



**TRINITY INSTITUTE
OF PROFESSIONAL STUDIES**

NAAC **A**
GRADE INSTITUTE

GGSIPU **A+**
RANKED INSTITUTE

BA (JMC)

BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION



SCAN QR CODE
FOR WEBSITE



Admission Helpline @ **8006004620**

Legacy of Trinity Group of Institutions

Trinity Institute of Professional Studies, established under the aegis of Kamal Education Welfare Society, is a premier institution in Dwarka, Delhi, with over 20 years of academic excellence. Affiliated to Guru Gobind Singh Indraprastha University and approved by *All India Council for Technical Education, Bar Council of India*, and recognized by University Grants Commission, the institute is NAAC Grade "A" accredited and graded A+ by SFRC, Government of Delhi. TIPS offers transformative, industry-oriented education across IT, management, journalism, law, and commerce, fostering innovation, entrepreneurship, and holistic development through experienced faculty, modern pedagogy, and continuous practical exposure via workshops, internships, and industry interactions. Known for its vibrant campus life, strong placement support, and outstanding student achievements- including university

gold medals-the institute continues to shape confident, skilled, and globally competent professionals.

Vision

To develop competent, confident, and industry-ready professionals through experiential and transformative education.

Mission

- To integrate academic knowledge with real-world exposure
- To foster analytical thinking and innovation
- To nurture leadership and ethical decision-making

Core Values

- Experiential Learning
- Continuous Development
- Professional Excellence
- Student-Centric Growth

STALWARTS



Dr. R.K. Tandon
Chairman, Trinity Dwarka



Dr. Reema Tandon
Vice Chairperson, Trinity Dwarka



Ms. Saumya Tandon
Member, Management Board, Trinity Dwarka



Dr. Ashutosh Agarwal
Director, Trinity Dwarka

Programme Overview

The **BA(JMC) programme at Trinity Institute of Professional Studies, Dwarka** is a dynamic and industry-oriented undergraduate course designed to prepare students for the fast-evolving world of media and communication. The program blends strong theoretical foundations with extensive practical exposure, enabling students to build core competencies in journalism, digital media, advertising, public relations, and communication strategies. Through well-equipped studios, media labs, workshops, industry interactions, newsroom simulations, and hands-on production projects, students gain real-world experience in reporting, content creation, video editing, anchoring, and multimedia storytelling. The curriculum encourages critical thinking, creativity, ethical understanding, and audience-focused communication. Affiliated with Guru Gobind Singh Indraprastha University, the programme follows a structured academic framework while integrating industry trends and emerging media technologies. With opportunities for internships, live projects, and expert sessions, the BA(JMC) programme at Trinity empowers learners to pursue diverse career paths in journalism, digital marketing, corporate communication, broadcasting, filmmaking, and content creation.

Why BA(JMC) at TIPS?

Industry-oriented approach

Skill-Based Certification Modules

Add-on certifications in areas like digital marketing, filmmaking, sound design, photography, broadcast journalism, graphic design, and influencer marketing.

Strong communication & personality development focus

Personality Development & Communication Training

Special focus on public speaking, presentation skills, confidence building, and professional etiquette to prepare students for diverse media roles

Exposure beyond classroom

Hands-On Learning with State-of-the-Art Facilities

Fully equipped studios for TV, radio, photography, film production, editing suites, and digital content creation—enabling experiential, project-based learning from day one.

Real-Time Media Production Opportunities

Students work on campus media clubs, short films, podcasts, news bulletins, social media campaigns to understand real world situations and learn nuances of media industry.

Leadership grooming

Expert Faculty & Industry Mentors

A blend of seasoned academicians and accomplished media practitioners who guide students through real-world challenges and emerging storytelling formats.

High Industry Exposure & Internships

Regular internships with leading media houses, production companies, advertising agencies, PR firms, digital marketing agencies, and OTT platforms.

Strong Placement Support

Dedicated placement cell with consistent high placement rates and a strong network of recruiters across media, entertainment, corporate communication, and creative industries.

Programme Objective

- **To Build Strong Conceptual Foundations in Media & Communication :** Develop a thorough understanding of journalism, mass communication theories, media ethics, and contemporary communication practices to help students grow as informed and responsible media professionals.
- **To Develop Professional Skills for the Media Industry:** Equip students with hands-on competencies in reporting, writing, editing, photography, videography, audio-visual production, digital content creation, broadcasting, public relations, and advertising.
- **To Enhance Critical Thinking & Analytical Abilities:** Strengthen the ability to critically evaluate media content, analyze information, understand socio-political contexts, and make informed decisions in professional and real-world situations.
- **To Foster Creativity, Innovation & Storytelling Skills:** Encourage creative expression, original ideation, and effective storytelling across multimedia platforms, enabling students to craft impactful narratives for diverse audiences.
- **To Build Ethical, Responsible & Sensitive Communicators:** Promote ethical journalism, social responsibility, cultural sensitivity, and inclusivity, ensuring students contribute positively to society through truthful and meaningful communication.
- **To Develop Managerial, Leadership & Entrepreneurial Competence:** Prepare students to lead teams, manage media projects, and explore entrepreneurial opportunities in digital media, production, and communication-related ventures.
- **To Prepare Students for Dynamic Corporate & Startup Ecosystems:** Train students to adapt to evolving media technologies, industry trends, digital platforms, and collaborative work environments essential for success in corporate, agency, freelance, and startup domains.
- **To Promote Research Orientation & Lifelong Learning:** Instill a spirit of inquiry, research-based thinking, and continuous learning to help students remain relevant and future-ready in the rapidly changing media landscape.

Eligibility Criteria

- Pass in 12th class of 10+2 of CBSE or equivalent with a minimum of 50% marks in aggregate and must also have passed English (core or elective or functional) as a subject.
- The qualifying examination must include four subjects (one language and three electives)
- Admissions are open to students from related academic backgrounds, in line with university norms

Turning Learners into Confident Media Creators : An immersive pedagogical approach to learning

BA(JMC) programme at TIPS, Dwarka follows unique pedagogical approach that blends immersive practice with foundational knowledge. Through real-world projects, field exposure, and guided newsroom simulations, students develop the skills and confidence to excel in today's dynamic media landscape.

Inkspire Club

InkSpire Club provides a creative and dynamic platform for students interested in exploring the world of print media. Whether it's writing articles, designing layouts, or understanding the intricacies of the publishing process, the club offers students an opportunity to hone their skills in a hands-on environment.

Skill Development: The club offers extensive opportunities to sharpen writing, editing, and graphic design abilities. From mastering the basics of typography to strengthening journalistic skills and exploring visual storytelling, members grow both creatively and professionally.

Workshops and Guest Sessions: Regular workshops, guest lectures, and training sessions by industry experts provide students with valuable insights into journalism, print design, and emerging digital publishing trends, enriching their learning experience.

Real-World Exposure: Through hands-on involvement in real print and digital media projects, students gain practical experience in producing professional-quality publications, helping them build a strong, industry-ready portfolio for careers in journalism, publishing, and design.

Outcomes: Students produce *Voice of Trinity* (the monthly online newspaper) and *Trinity Times* (the annual newsletter), along with magazines, brochures, event collaterals, and other creative publications.



MediaSync Club

MediaSync Club is a student-driven initiative aimed at providing a platform for students to explore, learn, and experiment with various aspects of electronic media, including radio, digital broadcasting, multimedia production, content creation, film-making, and more. The club offers a creative and collaborative environment where students can enhance their skills, develop practical knowledge, and engage with the rapidly evolving world of media technologies.

Through workshops, events, and hands-on experience, MediaSync Club serves as a launchpad for students passionate about electronic media, fostering innovation, teamwork, and technical expertise. The club also serves as a forum for discussing media trends, issues, and the role of technology in shaping modern communication. The club provide students with the tools, knowledge, and opportunities to develop expertise in the field of electronic media, while fostering creativity, collaboration, and critical thinking in a dynamic and evolving digital landscape.

Skill Development in Media Production: Students build core abilities in video, audio, photography, scriptwriting, and broadcasting, supported by hands-on training with industry-standard software and equipment.

Creativity & Innovation: Learners create original multimedia projects and explore diverse formats, encouraging experimentation and creative expression.

Collaboration & Teamwork: Group projects, peer learning, and workshops strengthen teamwork, communication, and shared problem-solving skills.

Industry Awareness: Expert talks and interactive sessions keep students updated on emerging media trends and technologies.

Communication & Storytelling: Students refine cross-platform storytelling skills and develop ethical, thoughtful communication practices.

Media Literacy & Responsibility: The programme promotes responsible media use, awareness of digital rights, ethics, and media's societal impact.

Outcome: Students produce weekly news videos covering news events, podcasts, short films, TVCs, reels and other promotional content



Department Highlights: Empowering Students Through Research, Skills and Field Exposure

Skill Enhancement Courses

Along with Skill Enhancement courses which are part of the curriculum Trinity Institute of Professional Studies actively adopts **skill enhancement for BA(JMC) students** through hands-on training in multimedia storytelling, digital content creation, video editing, and social media strategy, ensuring they graduate as industry-ready communicators. The college complements classroom learning with workshops, studio sessions, and real-world projects that build practical expertise aligned with current media trends.



Industrial visits

Industrial visits at TIPS offer BA(JMC) students direct exposure to news channels, production studios, advertising agencies, and leading media organizations. These visits help them observe real industry workflows, interact with professionals, and meaningfully connect classroom learning with practical media operations.



Industry Expert Sessions

The BA(JMC) programme at TIPS integrates regular industry expert sessions to bridge academic learning with professional media practices. Renowned journalists, editors, filmmakers, content creators, and communication specialists are invited to share real-world insights, emerging trends, and practical strategies shaping today's media landscape. Through interactive discussions, demonstrations, and case-based learning, students gain a



deeper understanding of newsroom operations, digital storytelling, media ethics, audience engagement, and content innovation. These sessions not only broaden industry awareness but also inspire students to refine their skills, expand their networks, and prepare confidently for diverse careers in journalism and mass communication.

Research Publications & Student Authorship

The BA(JMC) programme at TIPS actively nurtures a research-oriented mindset, encouraging students to explore contemporary media issues and contribute original scholarly work. Many students present and publish research papers in conferences, edited books, and academic journals, showcasing their analytical thinking and academic rigor. In addition, several learners have authored books and creative publications, reflecting their ability to blend research, storytelling, and innovation. These achievements not only strengthen their academic profile but also highlight the institute's commitment to cultivating informed, thoughtful, and future-ready media professionals.



Presentations & Group Discussions

The BA(JMC) programme at TIPS places strong emphasis on developing students' communication, analytical, and public-speaking skills through regular presentations and group discussions. These activities encourage learners to research media issues, articulate informed viewpoints, and engage in structured dialogue with peers. By presenting case studies, debating current affairs, and



collaborating on thematic topics, students enhance their critical thinking, teamwork, and confidence. This continuous practice prepares them to express ideas effectively, defend perspectives professionally, and excel in academic, newsroom, and corporate communication environments.

Skill-Building Through Creative Engagement

TIPS offers a dynamic range of activities that enrich the BA(JMC) learning experience and foster creative expression. Events such as the **Mock Press Conference** allow students to step into real PR and newsroom roles, sharpen questioning skills, and understand live media dynamics. **Hindi Pakhwada** celebrates linguistic heritage through writing, poetry, and storytelling competitions, encouraging students to embrace cultural identity. Platforms like **Abhivyakti** provide space for public speaking, debates, and performance-based expression, helping students build confidence and articulation. **Kissa Goi**, focused on storytelling traditions, nurtures imagination, narrative craft, and presentation skills. Collectively, these activities enhance communication abilities, cultural awareness, critical thinking, and creative confidence —preparing students for diverse roles in media and communication.

Pixclusive – The Flagship Photography Showcase

Pixclusive is the signature photography event of the BA(JMC) programme at TIPS, designed to celebrate visual storytelling, creativity, and technical excellence. The event provides a vibrant platform for students to exhibit their photographic talent through curated themes, live photo challenges, and display galleries. Participants explore diverse genres — portrait, street, landscape, documentary, and creative conceptual photography —while receiving constructive feedback from faculty and industry experts.

Pixclusive not only nurtures artistic vision but also strengthens students' skills in composition, lighting, framing, and digital editing. The event fosters healthy competition, encourages experimentation, and builds confidence as budding photographers present their work to a wide audience. As a flagship showcase, Pixclusive embodies the spirit of innovation and expression at TIPS,



inspiring learners to capture stories that resonate and create impactful visual narratives.

Social Responsibility Initiatives

As part of its holistic approach to media education, TIPS encourages BA(JMC) students to participate in meaningful community outreach activities. Visits to orphanages and old-age homes help students develop empathy, social awareness, and a deeper understanding of diverse human experiences—essential qualities for responsible media professionals. Additionally, participation in community drives, such as cleanliness campaigns, donation initiatives, and awareness rallies, fosters civic responsibility and teamwork. These engagements not only instill a sense of compassion and service but also broaden students' perspectives, enabling them to connect societal realities with their future roles in journalism and communication.



Summer internships, Placements & Career Pathways

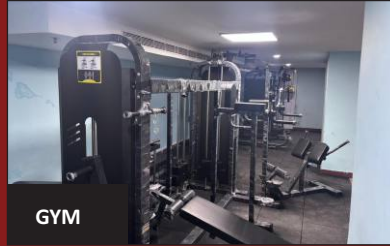
The BA(JMC) programme at TIPS places strong emphasis on preparing students for rewarding careers in the media and communication industry. **Summer internships** form a key component of this journey, offering students hands-on experience in newsrooms, digital media companies, production houses, PR agencies, and advertising firms. These internships allow learners to apply classroom knowledge in real-world settings, build professional portfolios, and gain clarity about their career interests.

The institute's **placement support system** further strengthens students' transition into the industry. Through career guidance sessions, resume-building workshops, interview preparation, and recruiter interactions, students receive comprehensive assistance to pursue roles across journalism, broadcasting, digital content creation, corporate communication, advertising, and public relations.

With exposure to industry practices and a nurturing professional ecosystem, students graduate with the confidence, skills, and direction needed to explore diverse **career pathways** and establish themselves as competent media professionals.



Infrastructure and Facilities



The institution provides a well-equipped academic environment that supports technology-enabled and research-oriented learning.

Facilities include:

- Modern, centrally air-conditioned 8-floor campus designed for a comfortable learning environment.
- ICT-enabled classrooms with projectors and smart panels
- Advanced computer labs equipped with the latest software for hands-on practical learning.

- Fully automated library integrated with DELNET and KOHA for easy access to extensive academic resources.
- Plagiarism-check facilities available to support student research and project work.
- Campus secured with CCTV surveillance for enhanced safety and security.
- Well-equipped gym and indoor sports facilities including Carrom, Chess, and Table Tennis.
- Two cafeterias and a Nescafé outlet available for student convenience and refreshments.

Fee Structure & Scholarships

The fee structure for the Bachelor of Arts in Journalism & Mass Communication programme is designed in accordance with the norms prescribed by Guru Gobind Singh Indraprastha University (GGSIPIU) and regulatory authorities, ensuring transparency and academic value.

Scan QR for the Fee Details given below:



Mode of Payment

- Online payment via institute portal
- Demand Draft in favour of *Trinity Institute of Professional Studies, New Delhi*

Scholarships & Financial Support

Trinity Institute of Professional Studies actively promotes inclusive education by offering:

- Merit-based scholarships for academic excellence
- Financial assistance schemes for deserving candidates
- Institutional guidance for education loans (HDFC tie-up available)

These initiatives ensure that financial constraints do not hinder access to quality education.

OUR TOPPERS



DIVYA DUA
2022-25(Shift 1)
CGPA: 9.461



VANISHA BHATNAGAR
2022-25(Shift 2)
CGPA: 9.461



TIA CHHARIA
2023-26(Shift 1)
CGPA: 9.540



KANAL AGGARWAL
2023-26(Shift 2)
CGPA: 9.680



SUDHANSHU
2024-28(Shift 1)
CGPA: 9.766



KHUSHI KUMARI
2024-28(Shift 2)
CGPA: 9.426

Placement Excellence & Career Success

Trinity provides a structured placement ecosystem focused on professional readiness and career development.

Preparation includes:

- Mock interviews and resume-building sessions
- Career mentoring and professional guidance
- Communication and GD training

Students are prepared for careers in:

- Journalist / Reporter • News Anchor / TV Presenter • Content Writer / Copywriter • Social Media Manager • Digital Marketing Executive • Public Relations Executive • Corporate Communications Officer • Video Editor / Cinematographer • Radio Jockey (RJ) / Podcast Host • Advertising & Creative Strategist • Influencer / Content Creator • Scriptwriter / Storyboard Artist • Media Researcher / Communication Analyst • Event & Brand Promotions Executive

Activities such as placement training sessions and evaluation-based assessments ensure students develop confidence, clarity, and corporate readiness.

PACKAGE

20 LPA
HIGHEST PACKAGE

4.5 LPA
AVERAGE PACKAGE

Our Top Recruiters



Our Star Alumni



ALUMNI ENGAGEMENT & PROFESSIONAL INTEGRATION

We leverage our robust alumni network to bridge the gap between classroom learning and industry reality through several high-impact initiatives:

- **STAY CONNECTED THROUGH ALMA CONNECT:** The institute has also adopted platforms like Alma Connect, to strengthen alumni relations and maintain continuous engagement with former students worldwide.
- **Alumni interactive sessions at TIPS** serve as an inspiring platform for BAJMC students to learn directly from graduates who are now working across newsrooms, production houses, digital media platforms, PR firms, and advertising agencies. Through engaging discussions, career talks, and experience-sharing interactions, alumni offer practical guidance on industry expectations, emerging opportunities, and the skills required to succeed in the rapidly evolving media ecosystem. These sessions not only strengthen the institute's professional network but also motivate students to chart clear career pathways, build confidence, and envision their future roles in journalism and mass communication.



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

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