

BJMC (Bachelor of Journalism and Mass Communication) programme offered in the Faculty of Journalism and Communication (FJC), The Maharaja Sayajirao University of Baroda (MSUB), Vadodara.

Course outline and other details:

Course objective: To groom young, skilled workforce for the Journalism and Mass Communication work sector.

Duration of programme: Three years (Six semesters).

Eligibility for admission: Candidates from any stream who have cleared twelfth standard examination in the 10+2 pattern from legitimate Boards -- with minimum 45 % aggregate marks. 5% relaxation for candidates from reserved categories.

Intake-number of seats (including reservation as per Government of Gujarat rules): Thirty-five; based on written entrance test.

The following criteria for reserved seats would be observed as per Government of Gujarat rules: Scheduled castes (SC): 7%, Scheduled tribes (ST): 15%, Socially and Economically Backward Classes (SEBC): 27%, Economically Weaker Section (EWS) 10%

Admission procedure: As per FJC and MSUB rules, registering and applying online on MSU admissions portal, and following through with the entire procedure.

Entrance Test: The admission to BJMC Programme is through an entrance written test. The entrance test will evaluate the proficiency of the candidates in English language, as also awareness of current affairs /general knowledge in context of Communication and Media Studies. The general components of the written entrance test (total 100 marks) would comprise essay writing and short notes (60 marks) to evaluate level of awareness, depth of understanding and skills of expression, and different sets of objective questions (40 marks) to test command over spelling, vocabulary, and level/standard of information base.

Please Note: Students taking admission in any programme in the M.S. University of Baroda have to mandatorily undergo Thalassaemia blood test before the commencement of the first semester examination. For any further information Faculty office may be contacted.

Course fees: HPP type: Rs. 48,140/- per year – payable as per the University rules

Nomenclature of the Course/Programme: Bachelor of Journalism and Mass Communication (BJMC)

Passing Scheme: Courses/Papers outlined in the programme are encoded and integrated into the Examination Section framework, and evaluation system, as well as passing scheme is as per University rules of CBCS pattern.

Essentially: 70 % University Assessment (UA), and 30% Internal Assessment (IA).

Attendance requirement: Every student is required to maintain at least 80 % attendance in each course.

Academic structure and contents of programme: All subjects would be dealt with beginning at fundamental level and building up the content in appropriate and contextual progression over the six semesters (three units per subject).

All details/instructions are posted on official website of the University (under Faculty tab), periodically.

This programme is of 125 credits panning out over 6 semesters: Total number of Courses/Paper heads: 41

Credits for Theory Papers per Semester 12 credits x 6 semesters = 72 Credits	Core[C] Courses/Papers: 10 Weightage: 65% (theory) Number of credits: 30	Foundation[F] Courses/Papers: 4 Weightage: 10% Number of credits: 12	Allied [A] Courses/Papers: 6 Weightage: 15% Number of credits: 18	Elective[E] Courses/Papers: 4 Weightage: 10% Number of credits: 12
Credits for Practical work 9 credits x 5 semester=45 +8 credits in last semester =53 credits	<p style="text-align: center;">Total number of Theory papers =24 Total number of Practicum papers= 18</p> <p>Practicum 1 and 2 would be Field/Empirical based, Practicum 3 would be self-study/reflection based.</p>			
Total Credits = 125				

Semester - wise distribution of Subjects Courses/Papers: 3 curriculum units in each course

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Paper I Orientation to Societal Processes I – Political Science and Sociology [F] 3 credits	Paper I Orientation to Societal Processes II- Psychology and Economics [F] 3 credits	Paper I Orientation to Societal Processes III – Sensitisation to Developmental Issues [A] 3 credits	Paper I Orientation to Societal Processes IV- Computer Skills Competencies [A] 3 credits	Paper I Orientation to Societal Processes V- Human Rights and Media [C] 3 credits	Paper I Orientation to Societal Processes VI- Media Popular Culture [C] 3 credits
Paper II Language and Writing Skills I- Perspective of Environment [F] 3 credits	Paper II Language and Writing Skills II- Perspective of Gender Issues [F] 3 credits	Paper II Language and Writing Skills III- Perspective of Performing Arts [A] 3 credits	Paper II Language and Writing Skills IV- Perspective of Fine Arts [A] 3 credits	Paper II Language and Writing Skills V- Perspective of Journalistic Writing [C] 3 credits	Paper II Language and Writing Skills VI- Perspective of Writing for Digital Platforms [C] 3 credits
Paper III Understanding a Medium I - Print - Perspective of Languages [A] 3 credits	Paper III Understanding a Medium II – Radio- Perspective of Languages [A] 3 credits	Paper III Understanding a Medium III- Television [C] 3 credits	Paper III Understanding a Medium IV- Popular Cinema [C] 3 credits	Paper III Understanding a Medium V- Digital Media [C] 3 credits	Paper III Understanding a Medium VI- E-environment [C] 3 credits
Paper IV Scope of Media Usage I –Advertising [C] 3 credits	Paper IV Scope of Media Usage II – Public Relations [C] 3 credits	Paper IV Scope of Media Usage III- Corporate Communications [E] 3 credits	Paper IV Scope of Media Usage IV- Development Sector [E] 3 credits	Paper IV Scope of Media Usage V -Translation and Current Affairs Analysis [E] 3 credits	Paper IV Scope of Media Usage VI- Research-Field Work [E] 3 credits

Unitisation outlines of Semester I and II:

Semester I:

Paper I: Orientation to Societal Processes I – Political Science and Sociology

Unit 1: Basic understanding of Political Science

Unit 2: Basic understanding of Sociology

Unit 3: Interdisciplinary approaches in context of media processes

Paper II: Language and Writing Skills I- Perspective of Environment

Unit 1: Understanding Environment

Unit 2: Critiquing Current Writings on Environment

Unit 3: Evolving relevant Writings on Environmental Issues

Paper III: Understanding a Medium I - Print –Perspective of Languages

Unit 1: Understanding Print medium

Unit 2: Critiquing current formats of writing in different languages in Print Media

Unit 3: Evolving relevant writing competencies for Print Media

Paper IV: Scope of Media Usage I –Advertising

Unit 1: Understanding Advertising

Unit 2: Critiquing current trends in Advertising

Unit 3: New Age Advertising

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

Semester II

Paper I: Orientation to Societal Processes II-Psychology and Economics

Unit 1: Basic understanding of Psychology

Unit 2: Basic understanding of Economics

Unit 3: Interdisciplinary approaches in context of media processes

Paper II: Language and Writing Skills II- Perspective of Gender Issues

Unit 1: Understanding Gender

Unit 2: Critiquing current Writings on Gender Issues

Unit 3: Evolving relevant Writings on Gender Issues

Paper III: Understanding a Medium II – Radio- Perspective of Languages

Unit 1: Understanding the Audio medium

Unit 2: Critiquing current programming and writing in different languages on Radio

Unit 3: Evolving relevant writing competencies for Radio

Paper IV: Scope of Media Usage II –Public Relations

Unit 1: Understanding Public Relations

Unit 2: Critiquing current trends in Public Relations

Unit 3: New Age Public Relations

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

Semester III

Paper I: Orientation to Societal Processes III – Sensitisation to Developmental Issues

Unit 1: Basic Understanding of Development

Unit 2: Basic Understanding of Societal Issues

Unit 3: Importance of Empathy as a Journalist/media person

Paper II : Language and Writing Skills III-Perspectives of Performing Arts

Unit 1: Understanding Performing Arts Basic understanding of Dance

Unit 2: Critiquing current writings on Performing Arts

Unit 3: Evolving relevant writing on Performing Arts Exposure to live and audio-video performances.

Paper III: Understanding a Medium III-Television

Unit 1: Understanding Television/ Visual medium

Unit 2: Critiquing current Formats of writing in different languages in visual medium

Unit 3: Evolving relevant writing competencies in visual media

Paper IV: Scope of Media Usage III- Corporate Communications

Unit 1: Understanding Corporate Communications

Unit 2: Critiquing current trends in Corporate Communications

Unit 3: New Age Corporate Communication

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

Semester IV

Paper I: Orientation to Societal Processes IV-Computer Skills Competencies

Unit 1: Importance of Technology in New Media

Unit 2: Basic understanding of different software used in Media

Unit 3: Historical evolution of different media through technology enabled platforms

Paper II: Language and Writing Skills IV-Perspectives of Fine Arts

Unit 1: Understanding Fine Arts

Unit 2: Critiquing current writing on Fine Arts

Unit 3: Evolving relevant writing for Fine Arts

Paper III: Understanding a Medium IV- Popular Cinema

Unit 1: Understanding Popular Cinema

Unit 2: Critiquing trends in scripts of popular cinema

Unit 3: Evolving relevant writing competencies for screenplay

Paper IV: Scope of Media Usage IV- Development Sector

Unit 1: Understanding Development Sector

Unit 2: Contemporary Media Trends in the Development Sector

Unit 3: Critiquing the Current Media and Media Practices in the Development Sector

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

Semester V

Paper I: Orientation to Societal Processes V-Human Rights and Media

Unit 1: Basic Understanding of Human Rights

Unit 2: Understanding the role of Media in consolidating Human Rights

Unit 3: Critiquing Human Rights story in Media

Paper II: Language and Writing Skills V- Perspectives of Journalistic Writing

Unit 1: Understanding Professional Journalistic writing in different media

Unit 2: Differences between Journalistic and Creative writing

Unit 3: Studying the profiles and the work of prolific journalists

Paper III: Understanding a Medium V- Digital Media

Unit 1: Basics of Digital Media

Unit 2: Evolution of Digital Media Production of Digital Content

Unit 3: Emerging trends in Digital Media

Paper IV: Scope of Media Usage V -Translation and Current Affairs Analysis

Unit 1: Understanding the importance of Translation

Unit 2: Understanding the Importance of Knowledge of Current Affairs

Unit 3: Application of Translation and Current Affairs in News and Media practices

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

Semester VI

Paper I: Orientation to Societal Processes VI-Media and Popular Culture

Unit 1: Basic Understanding of History of Media

Unit 2: Basic Understanding of Popular Culture

Unit 3: Media and Popular Culture

Paper II: Language and Writing Skills VI-Perspectives of Writing for Digital Platforms

Unit 1: Understanding Content Writing

Unit 2: Difference Between Mainstream Journalistic Writing and Content Writing

Unit 3: Effective Content writing

Paper III: Understanding a Medium VI-E-environment Internship

Unit 1: Understanding E-governance

Unit 2: Strengths and Challenges of E-Governance Practices

Unit 3: Case Studies in E-Governance (practical project work – term paper)

Paper IV: Scope of Media Usage VI-Research, Fieldwork

Unit 1: Understanding Communication Research

Unit 2: Understanding Application of Communication Research

Unit 3: Effective Communication Research

Practical heads:

Paper V /Practicum 1.

Paper VI/Practicum 2.

Paper VII/Practicum 3.

Sub-heads and assignments for above vis-à-vis theory Papers

All decisions pertaining to academics will be reviewed from time to time through proper Board of Studies / Faculty Board meetings, and appropriate University channels.



PASSION - PERSEVERENCE - POWER

FACULTY OF JOURNALISM AND COMMUNICATION

Maharaja Sayajirao University of Baroda
