

BJMC Program details:

Bachelor of Journalism and Mass Communication (BJMC) provides opportunities to students to study variety of subjects in the field of mass communications ranging from print, online, web and broadcast media. This course has divided into six semesters in duration of 3 years; BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professionals who are at par with the media industry. We provides highly professional environment such as *community radio station, Newsroom studio* to the broadcast media aspirants. We also provides highly equipped media lab for editing and designing news for electronic as well as print media. The program follows CBCS (Choice Based Credit System) which encourages inter-disciplinary approach allowing student to choose any subject of their choice offered by various departments. This allows students to get a Major degree in Journalism and Mass Communications along with a Minor degree in their chosen subject.

➤ Program Educational objectives (PEO)

PEO 1: To equip students with the knowledge and essentials skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.

PEO 2: After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.

PEO 3: The course will open avenues for students to pursue the career in Print and Electronic, Radio and TV Production, Films, Integrated Marketing, Advertising, etc.

PEO 4: Students are provided with a holistic view of the subject in a gradual and progressive manner so, as to allow them the time to understand the key concepts and principles.

PEO 5: The LCD projector in class helps the students to see the latest movies and educational CDs related with their professionals subjects.

MJMC Program Details:

It is a two years course which trains students in various domains of mass communication like print journalism, broadcast Journalism both radio and television, advertising, Public relations, and event management. Special emphasis is given on research in media and communication studies, and students are encouraged to conduct research in order to understand social problems and formulate their solution and also encouraged to share their knowledge through writing research papers. This MJMC course spread over four semesters. The course provides an opportunity for students to get training and knowledge in various fields such as Print Journalism, Broadcast Journalism, Web Journalism, Public Relations and Media Management etc. It also inculcates cognition to understand media, society and culture in order to socialize students

towards a utopia. The students are also guided to conduct developmental research and write a research report, i.e., dissertation on their chosen field of specialization.

Making, Script Writing, Event Management, Radio, Photography, Cinematography.

➤ **Program Educational objectives (PEO)**

PEO 1: The course is designed to provide students with an overall development and exposure to various aspects of media, including ten predominant fields of mass communication.

PEO 2: To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.

PEO 3: To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essentials for various media platforms.

PEO 4: Core modules of the course are: Communication theories and models, Television production and writing, Radio production, Public relations, Advertising, Media Ethics and law.

[Post graduate Diploma in Journalism and Mass Communication \(PGDJMC\)](#)

It is a one year course which trains students in various domains of mass communication like print journalism, broadcast Journalism both radio and television, advertising, Public relations, and Media management. Special emphasis is given on Journalism such as reporting and editing both television and newspaper, and students are trained in order to gather information and write that information in a news format. Students are also trained to design and edit news paper page. This PGDJMC course spread over two semesters. The course provides an opportunity for students to get training and knowledge in various fields such as Print Journalism, Broadcast Journalism, Web Journalism, Public Relations and Media Management etc.

➤ **Program Educational objectives (PEO)**

PEO 1: In this course, students will learn journalism impacts such as private lives, public policy, and the context of the contemporary convergence of multimedia.

PEO 2: This course focuses on three major areas of journalism such as news, broadcasting, and newspaper reporting including internet and magazines.

PEO 3: This course is the academic study of various means of communication by which individuals and entities convey information to large segments of the population through mass media.

Ph.D. in Journalism and Mass Communication

Ph.D. in Journalism and Mass Communication is a doctoral-level degree course in mass communication. The main aim of this program is to train professionals and teachers in the chosen area of their study to provide new and original insights. The minimum eligibility criteria required for the course is Master's degree in the same field with minimum score of 55%.

Course generally involves Journalism, Mass Communication, Electronic Media, New Media and Media studies. Candidates develop their theoretical and methodological knowledge to mass communication and the related research. It includes new media and media studies which provide students with solid foundation in the discipline through exploration and methods that shape the scope of advanced research in journalism. The course teaches candidates about research methods by learning to evaluate and use documents from a variety of sources.

➤ **Program Educational objectives (PEO)**

PEO 1: Candidates develop their theoretical and methodological knowledge to mass communication and related research.

PEO 2: It includes new media and media studies which provide students with solid foundation in the discipline through exploration and methods that shape the scope of advanced research in journalism.

PEO 3: It focuses on delivering doctoral level research and understanding of the subjects to the students.