

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 Specific Outcomes (PSO)**

PSO 1: Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.

PSO 2: The course is a solid foundation program which follows an all-encompassing theoretical and hands-on approach in communication and media.

PSO 3: The ability to report in depth, using a wide variety of sources to provide context, accuracy, and balance.

PSO 4: The ability to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.

PSO 5: An understanding of the roles and duties of journalism in society, and recognition of the legal and more implications of their work.

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 Specific Outcomes (PSO)

PSO 1: Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.

PSO 2: Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

PSO 3: he purpose of the subject like 'Relation between media and society' is to transmit the communication culture and influence the thinking of massive numbers of individuals.

PSO 4: The ability to carry out journalistic research and interviews and prepare functional content for news media outlets.

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 Specific Outcomes (PSO)

PSO 1: Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.

PSO 2: In basic discussion, students address the future of this field, historical development, changing strategies, and new technologies.

PSO 3: The ability to produce stories that are clear and concise and engage the audience's attention.

PSO 4: The ability to speak and write in a sophisticated way about an area of study outside journalism.

PSO 5: Students can also go for further higher degrees after it and for job promotions and increasing educational qualifications.

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 Specific Outcomes (PSO)**

PSO 1: The course teaches candidates about research methods by learning to evaluate and use documents from a variety of sources.

PSO 2: The ability to meet deadlines and competently use technology appropriate to the medium of communication.

PSO 3: The ability to carry out journalistic research and interviews and prepare functional content for news media.

PSO 4: A doctoral level course in the respective domain is structured to involve students in the in-depth and detailed study of the subject so, as to inculcate the sense of research require at this level of academic certification.

PSO 5: One can choose to work as Researcher, Marketing expert, Content developer, and also look for a career as an Academic expert.