

**Indian Institute of Mass Communication (IIMC)**  
**Admission Notice for LATERAL ENTRY to**  
**M.A. in New Media Communications (MA-NMC) at**  
**Delhi, Jammu, Kottayam and Aizawl**

**ACADEMIC SESSION 2026–27**

Applications are invited from eligible candidates for **lateral entry to the Second Year (III Semester)** of the **M.A. in New Media and Communications (MA-NMC)** programme at IIMC, Delhi, Jammu, Kottayam and Aizawl for the academic session **2026–27**.

**Number of Seats: Category-wise Distribution (as per Government of India Reservation Policy)**

S.No.	IIMC Centres	Vacant seats
1.	Aizawl	16 (UR:07); (OBC-NCL:04); (SC: 02); (ST:01); (EWS:02)
2.	New Delhi	01 (UR)
3.	Jammu	10 (UR:03); (OBC-NCL:03); (SC: 02); (ST:01); (EWS:01)
4.	Kottayam	21 (UR:08); (OBC-NCL:6); (SC: 03); (ST:02); (EWS:02)

**Eligibility Criteria**

Candidates must have fulfilled **any one** of the following conditions:

- Successfully completed IIMC's **Post Graduate Diploma (PGD)** in:
    - Digital Media
    - Multimedia Journalism
    - Journalism (English or Hindi Journalism)
    - Advertising and Public Relations
- OR,
- Completed **First Year (Semester I & II)** of any **MA programme at IIMC** or its regional campuses
- OR
- Completed **First Year (Semester I & II)** of **MA in Journalism and Mass Communication** or equivalent programme from any recognised university established by an act of parliament or state assembly.

**Mode of Application**

- Applications can be submitted **online (through Google Form)** and **offline** by post
- The application form may be downloaded from the IIMC website. The duly filled-in application form, along with the required documents and proof of payment of the application fee, should be sent by registered post to the following address:  
**The Admission Incharge**  
**Indian Institute of Mass Communication**  
**Aruna Asaf Ali Marg, New JNU Campus,**  
**New Delhi - 110067**

**Application Fee:**

- **UR: Rs. 1500/-**
- **General-EWS/OBC-NCL/SC/ST: 1000/**

**Important Dates**

- **Availability of Application Form on IIMC's website:** 17 June 2026
- **Last Date for Submission:** 22 June 2026
- **Entrance Test Date:** 30 June 2026

**Entrance Examination**

- Duration: **2 Hours**
- Centres:
  - IIMC New Delhi
  - All IIMC Regional Campuses

Selection will be based on **merit in the entrance test.**

**The entrance examination for lateral entry to the second year of the MA in New Media Communications (MA-NMC) programme will assess the candidate's knowledge, aptitude, analytical ability, creativity, and communication skills in the following areas:**

- Communication in Digital Age: Concept and Theories
- Characteristics of New Media
- Media Literacy, Fact Checking and Verification
- Online Journalism and Social Media for Communication
- Educational Communication and Technology
- Development: Concept and Process
- Digital Marketing and PR
- Digital Photography
- Digital Storytelling and Multimedia Content Creation
- Data Journalism and Infographics
- Artificial Intelligence and Prompt Engineering
- Media Laws and Ethics
- Digital Diplomacy
- Visual Cultures, Practices & Documentation in the Digital Age
- Political Communication
- E-Governance

**Programme Fee**

Total Fee for Second Year (III & IV Semesters): **Rs. 1,75,000/-**

- III Semester: Rs. 94,000/-
- IV Semester: Rs. 81,000/-

**How to Apply**

- Application forms will be available on the official website of IIMC. Candidates are advised to carefully read the instructions before applying.
- Link to fill online form: <https://forms.gle/JZk4kFVjtobyZhRLA>

**Important**

For payment of application fee, following is the SBI bank account details of IIMC:

**Name of Account Holder: IIMC STUDENT TUITION FEE**

**Account No.: 40321700691**

**Name of Bank: State Bank of India,**

**Branch: RK Puram Sector - 1**

**IFSC: SBIN0001076**

**Important Notes**

- Admission will be strictly based on merit and reservation norms of the Government of India.
- Candidates must produce original documents at the time of admission.
- Lateral entry in case of other recognised university is subject to approval by the equivalence/competent academic authority.
- For any enquiry or help, please contact: 011-26742920/40/60/9871500330 (Extn. 233). Email: [newmediaiimc2025@gmail.com](mailto:newmediaiimc2025@gmail.com) / [admissions@iimc.gov.in](mailto:admissions@iimc.gov.in)

**Admission Incharge**

IIMC, New Delhi