DJMC captivates aspirants with interactive canopy, studio tours on Open Day 2026

Awantipora, Nov 11: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), on Wednesday witnessed an enthusiastic response from prospective students during the University's Open Day, with a large number of aspirants visiting the departmental canopy and exploring media production facilities.

The DJMC canopy offered visitors an insight into the academic programmes, learning opportunities and diverse career prospects in the field of Journalism and Mass Communication. Faculty members and students interacted with the visitors, apprising them of the department's academic offerings, curriculum, practical training and industry-oriented learning environment.

Students from various schools and colleges across different districts participated in the event. The aspirants, many of whom are considering taking up media as career, took part in several interactions wherein their queries were addressed by the DJMC faculty.

"The enthusiastic response from aspiring students during the Open Day reflects the growing interest in Mass Communication as a dynamic and evolving field," said Dr. Rabia Noor, Head, DJMC. "At DJMC, we emphasise a blend of academic rigour and hands-on training, equipping students with the skills and competencies required to navigate the rapidly transforming media landscape," she said, adding that the department looks forward to welcoming young minds who are passionate about storytelling, creativity and communication.

Aspirants also engaged in discussions with current journalism students and scholars, gaining first-hand insight into student life and the nature of journalistic work.

"It was an exciting and insightful experience. It gave us an opportunity to understand how media works beyond textbooks. Exploring the studios and learning about practical aspects of media production was particularly inspiring. The interaction with faculty members and students helped us gain a better understanding of the academic environment and career opportunities in the field," said Muntaha, a visiting student.

Aspirants were later given a tour of various facilities of the department, which included the media lab, multimedia studio and DJMC smart classrooms, where they practiced on the equipment.

Meanwhile, a photo-exhibition was held on the occasion. A selfie-stand was also erected near the canopy where aspirants took their pictures. Print specialization projects, professional cameras, iMac system, speakers and microphones, etc were kept on display. Besides, copies of quarterly news magazine, *Times Echo,* and IUST Newsletter were presented to aspirants.

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