

B.J.M.C

(Bachelor of Journalism & Mass Communication)



JAGDISH PRASHAD JHABARMAL TIBREWALA UNIVERSITY

VIDYANAGRI, CHUDELA, JHUNJHUNU, RAJASTHAN - 333001



BJMC (Bachelor of Journalism and Communication) is a three-duration undergraduate degree course for candidates who wish to build their career in the field of journalism and mass communication. After successfully completing the course candidates are able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience.



Career opportunities for students in the field of mass communication are very high. Candidates who successfully complete BJMC can choose to work for news channels, newspapers, publishing houses, television, radio, internet, etc and earn a healthy remuneration.



BJMC ELIGIBILITY CRITERIA

Given below are complete requirements of BJMC course in terms of its eligibility criteria, course curriculum, job prospects and more.....

Candidates should complete the below-mentioned parameters in order to fulfill eligibility criteria for Bachelor of Journalism & Mass Communication:

- Candidates should complete Class 12th in any stream from a recognised board
- Candidates should score minimum 50% marks in graduation
- Candidates should be minimum 17 years in age.



Required Skillset for BJMC

Candidates who have a curious and inquisitive mind about the various events happening around the world are the right fit for BJMC course.

However, apart from this, some of the traits and skills that candidates looking to pursue BJMC should have are:

Skillset for BJMC

A flair for writing	Flair of the language
Strong networking skills	Ability to research well
Excellent communication skills	Analytical skills
Critical thinking	Interpretation skills
Ability to work in stringent deadlines	Ability to work under rough conditions
High confidence	Problem-solving skills
Interviewing skills	Observation skills



COURSE CURRICULUM FOR BJMC



As stated above, Bachelor of Journalism & Mass Communication is a three-year duration course divided into six semesters.

Given below is a semester-wise course curriculum of BJMC

BJMC Syllabus

<u>SEMESTER-I</u>	
Writing for Media	Introduction to Communication
Introduction to Journalism (Reporting, Writing & Editing)	Socio-Economic & Political Scenario
Communicative Hindi	Basics of Design & Graphics
Indian Culture	Computer Lab
Communication Lab	Design & Graphics Lab





<u>SEMESTER-II</u>	
History of Print & Broadcasting in India	Print Journalism-I
Media Laws & Ethics	Still Photography
State Politics & Constitution	Theory of Communication
Application of Computer in Media	Photo Lab
Print Journalism Lab	Computer Lab



<u>SEMESTER -III</u>	
Development & Communication	Print Journalism-II
Radio Journalism & Production Basics of Camera	Lights & Sound
Media Management	Folk Media
Cyber Media	Summer Training Report
Print Journalism Lab	Radio Journalism & Production Lab
Operation & Handling of Video Equipment Lab	





SEMESTER-IV

Television Journalism & Production	Introduction to Advertising
Public Relations	New Media
Television Journalism & Production	Lab Public Relations Lab
Fundamentals of Economics & Indian Economy	National & International Affairs
New Media Lab	



SEMESTER-V

Advertising Practices Event	Management: Principles & Methods
Media Research	Environment Communication
Tribal Communication	Communication Research
Functional Exposure Report	Internship Report
Advertising Lab	Event Management Lab
Media Research Lab	





SEMESTER-VI

Media Organisation & Management	Contemporary Issues
Global Media Scenario	Value Education
Final Project	Comprehensive Viva





BJMC: Job Profiles

A plethora of job opportunities are available for candidates with a BJMC degree both in government and private sectors. A BJMC degree-holder can choose to work for advertising agencies, broadcast companies, public relation firms, news agencies, photography organisations, TV channels, newspapers, radio telecast companies, journals, and so on.

However, to broaden their horizon and avail better employment opportunities, candidates are advised to pursue masters in journalism and mass communication.

Given below are popular job roles apt for BJMC candidates:

- Correspondent
- Reporter
- Copywriter
- Creative Director
- Sub-Editor
- Editor
- Public Relation Officer
- Public Relation Manager
- Radio Jockey
- Video Jockey
- Anchor

