with printers and internet connections.
- **AUDIO LAB** – Various radio assignments like Radio Talk show, Radio Drama, Radio Interviews etc. are produced by the students. The Audio Lab is equipped with computer applications that are versatile and helps to edit radio programmes. Applications like Adobe Sound Forge, Pro Tools are installed in the lab computers.
- **STUDIO** – The studio of the Department is well-equipped for multi-camera productions, online studio productions are a part of the 3rd semester where students are given to handle the camera and the other equipments in the Production Control Room (PCR).
- **NON LINEAR EDIT SUITE** – Every batch produces documentaries of 30-40 minutes long where they are divided into groups of around 7-8 members. The students are trained to handle the camera work as well pre-production and post production activities. The Non Linear Edit Suite provides the facilities of non linear editing using applications like Final Cut Pro, Adobe Premiere Pro. Every group that produces the documentaries is assigned to work on Macintosh systems.
- **SCREENING HALL** – The screening hall is meant for screening films for educative purposes. It is well-equipped with state of the art acoustics and visual projections with sitting capacity for 100 persons.
- **CONFERENCE HALL** – The conference hall is meant for group discussions, meetings and other important conferences of the Department, along with video conference facility for online interviews and pre-placement talk.



Courses offered in M.A. (Mass Communication and Journalism)

FIRST SEMESTER:

Course Code	Course Name	Cr.
MC 490	Communication Theories	3
MC 491	History of Communication and Media	3
MC 492	Media Writing	3
MC 493	Advertising & Public Relations	3
MC 494	Visual Communication and Photography	3
	*CBCT-I	3

SECOND SEMESTER:

Course Code	Course Name	Cr.
MC 495	Communication Research Methods	3
MC 496	Introduction to New Media	3
MC 497	Media Laws & Ethics	3
MC 498	Broadcast Media : Radio	3
MC 499	Broadcast Media : Television	3
	*CBCT-II	3

THIRD SEMESTER:

Course Code	Course Name	Cr.
MC 500	Communication for Social Change	3
MC 501	Political and International Communication	3
MC 502	Communication Research Project	3
MC 503	Internship #	3
	*CBCT -III	3

FOURTH SEMESTER:

Course Code	Course Name	Cr.
MC 514	Film Studies	3
MC 515	Media in Northeast India	3
MC 516	Internship (non-credit) ##	3
	*CBCT -IV	3

Students will opt for one paper from each of Group-A and Group-B in semester III and one from Group-C in semester IV.

Group –A Electives: (Third Semester)

Code	Course Name	Cr
MC 504	Specialized Reporting and Editing	3
MC 505	Online Multi– Camera Production	3
MC 506	Radio Production	3
MC 507	Corporate Communication	3
MC 508	Convergent Journalism	3

Group—B Electives: (Third Semester)

Code	Course Name	Cr
MC 509	Photo Journalism	3
MC 510	Folk and Community Media	3
MC 511	Assamese Journalism	3
MC 512	Media, Culture & Society	3
MC 513	Media Management	3

Group - C Electives: (Fourth Semester)

Code	Course Name	Cr
MC 517	Documentary Production	4
MC 518	Community Radio	4
MC 519	Web Design / Animation	4
MC 520	TV Reporting	4

Students will undertake the internship during the summer semester break after completion of the second semester.

This non-credited internship for students is voluntary and can be undertaken during the winter break after completion of the Third semester.

*CBCT : Choice Based Credit Transfer.

The image shows the exterior of a modern, multi-story building with a prominent entrance. The entrance is covered by a large, white, curved canopy supported by thick white columns. Above the canopy, the words "CENTRAL LIBRARY" are written in large, bold, black capital letters. The building has a mix of white and dark grey panels. A balcony with a white railing and orange spherical finials is visible above the entrance. In the foreground, there is a paved area with a red border, a set of stairs leading to the entrance, and a large, well-manicured green tree on the right. A few people are walking near the entrance. The overall scene is bright and clear.

CENTRAL LIBRARY

A central library with 58000+ volumes of print documents, 900+ journals, an INFLIBNET connectivity to facilitate access to online journals, databases, gateway portals and other libraries in the network. Provides its students with OFC, LAN and Wi-Fi internet facilities.

CENTRAL LIBRARY



FACULTY

- **Dr. Abhijit Bora, Ph.D. (GU), HoD.**
Print Journalism, Community Radio, Development Communication, Media Studies, Science Communication.
Email: abhijitb@tezu.ernet.in / abhijitbora71@rediffmail.com



- **Dr. P Anbarasan, Ph.D. (JNU)**
Media Studies, Cultural and Subaltern Studies, International Communication, Film Studies.
E-mail: anbu@tezu.ernet.in



- **Dr. Joya Chakraborty, Ph.D. (UH)** - ICT for Development, Development Communication, Women and Media, Traditional Media.
E-mail: jc@tezu.ernet.in



- **Dr. U K Pegu, Ph.D. (JMI)** - ICT Implications on Society, Science Communication, Film Studies, Marketing Communication & Media Management.
E-mail: uttamkp@tezu.ernet.in



- **Dr. A. Nagaraju, Ph.D. (TU)** - Electronic Media Production, Documentary Filmmaking, Television Production and Advertising.
Email: nagraj@tezu.ernet.in / nagrajhcu@hotmail.com



- **Dr. Bala Lakhendra, Ph.D. (TU)** - Radio, Youth and Rural Development, Traditional Media, Public Relation and Development Communication.
E-mail: lakhendra@tezu.ernet.in.



- **Anjuman Borah, M.A. (T U)** - Development Communication, Television and Traditional Media, Advertising & Corporate Communication.
Email: anjuman.borah@gmail.com



- **Kapou Malakar, M. A. (JMI)** - New Media for Development, Multimedia Journalism, Political Communication, Online Journalism, Media Studies, Film Studies.
Email: kapou@tezu.ernet.in



- **Perosh Jimmy Daimari, M.A (TU)** - Film Studies, Development Communication, Television Production, Photography.
E-mail: peroshj@tezu.ernet.in.



Ritushree Boruah



Topic: A study on the representation of Images of Fashion in Print Media and its impact on the teenagers of Tezpur University.

Internship : Assam State Disaster Management Authority.
Ph. 7576018840
email: ritushreeboruah@gmail.com

Nirikshya Deuri



Topic: Gender Stereotype: Portrayal of men and women in television advertisements.

Internship : Indian Oil Corporation Limited (IOCL), Digboi.
Ph. 9859851290
email: nirikshyadeuri127@gmail.com

Mousuna Gogoi



Topic: Adolescents access and use of mobile phones-a study on Moran area.
Internship : Doordarshan Kendra, Dibrugarh.

Ph. 9401790246
email: mousunagogoi27@gmail.com

Riya Das



Topic: Beautification: Perception of Modern World.

Internship : GreenPeace India
Ph. 8256012201
email: riyads528@gmail.com

STUDENTS' PROFILE

Priyanka Chakraborty



Topic: Portrayal of Indian family in the Television Advertisements.

Internship : NEC/CIL.
Ph. 8472046749
email: ploves8@gmail.com

Kaustav Das



Topic: Content Analysis of Editorial and Op-Ed pages of The Hindu for a certain period of time to find out the various issues highlighted by the newspaper.

Internship : Candid Communication.
Ph. 8403846783
email: kaustav.das786@gmail.com

Debajit Saha



Topic: A study of Matrimonial Advertisements provided in newspapers: Glance at its status in present society.

Internship : Adfactors Advertising
Ph. 9508562626
email: debajitsaha93@gmail.com

Munmita Boruah



Topic: Flows of Information to the farmers in agricultural field: a study of various available channels.

Internship : NorthEastern Frontier Railways.
Ph. 8011539865
email: munmita09@gmail.com

Ruhaní Ahmed



Topic: Reflection of Self through T-shirt and literature.
Internship: Candid Communication
Ph. 9577220474
email: ruhanishine4@gmail.com

Meghna Dutta



Topic: Privacy Setting of Online Social Networks and its effects on individual.
Internship : Bol Hyderabad and UNESCO chair on community media.
Ph. 8011548800
email: megha82dutta@gmail.com

Bindita Sinha



Topic: The Impact of Facebook on the growth of Bishnupriya Manipuri Community.
Internship : NEC/CIL
Ph. 7399947612
email: sinha.bindita@gmail.com

Sandipan Borah



Topic: Representation of NorthEastern Region and its people in social media.
Internship : Indian Oil Corporation Limited (IOCL), Digboi.
Ph. 8254954683
email: sandytez@gmail.com

STUDENTS' PROFILE

Nandita Das



Topic: Community Radio.
Internship : NorthEastern Frontier Railways.
Ph. 7896418757
email: nanditadas192@gmail.com

Bandita Gogoi



Topic: Role of media in promoting tourism in Assam with special reference to Assam Tourism.
Internship : Doordarshan Kendra
Ph. 7577852050
email: banditagogoi12@gmail.com

Abhishek Das



Topic: Portrayal of Domestic Violence in T.V. Soap Operas.
Internship : Bol Hyderabad and UNESCO chair on community media.
Ph. 8486551738
email: abhishek17306@gmail.com

Arup Hazarika



Topic: Rumour mongering in social media and its effects in today's world.
Internship : Oil and Natural Gas Corporation Limited.
Ph. 9577234328
email: aruphazarika33@gmail.com

Abísmíta Deka



Topic: Professionalism Journalism in Regional media: socio economic as factors in Assam.

Internship : Assam State Disaster Management Authority, Doordarshan Kendra Dibrugarh. Ph. 9954393405 email: abisnikki@gmail.com

Gaurav Das



Topic: Impact of use of smartphones among the college and university students of Tezpur, Assam.

Internship : Northeast Frontier Railways and Doordarshan Kendra Dibrugarh. Ph. 9854555024 email: gdstraight@gmail.com

Pooja Devi



Topic: Television as a positive contributor to the socialization of children.

Internship : Snehalaya, Center for Child Rights. Ph. 7086693193 email: poojabasista93@gmail.com

Bidyot Bikash Saikia



Topic: Study of the Assamese entertainment magazine Bismoi.

Internship : Doordarshan Kendra. Ph. 8011803192 email: bidyotbikashsaikia@gmail.com

STUDENTS' PROFILE

Rupjyoti Kalita



Topic: Role of Assamese Television news channels in increasing political awareness among the rural people of Assam.

Internship : Oil and Natural Gas Corporation Limited. Ph. 8876194018 email: rupj555@gmail.com

Himali Nailwal



Topic: Social Media and Self Esteem: Case Study of Stress and Anxiety among Facebook users.

Internship : Dainik Jagran. Ph. 9854749735 email: himali.nailwal14@gmail.com

Namrata Dihingia



Topic: An ethnographic mapping of everyday lives of tea garden community of Assam: History, Culture and Change.

Internship : Assam State Disaster Management Authority. Ph. 8822371266 email: namratadihingia17@gmail.com

Biníta Rajak



Topic: Intolerance in India: A content analysis on editorial cartoon of two national newspaper.

Internship : Assam State Disaster Management Authority, Doordarshan Kendra Dibrugarh. Ph. 8486808394 email: binirajak01@gmail.com

Uddipana Goswami



Topic: A Case Study on Community Radio in Assam; study on Radio Brahmaputra.

Internship : Press Trust of India, North East Network, Pratidin Time.
Ph. 9706618482
email: uddipana66@gmail.com

Chayanika Bhagawati



Topic: Media Consumption habits in Rural Assam: A study with special reference to Goroimari village in Sonitpur Distrtct.

Internship : The Hindu, Eastern Chronicle, B Baroah Cancer Institute.
Ph. 9854331719
email: bhagabatichayanika@gmail.com

Jitu Gogoi



Topic: Northeast Film Industry: Special focus on Assam.

Internship : Doordarshan Kendra.
Ph. 9954734699
email: jitumcj@gmail.com

Prativa Ghosh



Topic: Impact of social networking sites on teenagers.

Internship : The Hindu, Begumpet.
Ph. 8486261030
email: prativaghosh391@gmail.com

STUDENTS' PROFILE

Shivam Mahate



Topic: A Study on the impact and the influence of advertisement on the Teenagers of Jorhat district of Assam

Internship : All India Radio, Jorhat.
Ph. 8134862369
email: shivam_mahate@yahoo.com

Puja Saikia Thengal



Topic: Media coverage of Assam-Nagaland Conflict: A Comparative study of two regional newspapers "Assam Tribune" & "Amar Assam".

Internship : Doordarshan Kendra.
Ph. 8876980618
email: pujathengal@gmail.com

Dycil Basumatary



Topic: A study on the impact of radio as a mass medium in the rural areas of Assam

Internship: All India Radio, Jorhat.
Ph. 9957055472
email: basumatarydycil@gmail.com

Richamoni Handique



Topic: Comparison of the editorial page of two newspapers, The Assam Tribune and The Sentinal.

Internship : The Assam Tribune.
Ph. 8486692064
email: richamoni24@gmail.com

Shaheen Saikia



Topic: Deconstruction of Women Portrayal in Rajkumari Hirani's Films.

Internship: Sanket Communication.
Ph. 8486288087
email: s.saikia.29@gmail.com

Aindrila Mazumder



Topic: Representation of Women and Product Placement in the movies of Anurag Kashyap.

Internship : All India Radio, Doordarshan Kendra.
Ph. 9612577207
email: aindri.mazumder@gmail.com

Asmita Roy



Topic: A study on the role of media in creating awareness about health issues among the residents of Sonitpur district. **Internship :** The Assam Tribune
Ph. 9435870355
email: ashmita.roy1993@gmail.com

Farhat Sultana Ahmed



Topic: Influence of "Mann ki Baat" among the youth of Assam.
Internship : Directorate of Advertising & Visual Publicity.
Ph. 8399917089
email: fafu991@gmail.com

STUDENTS' PROFILE

Placement Coordinator : P.J. Daimari (Faculty In-charge), Ph. (91) 98642 46881,
email: peroshj@gmail.com

Student Coordinators : Ritushree Boruah, Ph. 7576018840
& Jitu Gogoi, Ph. 9957312815

Deptt. Representative : Abhishek Das, Ph. 8486551738



TOURIST ATTRACTION

Situated on the Northern bank of the river Brahmaputra, Tezpur - the city of eternal romance - is steeped into history as a city that's not only famous for its heritage of early Indian civilization or for the eternal love of Usha and Aniruddha or for the mythical fight between Lord Shiva and Lord Vishnu, but also as the hub of prestigious modern national institutions which makes Tezpur a great place to visit. The culmination of mystic modernism and its progress amid serene nature is what that makes Tezpur stand unique in its appeal.

Modernity mixed with tradition is how one can best describe Tezpur. This town is located in the middle of the state with azure blue mountains of Arunachal Pradesh in the North and the mighty Brahmaputra in the South.

Dotted with numerous tourist attractions like the Agnigarh, Chitraklekha Udyan, Kalia Bhomora Setu, Padum Phukhuri, Rudrapath, Bamuni Pahar along with relics of the Da-Parbatia Gate and Hazara Phukhuri. Tezpur also accounts for its many famous temples and shrines, such as, Maha Bhairab, Bhairabhi Temple, Ganesh Ghat, Hanuman Temple, Haleswar and others.

The famous national parks Kaziranga, Nameri and Orang are an hour away from Tezpur. The ECO Camp of Nameri, often referred to as a 4-star hotel- at-tents, the Tiger Sanctuary and the bird viewing site "Eaglenest" all add sheen to the city's glow.



Our Past recruiters

BCPL, Dy365, Pradan, Eastern Chronicle, Somya Translation Pvt. Ltd., The Shillong Times, Focus Group, PIB, The Sentinel, Galaxy Group of Industries, The Assam Tribune, Pratidin Times, NDTV, American Centre, Delhi, UBI, NETV, SeSTA, DPS, Downtown University, SBI, NRHM, Assam School of Journalism, Assam University, Pondicherry University, Sikkim University, Gauhati University, Dibrugarh University, Assam Women's University, Tripura University, English & Foreign Language University, Indian Information Services, OIL, Azim Premji Foundation, IOCL, Indian Army. etc.

Facilities for Recruiters

The university has all the facilities required to smoothly conduct placement related activities like written/online tests, PPT, GD and PI in the campus.

- Guest houses facilities are available for boarding and lodging with luxury suits - one at the campus and another at Guwahati with priority for recruitment purposes.
- Auditorium to conduct talks and tests.
- Conference Hall (equipped with audio, multimedia computer and LCD projection facilities) having a sitting capacity of 200 persons.

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

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