

MASTER IN
JOURNALISM & MASS
COMMUNICATION

BACHELOR IN
JOURNALISM & MASS
COMMUNICATION



BGU
BIRLA GLOBAL
UNIVERSITY

SCHOOL OF COMMUNICATION



PURSUE A DYNAMIC CAREER WITH MAJMC BAJMC





Late Dr. (Smt.) Sarala Birla & Syt. B.K. Birla

To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth

ABOUT BIRLA GLOBAL UNIVERSITY

Birla Global University(BGU) is a self-financed private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015 with its main campus spread over an area of nearly 30 acres of land in Gothapatna village under Bhubaneswar city limits. As per the Act the management of the university is carried out by a Board of Governors headed by Smt. Jayshree Mohta, Chairperson, Birla Academy of Art & Culture being the main promoter of Birla Global University. However, Honorable Governor of Odisha is the Chancellor of the University.

The University has been established with a goal to be the best destination for aspiring new-age communicators. It is committed to redefine 'quality' in mass-communication education with state of the art facilities, best of the infrastructures and finest of faculty members. Presently, the University operates with four schools i.e.

1. School of Management offering **MBA and BBA (Honours)**
2. School of Communication offering **MA in Journalism & Mass Communication (MAJMC)** and **BA in Journalism & Mass Communication (BAJMC)**
3. School of Commerce offering **M.Com & B.Com**
4. School of Social Sciences & Humanities offering **MA in Economics**

The university plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and research programmes. In fact, the core strength of the university is its commitment towards research and development. The university, this way, aims at catering to the need of the young mass of the country and to take Odisha to the global arena in the sphere of higher education.



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About the Programmes

A skill-driven, competency- based learning programme, our Journalism and Mass Communication course provides modern audio visual facilities for production of formats such as news, panel discussion etc. We have active partnership with media houses for hands on training and exposure to industry's best practices. Our Industry employability enhancement programme empowers students for suitable job placements. Community radio station and TV station is also on the anvil. All this is being done with the prime focus to give a high level of practical exposure to the students and to make them fit for the industry.

A degree in mass communication from Birla Global University, opens up opportunities in Journalism, Public relations and Advertising, as a lucrative career.



Vision

The vision of the university is to disseminate knowledge based education, a leader in the field of research oriented activities and global leader in the high quality education providing excellence and values in the field of higher education.

Mission

The avowed mission of the university is to develop scholars committed to the high ideals and search for the knowledge achievement of success in their career. The university in the field of higher education would provide the knowledge to the students to excel in the fields of research, innovation and entrepreneurship development besides a steady career path.



MAJMC

MASTER IN JOURNALISM & MASS COMMUNICATION



An Introduction

Mass communication worldwide is progressing at a dizzying speed. The state of the art communications hardware, evolving information technology and the internet have completely changed the rules of the game. The communication revolution is upon us, with all the potential of enabling us to close the information gap with more advanced societies, reducing disparities within our country and generating major social change.

India's mediascape indicates that mass media in the world's second most populous country is truly unique. Unlike in the developed countries of the West, in India, all mass media –print, television, radio, cinema and the internet –have been growing simultaneously and are expected to continue to grow in the foreseeable future. The media industry in India is growing in leaps and bounds. According to FICCI-KPMG report (2016), Indian media and entertainment is set to reach Rs 2,260 billion by 2020. India will outpace overall growth in entertainment and media spending both across Asia-Pacific and globally through 2018(PwC 2016).

The field seems to be transcending into an unmatched growth and along with it the option of its pursuers to have a dynamic career.

MAJMC COURSE STRUCTURE

Semester-1

MAJMC101	Introduction to Mass Comm.
MAJMC102	Reporting Print media
MAJMC103	Editing & Page Design Print Media
MAJMC104	Media History, Law & Ethics
MAJMC105	Global Journalism
MAJMC106	Business Communication
MAJMC107	Media & Terrorism
MAJMC108	Practical - Reporting, Editing, Page Design

Semester-2

MAJMC201	TV& Radio Journalism
MAJMC202	Professional Writing
MAJMC203	Development Communication
MAJMC204	Online Journalism
MAJMC205	International & Intercultural Communication
MAJMC206	Comparative History of World Journalism
MAJMC207	Media Literacy
MAJMC208	Practical - Television, Radio, Online

Semester-3

MAJMC301	Public Relations
MAJMC302	Advertising
MAJMC303	Management
MAJMC304	Society & Culture
MAJMC305	Communication Research
MAJMC306	Media
MAJMC307	Human Rights & Media
MAJMC308	Local-Public Relations, Advertising

Semester-4

MAJMC401	Photography & Photojournalism
MAJMC402	Specialisation (any one) • Print Journalism • Broadcast Journalism • Advertising & Corporate Communication • New Media
MAJMC403	Dissertation
MAJMC404	Seminar Paper Presentation
MAJMC405	Internship
MAJMC406	Event Management
MAJMC407	Political Communication





BAJMC

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BAJMC COURSE STRUCTURE

PROGRAMME OBJECTIVES

- To impart quality journalism education and provide a strong knowledge base so as to create market ready media professional, capable of taking any challenge in pursuit of their career.
- To equip participants with all skills required to face real life situations of the media world.
- To conduct primary and secondary researches and contribute to the pool of knowledge through publications.
- To publish journals, working papers, books and reports based on the quality research carried out by the faculty.
- To associate with leading institutions around the world for various academic purposes to support growth and pursue excellence.
- To provide knowledge sharing environment for discussions and other activities like conferences and seminars to contribute to academic development.

The courses offered in this programme are meticulously drafted and are subsequently reviewed and revised at regular intervals by the industry and academia experts, thus infusing it with valuable inputs for learning contemporary journalistic styles and techniques

Semester-1	
Core	• Fundamentals of Communication. • Reporting for Mass Media
AEC	Communicative English-I
SEC	Photography & Photo journalism
DSE	
GE	Fundamentals of Financial Management

Semester-3	
Core	• Media History • Advertising • Int'l. & Intercultural Communication
AEC	
SEC	Printing Technology, Layout & Design
DSE	
GE	Human Resource Management

Semester-5	
Core	• Media Management • Media Laws & Ethics
AEC	
SEC	Seminar Paper Presentation
DSE	• Global Media & Politics • Media, Gender & Human Rights
GE	

Semester-2	
Core	• Editing • Broadcast Journalism
AEC	Communicative English-II
SEC	TV & Radio Programme production
DSE	
GE	Essentials of Marketing Management & Promotion

Semester-4	
Core	• Fundamentals of New Media • Development Communication • Public Relations
AEC	
SEC	Documentary Film Production
DSE	
GE	Managerial Economics

Semester-6	
Core	• Communication Research • Event Management
AEC	
SEC	• Project Work
DSE	• Film Studies • Folk Media
GE	

Admission Selection Process/Eligibility.

MAJMC

A recognised bachelor's degree in any discipline. Candidates appearing in final examinations of bachelor's degree can also apply. Eligible candidates will be required to submit application form in prescribed format. (Can apply online by visiting www.bgu.ac.in) Eligible applicants would be called for entrance test/Written Test followed by Personal Interview. Students would be admitted based on the performance in the test and Personal Interview.

BAJMC

The Candidate should have passed 10+2 from Indian School System. Candidates appearing in final examinations can also apply. Shortlisted candidates will be required to submit application form in prescribed format. (Can apply online by visiting www.bgu.ac.in) Eligible applicants would be called for Entrance test/Written Test and Personal Interview. Students would be admitted based on the performance in the written test and Personal Interview.



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