

## MASS MEDIA @ MET

Dreaming of a career in TV, Films, Multimedia Journalism or Advertising? Here's your big chance. TV Channels, Production & Publishing houses, Advertising agencies are looking for sharp minds, trained in all aspects of their businesses - creative, technical and managerial functions. This unique combination is now offered by [MET Institute of Mass Media](#) says **Mayura Amarkant**.

### India's first and only premiere M School...

[MET Institute of Mass Media](#) is India's first and only premiere M School. Its full time programme trains its students to look beyond the obvious. The programme content covers creative, technical, managerial and business aspects of the sector. The methodology of study focuses on hands-on project work individually and in groups. The faculty consists of hard-core professionals from industry

and not just academicians. The state-of-the-art infrastructure available to students is what the best of the professionals in industry use today. And the environment at the Institute is designed to promote creativity, learning and growth.

#### What makes this programme unique?

- Learn from professionals, not professors
- Syllabus devised by professionals who will hire you
- Practical hands-on training
- Campus placements with the most reputed companies
- Start-up salary higher than the norm
- State-of-the-art equipment and facilities
- Free laptop to every student loaded with various mass-media software tools

**Industry Specialisations in:** [Advertising and Media Management](#), [Multimedia Journalism \(TV, Print, Web\)](#) and [Entertainment Industry \(TV and Film\)](#). The objective is to train young minds to become media professionals and not mere technicians. The programme will sharpen the student's ability to handle the uncertainties and pressures of demanding business/ clients/ timelines, your initiative and creativity in finding solutions and the ability to think on one's feet.

### Learn from Professionals not professors

Your Guru could be your future boss - Prominent professionals from the industry e.g. Ayaz Memon, Samar Nakhate, Rupali Mehraa, Patricia Chandrasekhar, Khalid Mohammed, Dr. Raja Shastri, Rajesh Pant, John Mathew Mathan and Shukla Das amongst eminent others, will share experiences and inputs with you. It is these same people who rule the media world today. "The experts heading the specialisations and the empanelled experts and faculty are industry professionals who bring in a rich experience of many years. Thus the training that will be imparted will be purely industry-led and practically relevant." Says [Sunil Karve](#), Founder Trustee and Vice Chairman, MET League of Colleges.

### Simulation-based training

Says Isaac Jacob, Director - [MET Institute of Mass Media](#), "The Convergence of Media with its problems and opportunities cannot be solved with already known solutions. Hence it is important for newer, better, more efficient technologies and media platforms to be developed creatively to meet these challenges. Every

medium is rapidly evolving to deliver greater benefits to an ever-increasing media hungry audience. Herein lies the great opportunity for aspiring mass media students who wish to learn and grasp the excellent career opportunities this sector offers.” You will function as a virtual advertising agency, production unit and publishing house. You will thus be trained on real equipment and will be equipped to manage the work and workforce in a real, high stress environment of a media unit.

#### **The best infrastructure**

[MET Institute of Mass Media's](#) infrastructure is comparable only to professionally-run national and international organisations across the world. The institute is equipped with a professionally designed 'shooting floor' equipped with digital multi camera; online control room with mixers, monitors and digital recorders; post production editing suite; recording suite with latest acoustic facilities; e-enabled media library; creativity room, discussion rooms etc. The air-conditioned classrooms are equipped with the latest audiovisual facilities.

---

**Mayura Amarkant, In-charge PR (ext) and Faculty MET League of Colleges has authored this article.**