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IUST's media students visit Kashmir Life

Srinagar, May 13: As part of its Industry Connect initiative, the Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), organised an industrial tour for its Master's students to reputed news organisation, Kashmir Life, here at Press Enclave.

The tour aimed to help students get acquainted with the functioning of various departments of a news organisation as well as understand the role of editors, reporters, designers and others in a newsroom. The tour was coordinated by Dr. Rabia Noor, Head, DJMC, IUST, who accompanied the students.

Interacting with the students, Editor-in-Chief, Kashmir Life, Masood Hussain, highlighted the need for campus ecosystems to evolve in ways that better align with practical newsroom environments.

Stressing the importance of preparation for aspiring journalists, he said, for grabbing opportunities in the media, they need to prepare themselves well.

Speaking about the functioning of the organisation, Hussain elaborated on its four verticals, 24×7 web operations, magazine journalism, audio-visual content and various reporting beats. Emphasising the role of constructive feedback in journalism, he added, "We train people to listen to critique so that they can write better."

Raashid Andrabi, DJMC alumnus, and Senior Content Editor, Lumiere Education, said, Kashmir Life offers flexibility to aspiring journalists, creating an environment that encourages learning and helps them gradually integrate into the profession.

Students were later given a tour of various sections of the news organisation, including the newsroom, multimedia studio and accounts section. They also interacted with the staff to gain deeper insights into the functioning of a news organisation.

The visit offered students valuable practical exposure to newsroom operations, helping them better understand the workings and demands of the media industry.

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