

Mass Communication

GGSIU:

## BACHELOR OF JOURNALISM & MASS COMMUNICATION (BJMC)

### **Current Scenario:**

Journalism is the most interesting career option a person can choose for. The job profile offers challenging assignments as it can lead a person into the wilderness and to the most happening places in the course of the job. This must be the most fun profession to choose from as the work involves meeting people and making the voice of the masses heard so that the people in decision making positions can hear them out and the society functions as a well oiled machinery rather. Without the profession of journalism, the world might collapse with no one to take the news of one place to another and keeping the world connected through the thread of humanity.

### **Future Prospects:**

Future as a journalist holds a promising career for the adventurous people who are willing to go beyond the limits of the conventional and bring out the facts that matter to the living world.

### **Who should go for it:**

People looking for an opportunity to explore the world while they work are ideally suited for this profession. The job profile can include long and odd hours of work, but it also offers an opportunity to have fun while one does his/her job.

### **Duration:** 3 Years

**Eligibility Conditions:** Pass in 12th class of 10+2 pattern or equivalent with a minimum of 50% marks in aggregate and should have passed in English as a subject.

### **List of Institutes:**

- Jagannath International Management School

- Madhu Bala Institute of Communication & Electronics Media
- Tecnia Institute of Advanced Studies
- Vivekananda Institute of Professional Studies

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### SNAP: Course Description

The full-time Bachelors of Media Studies programme is spread over a period of three years, and spaced out over six semesters, incorporating lectures, tutorials, assignments and practical sessions.

### **Eligibility**

With a minimum of 50% aggregate marks (45% for SC/ST) are eligible to seek admission.

10+2 in any discipline from any recognized university.

### **Admission Procedure**

SET is the Symbiosis Entrance Test; a common written test conducted by Symbiosis for Under graduate programmes, over 25 cities across India.

It is the first step in seeking admission to Symbiosis Institute of Media and Communication (SIMC).

The score of the SET Test is used to select candidates for the second round. SIMC gives a varied weight age to the SET test component scores and does not go by the aggregate SET score only.

### **Syllabus**

Given below is the list of subject.

Semester I

Development of Communication :

- Types,

- Theories,
- Models,
- Approaches Laws,
- Ethics and Challenges in Mass Communication
- An Introduction to Journalism
- Basic Computer Application

## **Semester II**

Electronic Media:

- Planning & Production Electronic Media: Writing
- Editing & Execution Press Photography Environment
- Ecology & Geopolitics

## **Semester III**

Marketing in Mass Media:

- All media Stage Production & Direction: Theatre Advertising Creativity and Management
- Film & Television: Theory & Practice
- Semester IV
- Editing, Writing & Opinion Pieces Public Relations & Event Management
- Film & Television: Theory & Practice Study of Media Scene in India: Print & Cinema

## **Semester V**

- Media Management Entrepreneurship in Media Design & Page Make Up Film & Television: Theory & Practice
- Study of Media Scene in India: Radio, Television, New Media

## **Semester VI**

- Specialization: Journalism/ Advertising/ PR & Events/ AV Production Media Research: Communication Research
- Personality Development & Interview Skill

## **Fee Detail**

- For Open Category – Rs. 1,00,000 per annum
- For Sponsored Category (Industry / Management) – Rs. 2,00,000 per annum

### **Career Opportunities**

**SIMC pass-outs usually work in the following areas :**

- Market/ Advertising Research
- Media Planning/ Buying houses
- Advertising agencies
- Journalist in newspaper / Television News Channels
- Television Production houses
- Television Channels
- Ad film making houses
- Independent Film makers
- Radio Channels
- Corporate houses
- NGOs
- Social Communication
- Public Relation Agencies
- Media Organizations
- Corporate houses
- Event Management Firms
- Marketing Communication professionals

### **Contact Details of Symbiosis Institute of Mass Communication**

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