

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Bachelor of Arts (Journalism & Mass Communication) BA (JMC)

Ref. No. TIAS/BAJMC/2021-22/105

Dated: 14.08.2021

SUBJECT: BA (JMC) THRUST AREA

The Institute meets aspirations of budding journalists; the information technology revolution has spearheaded the expansion of mass media and also posed major challenges for students, teachers and practitioners of mass media. The rapidly evolving technology scenario is changing the very complexion of the Mass Communication in a manner unknown to any other area of academic activity. The department has highly qualified & experienced faculty who had expertise in their respective domain areas. The department aspires to contribute in research accordingly identifies the thrust area of research and live projects in the domain of:-

- ❖ Video Editor
- ❖ Print Production
- ❖ Print Producer
- ❖ TV Production
- ❖ Radio Production
- ❖ Cameraman Grade-I
- ❖ Graphic Design
- ❖ Media Innovation
- ❖ Interaction Design
- ❖ New Media Design
- ❖ Information Design
- ❖ Artificial Intelligence
- ❖ Digital Game Design
- ❖ Photography Design
- ❖ Animation Film Design
- ❖ Game Graphics Design
- ❖ Lifestyle Format Design
- ❖ Fashion Communication
- ❖ Radio Production Design
- ❖ Design for Retail Experience
- ❖ Film and Video Communication
- ❖ Heritage Media Communication
- ❖ Communication Design thinking
- ❖ New Media Technology
- ❖ Social Media Technology
- ❖ Prototyping of Business Ideas in Media Consulting
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- ❖ New Media Technology
- ❖ Social Media Technology
- ❖ Prototyping of Business Ideas in Media Consulting

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