



**BGU**  
BIRLA GLOBAL  
UNIVERSITY  
BHUBANESWAR

# MAJMC BAJMC

**BIRLA SCHOOL OF COMMUNICATION**

MASTER IN  
JOURNALISM & MASS  
COMMUNICATION

BACHELOR IN  
JOURNALISM & MASS  
COMMUNICATION



PROSPECTUS





Late Basant Kumar Birla and Sarala Birla

## BIRLA LEGACY

Late Syt. Basant Kumar Birla and Late Dr. (Smt.) Sarala Birla, successors of Late Syt. G.D. Birla, are our Founders and Patrons who established the Birla Academy of Art & Culture (BAAC) in Calcutta in 1964 to promote arts, culture, literature and education. The academy has been vital in establishing Birla Global University, formerly BIMTECH, Bhubaneswar.

Late Syt. B.K. Birla has been involved in management since he was fifteen. Apart from being associated with management of several companies like Birla Brothers Pvt. Ltd. and Kesoram Industries & Cotton Mills Ltd., he has established many new industries for producing cotton, paper, polyester and nylon yarns, cement, chemical, tea, coffee, and cardamom.

He was the first Indian industrialist to set up a company abroad namely Indo-Ethiopian Textiles in 1959. For this, he was awarded the medal of Menelik II, the highest Ethiopian award by the then emperor. Apart from heading his industrial ventures like Jay Shree Tea & Industries, Kesoram Industries Ltd., Century Enka Ltd., and Century Textiles Ltd., he has been making dynamic contributions to education sector of the country. While he is associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and BITS, Biwani as trustee, he has been pivotal and keenly interested in the educational institutions noted below:

- 1. Birla Global University (BGU), Bhubaneswar**
- 2. Birla Institute of Management Technology, (BIMTECH)**  
Greater Noida
- 3. Birla Vidya Vihar Trust, Calcutta**
- 4. Birla Sanskriti Trust, Calcutta**
- 5. Birla Vidya Mandir, Nainital**
- 6. Birla Vidya Niketan, New Delhi**
- 7. G.D. Birla Memorial School, Ranikhet**

## VISION

The vision of the university is to disseminate knowledge based education, become 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 achievement of success in the career. The university in the field of higher education would provide knowledge to it's students to excel in the fields of research, innovation and entrepreneurship development besides a steady career path.





# ABOUT BGU BIRLA GLOBAL UNIVERSITY

Birla Global University (@GU) 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 Gotrapatna in Bhubaneswar the capital city of Odisha. The management of the University is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Chairperson, Birla Academy of Art & Culture, being the main promoter of Birla Global University. The Hon'ble 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-gen professionals. It is committed to redefine 'quality' in education with state-of-the-art facilities, best of infrastructure and finest of faculty. Presently, the University Operates with five schools i.e.

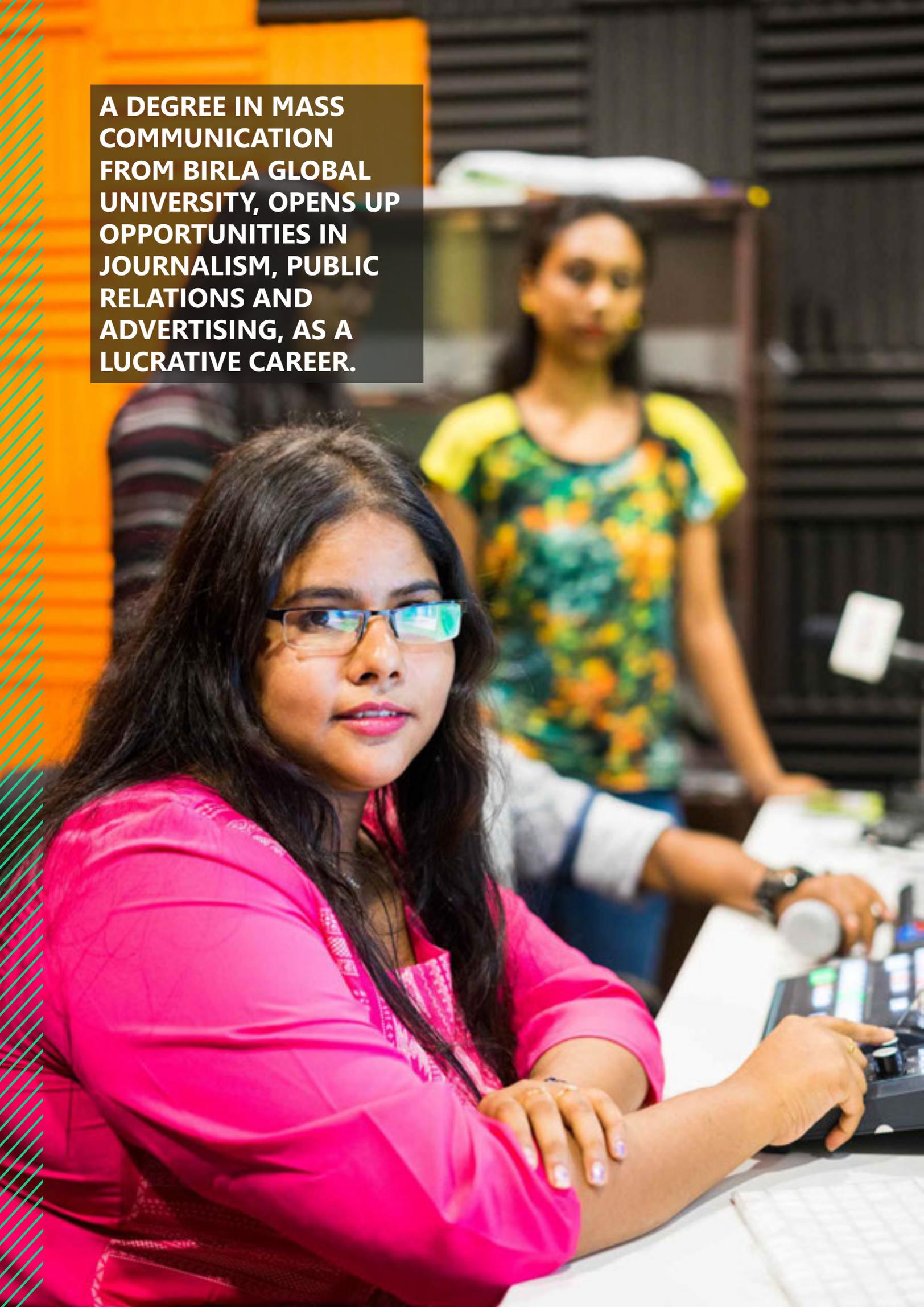
1. **Birla School of Management** offering **Ph.D. in Management, MBA, MBA (Business Analytics), BBA (Honours), BBA Honours (Business Analytics)** and **BBA Honours (Digital Marketing)**
2. **Birla School of Communication** offering **MA in Journalism & Mass Communication (MAJMC)** and **BA in Journalism & Mass Communication (BAJMC) (Honours)**
3. **Birla School of Commerce** offering **Ph.D. in Commerce, M.Com & B.Com (Honours)**
4. **Birla School of Social Sciences & Humanities** offering **Ph.D. in Economics, MA in Economics** and **BA Economics (Honours)**
5. **Birla School of Law** offering **LL.M., BBA., LL.B. (Honours)**
6. **Birla School of Applied Sciences** offering **B.Sc. Data Science (Honours)**

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, in this way, aims at catering to the need of the youth of the country and to take Odisha to the global arena in the sphere of higher education.



## SOUND CAMERA ACTION

**A DEGREE IN MASS  
COMMUNICATION  
FROM BIRLA GLOBAL  
UNIVERSITY, OPENS UP  
OPPORTUNITIES IN  
JOURNALISM, PUBLIC  
RELATIONS AND  
ADVERTISING, AS A  
LUCRATIVE CAREER.**



**INDUSTRY  
EMPLOYABILITY  
ENHANCEMENT  
PROGRAMME**

**HIGH LEVEL  
OF PRACTICAL  
EXPOSURE**

**HANDS - ON  
TRAINING TO  
MAKE YOU  
INDUSTRY READY**

**MODERN  
AUDIO VISUAL  
FACILITIES**

**STATE-OF-THE-ART  
INFRASTRUCTURE**

# SOUND CAMERA ACTION



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 state-of-the-art internet Radio Station (Radio BGU) and TV studio along with industry employability enhancement programme empower students for suitable job placement. All this is being done with the prime focus of giving a high level of practical exposure to the students and to make them industry ready.

Birla School of Communication has been awarded the Best Mass Communication Institute' at the third National Media Conclave-2019.

# MA-JMC

MASTER IN JOURNALISM & MASS COMMUNICATION

## Introduction

This is a full-time two years regular programme offered by the Birla School of Communication, Birla Global University, Bhubaneswar campus. The programme caters to the needs of academics, higher learning and research. It also prepares students to join news organizations such as newspapers, magazines, radio, and television. To facilitate holistic journalism training, the School has adopted latest model media curriculum and advanced TV studio set-up and Internet Radio Station.

### The areas covered under the programme are:

- Print, electronic and online journalism;
- Special emphasis on news production newspaper, magazine, electronic and new media;
- Media Industry and management;
- Research in Media and Communication
- Internship with media organization PR and Ad agencies of repute.

### Objectives:

- After completing the programme, a student will be able to :
- Enhance their communication skills and apply it in different forms of journalistic writings
  - Develop new story ideas and sharpen news sense
  - Report, write, edit and produce news for print, radio, television and online media
  - Develop necessary skills to work in PR and Ad Industry.

# PROGRAMME STRUCTURE OF MA-JMC 2021-23

(UNDER CBCS PATTERN)



S. No	TITLE OF THE PAPER	Max. Marks	Credit
<b>SEMESTER I</b>			
1.	Mass Communication: Concepts and Theories	100	4
2.	Reporting & Editing for Print Media	100	4
3.	Photography	100	4
4.	Advertising	100	4
5.	Soft Skills and Personality Development	100	4
<b>ELECTIVE (Any one)</b>			
6.	Digital Marketing Media Literacy	100	4
<b>PROJECT</b>			
7.	Photography Project	100	4
<b>SEMESTER II</b>			
1.	TV Journalism	100	4
2.	Radio Programme Production	100	4
3.	Digital and Data Journalism	100	4
4.	Public Relations	100	4
5.	Internship	100	4
<b>ELECTIVE (Any one)</b>			
6.	Graphic Design and Animation International & Intercultural Communication	100	4
<b>PROJECT</b>			
7.	TV & Radio Production Project	100	4

S. No	TITLE OF THE PAPER	Max. Marks	Credit
<b>SEMESTER III</b>			
1.	Mass Media Research	100	4
2.	Media Business	100	4
3.	Digital Film Making	100	4
4.	Media Laws and Ethics	100	4
<b>ELECTIVE (Any one)</b>			
5.	Science Communication Media, Society & Human Rights	100	4
<b>SPECIALIZATION (Any one)</b>			
6.	A. Advertising and Corporate Communication	100	4
	B. Electronic Media		
	C. Print Media		
	D. Convergent Journalism		
<b>SEMESTER IV</b>			
1.	Mobile Journalism	100	4
2.	Development Communication	100	4
3.	Dissertation	100	4
4.	Film Making Project	100	4
5.	Specialization Project	100	4



# BA-JMC

## BACHELOR IN JOURNALISM & MASS COMMUNICATION

### Introduction

Bachelor of Journalism and Mass Communications (BAJMC) is a 3-year undergraduate programme for students who wish to pursue their career in Journalism and media industry. After successfully completing the course candidates will be able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience. Candidates who successfully complete BAJMC can choose to work for news channels, newspapers, publishing houses, television, radio, internet, etc. and earn a healthy remuneration. Candidates who look for a rewarding career in media industry as journalist, photo journalists, PR and advertising professionals and content writers for online portals. This is an ideal course for those with an inquisitive mind and willingness to work diligently.

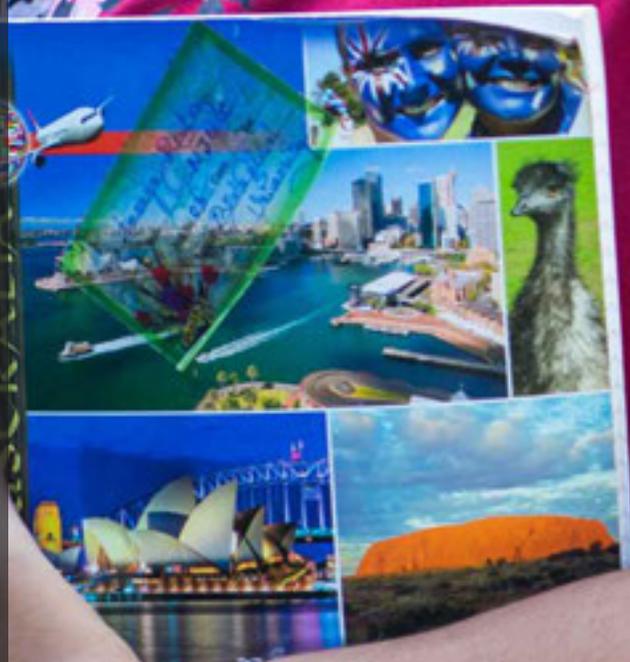
### The areas covered under the programme are:

- Print, electronic and online journalism;
- Special emphasis on news production newspaper, magazine, electronic and new media;
- Media Industry and management;
- Research in Media and Communication
- Internship with media organization PR and Ad agencies of repute.

### Objectives:

After completing the programme, a student will be able to:

- Enhance their communication skills and apply it in different forms of journalistic writings
- To impart quality journalism education and provide a strong knowledge base so as to create market ready professional, capable of taking any challenge in pursuit of their career.
- To conduct primary and secondary researched and contribute to the pool of knowledge through publication.
- To associate with leading institutions around the world for various academic purposes to support and growth and pursue excellence.
- To provide knowledge sharing environment for discussion and other activities like conferences and seminars to contribute to the academic development.
- The courses offered in this programme are meticulously drafted and subsequently reviewed and revised at regular intervals by the industry and academia experts, thus infusing valuable inputs for learning contemporary journalistic style and techniques.



# PROGRAMME STRUCTURE OF BA-JMC (Hons). 2021-23

(UNDER CBCS PATTERN)



S. No	TITLE OF THE PAPER	Max. Marks	Credit
<b>SEMESTER I</b>			
1.	Communicative English	100	4
2.	Introduction to Journalism (Print Media) Theory & Practical	100	6
3.	Introduction to Media and Communication	100	6
4.	Fundamentals of Electronic Media Theory & Practical	100	6
<b>SEMESTER II</b>			
1.	Environmental Studies	100	4
2.	History of Media	100	6
3.	Media and Cultural Studies	100	6
4.	Photography Theory & Practical	100	6
<b>SEMESTER III</b>			
1.	Development Communication	100	6
2.	Electronic Media Programme Production Theory & Practical	100	6
3.	Introduction to Advertising and Public Relations	100	6
4.	Writing for Advertising & PR Theory & Practical	100	6
5.	Film Studies	50	2

S. No	TITLE OF THE PAPER	Max. Marks	Credit
<b>SEMESTER IV</b>			
1.	Introduction to New Media	100	6
2.	Integrated Marketing Communication	100	6
3.	Media Law and Ethics	100	6
4.	Documentary Production Theory & Practical	100	6
5.	Fundamentals of Data Journalism	50	2
<b>SEMESTER V</b>			
1.	Communication Research	100	6
2.	Dissertation	100	6
3.	Media Industry and Management	100	6
4.	Mobile Journalism	100	6
<b>SEMESTER VI</b>			
1.	Field Visit & Documentation	100	6
2.	Internship (Two Months)	100	6
3.	Project Work - I	100	6
4.	Project Work - II	100	6
5.	Event Management		4





## Minimum Eligibility and Selection Criteria

### MA-JMC

#### A. Minimum Eligibility

Candidate should have good academic record and scored minimum 50% marks (or equivalent CGPA) in his/her Graduation (10+2+3 system) his/her Graduation from a recognized university. Candidates appearing for their final year graduation examination must submit their mark sheet immediately on the receipt of the same,

\* University may consider 5% relaxation in exceptional cases.

#### B. Selection Criteria

Students would be admitted to the programme on the basis of merit (Percentage of marks secured in 10th, 12th and Graduation) and also their performance in the Personal Interview.

### BA-JMC (Hons.)

#### A. Minimum Eligibility

The Candidate should have passed 10+2 with Minimum 50% marks of equivalent CGPA. Candidates appearing in final examinations can also apply.

\* University may consider 5% relaxation in exceptional cases.

#### B. Selection Criteria

Students would be admitted to the programme on the basis of merit (Percentage of marks secured in 10th and 10+2/12th Board Examination). Candidate may also be called for Personal Interview, if so desired by the University.

**SOUND  
CAMERA  
ACTION**



# Placement & Internship



# Eminent visitors from the Media World



Ms. Sania Hasmi and Mr. Mohan Kumawat, Filmmakers, Anhad



Ms. Aditi Rajput, News Anchor, NDTV  
Prof. (Dr.) Vasuki Belavadi, University of Hyderabad.



Ms. Priya Thuvassery, Programme Producer, NDTV



Sri Kamal Sharma, Former Senior Radio Presenter, Vividh Bharati, AIR



Mr. Hardik Mehta, National Award Winner, Amdavad Ma Famous



**BGU**  
**BIRLA GLOBAL**  
**UNIVERSITY**  
BHUBANESWAR

## BIRLA GLOBAL UNIVERSITY

IDCO Plot No. 2, Institutional Area, Gothapatna  
Bhubaneswar, Odisha, India-751029  
Email: [admission@bgu.ac.in](mailto:admission@bgu.ac.in)  
Tel: +91-674-7103001-10  
(Ext. 140, 141, 143, 145, 146, 147 and 148)  
Mobile: +91-7381058301, 9776129900

## Kolkata Admission Office

Shivam Chamber,  
Syed Amir Ali Avenue, 4th Floor, Kolkata - 19  
Mobile : 9776129900