

M.J.M.C

(Master of Journalism & Mass Communication)



JAGDISH PRASHAD JHABARMAL TIBREWALA UNIVERSITY

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MJMC (Master of Journalism & Mass Communication) is a postgraduate mass communication course of two years duration. The course involves the study of different forms of mass media including newspapers, radio, television, films, etc to convey information to a large audience. The course helps students provide advance theoretical as well as practical knowledge in various media professions such as journalism, advertising, event management, public relations, and so on. The course also acts as a foundation for candidates who wish to build their career in the field of research..



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



MJMC EJIGIBILITY CRITERIA

Given below are complete requirements of MJMC 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 possess a bachelor's degree from a recognised institute or university
- Candidates should score a minimum aggregate of 50% percent marks.
- Sometimes, candidates holding a postgraduate degree are also eligible to apply for the course

Required Skillset for MJMC

Candidates who have a curious and inquisitive mind about the various events happening around the world are the right fit for MJMC course. However, apart from this, some of the traits and skills that candidates looking to pursue MJMC should have are:

Skillset for MJMC

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|---|---|
| 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 MJMC



As stated above, Master of Journalism & Mass Communication is a Two-year duration course divided into Four semesters.

Given below is a semester-wise course curriculum of MJMC

MJMC Syllabus

| <u>SEMESTER-I</u> | |
|--|---|
| Communication Theory and Practice | Global Media & Inter-Cultural Communication |
| Environment & Development Communication | Print Media & New Media |
| History of Indian Media | Research Methodology for Communication and Media Research |
| Contemporary Media Scenario | Print Journalism and Writing for Media |
| Photography, Videography and Audiography | Cultural Education |
| Graphic Design Lab | Photography Lab |
| Videography Lab | Audiography Lab |
| Print Journalism and Writing Practice | |





SEMESTER-II

| | |
|---|---|
| Business Media | Broadcast Media & Journalism |
| Media Research Methods | Media Management |
| Principles of Advertising & Public Relation | Film Studies |
| Media Ethics and Laws | Short Film Production (Fiction and Documentary) |
| Digital Video Editing Lab | Short Film Production (Fiction and Documentary) Lab |

SEMESTER -III

| | |
|---|--|
| Media Content Writing (English/ Hindi) | Film Appreciation & Criticism |
| Communication for Development | New Media and Web Content |
| Online Journalism | Public Relations Theory |
| Public Relations Campaigns Practical | Critical Viewing and Reading Analysis Practice |
| Basics of Audio and Video Production | Key Texts in Visual Media |
| Reporting, Editing and Lab Journal | New Media and Web Content Lab |
| Internship Training and Report Presentation | News Casting, Anchoring and Program |
| Presentation Skills | Video News Production with Project |

SEMESTER-IV

| | |
|--------------|----------------------------|
| Internship | Dissertation and Viva Voce |
| Project Work | |





MJMC: Job Profiles

A plethora of job opportunities are available for candidates with a MJMC degree both in government and private sectors. A MJMC 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 MJMC candidates:

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



