

Bachelors of Mass Media

1. Message From Coordinators

The Department of Mass Media at Jai Hind College offers a top-notch undergraduate program that equips students for careers in journalism, broadcasting, advertising, public relations, and digital media. Taught by experienced professionals, the program blends classroom learning with hands-on practice using advanced media labs and equipment. Students gain real-world experience through internships and a curriculum that spans media ethics, digital storytelling, and more.

Graduates leave as skilled, ethical communicators ready to make a mark in the media industry. Throughout semesters, students work on projects & assignments that are especially curated to apply their theoretical knowledge and develop skills suitable for the real-world challenges in the world of media

2. About The Coordinators

Naziya Rashid Khan : Joint Coordinator



- Qualification: BMM, MACJ, NLP
- Specialization: Media Management, Media Literacy, and Marketing Communication
- Experience in years: 13
- E-mail Id: naziya.khan@jaihindcollege.edu.in

Message from the joint coordinator : The Department of Mass Media at Jai Hind College offers an exceptional undergraduate Bachelor's program that empowers students with the knowledge and skills necessary to thrive in the dynamic world of media and communication. This program is designed to provide a comprehensive education in the field, preparing students for successful careers in journalism, broadcasting, advertising, public relations, digital media and more.

Saiprasad Shetty : Joint Coordinator

- Qualifications: MA, PGDIS
- Specializations: Content Marketing, Internship Ideation, Curriculum Drafting
- Experience: 14 years
- Email: saiprasad.shetty@jaihindcollege.edu.in

Message from the joint coordinator : What sets our program apart is its emphasis on hands-on experience. Students have access to state-of-the-art media labs and equipment, enabling them to produce high-quality content from day one. They are encouraged to intern with leading media organizations, gaining practical experience and networking opportunities that pave the way for future employment.

Mohit Patel : Assistant Professor



- Qualifications: BMM, MBA, DGD & W
- Specializations: Digital Marketing, Graphic & Web Designing
- Experience: 6 years
- Email: mohit.patel@jaihindcollege.edu.in

3. Message about the Department

The Bachelor of Mass Media program is an innovative and comprehensive course for future media professionals. It combines theoretical learning with hands-on experience, emphasizing critical analysis, storytelling, and ethical journalism. The program offers specialized tracks in digital media, broadcasting, and film studies, allowing students to focus on their specific interests. With opportunities for internships and media projects, students gain practical insights and real-world experience, preparing them to excel in the dynamic and ever-evolving field of mass media.

4. Supporting Staff

1. Riddhika Tandel
2. Gopal Pawar
3. Bahadur Singh

5. Faculty Details

6. Society/ Cell Under Department

A] Cinema Club

Launched in June 2021, this club immerses students in filmmaking through screenings, discussions, and projects. It helps them learn film analysis, production, and storytelling, deepening their media skills.

B] Literary Club

Also started in June 2021, this club focuses on writing and storytelling. It offers book discussions, writing workshops, and literary events, enhancing students' narrative skills and written communication.

C] Performing Arts Club

Established in June 2021, this club explores media and live performance. It includes theater, improvisation, and multimedia projects, helping students develop stagecraft and audience engagement skills.

D] Outreach Club

Created in June 2021, this club uses media for social impact. It runs community projects and awareness campaigns, allowing students to address social issues and drive positive change.

7. Student Achievements