

PROGRAMME GUIDE

BACHELOR OF JOURNALISM (BJ)

***Scheme of Examination (CBCS/ELECTIVE)**

***Detailed Structure of Syllabus**



DR. C.V. RAMAN UNIVERSITY
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BACHELOR OF JOURNALISM

Duration: 12 Months (1 Year) Eligibility: Graduation in any Discipline

COURSE STRUCTURE OF BJ SEMESTER I st													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBBJ101	Core Course	Principles of Communication	100	50	17	20	08	30	12	4	-	-	4
3HBBJ102	Core Course	Principles of Journalism	100	50	17	20	08	30	12	4	-	-	4
3HBBJ103	Core Course	Advertising & Public Relations	100	50	17	20	08	30	12	4	-	-	4
PRACTICAL GROUP				TERM END PRATICAL EXAM				SESSIONAL					
3HBBJ104	Practical Course	Practical & Viva Voce	100	50	17			50	20	-	-	4	4
	Grand Total		400							16	-	-	16

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P-Practical

Major- Term End Theory Exam Minor- Pre-University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

BACHELOR OF JOURNALISM

Duration: 12 Months (1 Year) Eligibility: Graduation in any Discipline

COURSE STRUCTURE OF BJ II nd SEMESTER													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBBJ201	Core Course	Media law and Ethics	100	50	17	20	08	30	12	4	-	-	4
3HBBJ202	Core Course	Mass Media and Democracy	100	50	17	20	08	30	12	4	-	-	4
3HBBJ203	Core Course	Media related IT applications	100	50	17	20	08	30	12	4	-	-	4
PRACTICAL GROUP				TERM END PRACTICAL EXAM						SESSIONAL			
2PRBJ201	Project/Dissertation/Internships & Viva Voce	Project/Dissertation/Internship & Viva Voce	200	100	33	-	-	100	40	-	-	8	8
Skill Courses								Sectional					
	Skill Enhancement	Skill Enhancement Elective Course-1	50	-	-	-	-	50	20	1	-	1	2
	Grand Total		550							13	-	09	22

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P-Practical

Major- Term End Theory Exam/ Practical Exam Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure.

Compulsory Project/Dissertation with choice in any Disciplinary specific elective. Compulsory Project report along with one paper presentation certificate to be attached in report in related discipline.

**SKILL
ENHANCEMENT
ELECTIVE COURSES**

Non-Technical			
Elective No.	Department/ Faculty Name		
	Faculty of Information Technology		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	Faculty of Management		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	Faculty of Commerce		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	Faculty of Humanities		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	Faculty of Science		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	Faculty of Education		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)



DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 1st
COURSE: BJ
SUBJECT: Principle of Communication

Subject Code:3HBBJ101
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: The main purpose of this course is to give basic knowledge and impart information to the students about the principles of communication and to understand the problems those arise while studying in this subject area.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Communication: Meaning, Concepts and definition, Nature and process of Communication, Objectives, scope and functions, Seven Cs of Communication Process of communication elements of the process, Forms of communication- Interpersonal, Group and Mass Communication, Verbal and Non Verbal Communication, Effective Communication and barriers of communication.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Mass Communication: Meaning, definitions, characteristics, Functions of mass communication, Mass Communication and mass culture, Normative Theories of press-Authoritarian, Libertarian, Soviet Communist and Social Responsibility Theory, Other Theories-Development Media theory & Democratic Participant Media Theory, Social Influence or Identification Theory.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Development of communication: Development of communication and its history, Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication, Elements in the Process of Communication (Input, sender, channel, Noise, receiver, output), Importance and effects of Communication.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Changing Concepts of Communication: Changing definition of ‘mass’ in communication, Segmentation of audience for purpose of communication, Shift from Broadcasting to narrow casting, Growth of media-medium turning into message, Reinventing McLuhan's Theory, Persuasive role of communication, redefining bullet theory, Changing forms of feedback, role of technology.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Communication in Indian perspective: Communication for rural development, Strengthening Panchayati Raj, Enhancing people's participation, Advancement in farming and alternative employment, Conservation of rural culture – tradition, Communication for urban development- Urban sanitation, Consumer awareness, Slum development, Consumption pattern of water, electricity, fuel, Communication for Tribal development, Tribal, cultural and international communication. Traditional and Folk media and its importance.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: Students will understand the principles and theories of Communication and understand the problems arise while studying this subject.

TEXT BOOK

- Mass Communication-W.J.S Murthy
- Journalism & Mass Communication – Singh J.K.
- संचार के सिद्धांत—संजीव भानावत
- संचार सिद्धांत के रूपरेखा—प्रेमचंद्र पतंजली

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
journalist in media	Able to understand and manage competition	Quality Education	Start business unit (PR& Advertising) Advertising Service consultancy
Assistant in news channels	Understanding of Communication importance		
Public Relationship Officer	Able to handle Communication and queries		



DR. C.V.RAMAN UNIVERSITY
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SEMESTER- 1st
COURSE: BJ
SUBJECT: Principle of Journalism

Subject Code:3HBBJ102
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: The objective of this course is to impart knowledge, develop skills and create attitudes and behavior patterns to conduct the effective provision of Journalism.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Journalism: Concepts and definition, Nature and process, Basic terms, Development of journalism and its history. Role of journalism in Indian freedom struggle movement.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Areas of Journalism: Types and specialize areas of journalism. political, Business, sports, crime, Bollywood, automobile. Parliamentary, defence and judicial, Different forms of writing: News, feature, article, editorial and photo caption.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Reporting: Concept, terms and definition, general and special reporting, Event, accident and incident reporting, statement, press conference, Contents of news: Headline, sub headline, flag, Intro and body text, Quote, Interview, vox-pop, byte, voice over. Anchor read, package, special package and script for programming.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Editing: Meaning, objectives and tools, Jobs involved in editing - copy selection and copy testing, tightening the copy and its fine tuning, Administering the editing job, preparing copy for the press, Principles and functions of editing, Copy editing, editing symbols, Proof reading symbols and their significance.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Editorial and News Room- Editorial department of a daily: Set up and hierarchy of functionaries, Editor: Status, role and responsibilities, Editor's team: Managing Editor, Editor-in-chief/Chief Editor, Executive Editor, Resident Editor, Assistant Editor/Associate Editor, Leader Writer, News Room: Set up and operations, Conventional and modern news room, News Editor: Functions and responsibilities, Editorial desks - their set up and functions, Chief Sub Editor & Senior Sub Editor and Sub Editor	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: Students will be able to know the Journalism work. This course will develop their ability to cope with challenges related to Journalism work.

Books Recommended

- News Reporting and Editing: K.M. Srivastava
- Media Journalism – Shrivastava C.S.
- History of Journalism – SupatroGhose
- समाचार लेखन के सिद्धान्त एवं तकनीक—संजीव भानावत
- पत्रकारिता का इतिहास—नवीन चंद्रपंत
- पत्रकारिता परिचय —प्रेमचंद्र गोस्वामी
- महेंद्र कुमार मिश्रा—पत्रकारिता के सिद्धांत

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in media organization. Assistant executive in News channels. Translator, sub editor.	Able to understand and manage competition. Understanding of Journalism field. Able to handle Radio Station.	Quality Education.	Start business unit (news Agency) Service consultancy(Advertising)



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SEMESTER- 1st
COURSE: BJ
SUBJECT: Advertising and Public relation

Subject Code:3HBBJ103
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: The main objectives of this course are to understand the Advance Journalism(Print Media, TV Journalism, Radio journalism, Photo Journalism) issues and how do these issues affect the Indian Media and society.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Advertising: Definition and Functions- Definition and meaning, Origin and development, Growth of advertising in India, Publicity, propaganda and advertising, Limitations of advertising, Need and functions of advertising. Role of advertising, Benefits of advertising to manufacturers, consumers, Media and society, Advertising as a business process. Advertising as a communication process.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Types of Advertising- Commercial advertising, Government advertising, Classified and display, Regional, National and Local, Product and service advertising, Corporate advertising, Social advertising, Communication principles, theories applied to advertising. Advertising strategies, appeals and target audience, advertising as marketing tools.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Advertising as Marketing and PR Tool- As Marketing tool: Marketing and advertising, Marketing mix – 5 P's, Consumer segmentation and product positioning, Product life cycle and advertising, As PR tool:- Relationship between PR and Advertising, PR technologies implemented in advertising	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Public Relations – Public Relation: Objectives and need, Functions of PR, Management function, Publics in public relations, PR planning process and basic public relation strategies, Crisis management by PR practitioners, history and Growth of PR in India, Publicity, Propaganda and Public opinion, PR as a management function.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Stages of PR : Planning, implementations, research, evaluation, PR Practitioners and media relations, Press conference, Press releases, house journals, PR: Public and Private sectors, PR agencies, Code of ethics for PR, Public Relations society of India, PR campaign: Programme planning, analysis, Objective setting - public/media selection, Budgeting - implementation – evaluation, Measuring effectiveness of PR campaign, Role of market research in PR, Conducting the market research, Image and attitude research.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: After go through out this subject students will be able to understand the Advertising and Public Relation and they may be able to develop their points of view regarding Advertising and Public Relation.

Books Recommended

- Advertising research - Joshi D. B.
- Public Relation & Corporate Communication – Padmaja L.
- जनसंपर्क प्रचार एवं विज्ञापन—विजय कुलश्रेष्ठ
- विज्ञापनों का मायाजाल एवं उपभोक्ता – मीन अग्रवाल

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in Media house Reporter in News channels. Relationship executive. Photo journalist.	Able to understand and manage competition Youtuber. Able to handle Press conference, Press releases, house journals.	Quality Education.	Start business unit (Video Production House) Service consultancy. FM Radio



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SEMESTER- 1st

Course: BJ

SUBJECT: Practical and Viva Voce

Subject Code:3HBBJ104

Theory Max. Marks: 50

Theory Min. Marks: 17

OBJECTIVE: This course helps the students to learn about Media work practice in the Media houses and they will learn about ground reality. The students will also learn the techniques required of the journalism work.

My City Newspaper: Daily news analysis, Find out how many newspapers are published from your city/town? Read at least three newspapers for a week to find issues concerning the tribal, women and child. Analyze the issues and make a presentation to the class about the same with comparative analysis among three papers, if they took the same issues.

Media & Democracy: Make a list of news stories whose publication or broadcast have strengthened democracy around you.

OUTCOMES: This course is a very useful and a good reference for students and researchers interested in the perspectives and problems related to the field of media and mass communication.

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
representative in media organization. Assistant executive in channel. Relationship executive.	Able to understand and manage competition Understanding of consumer behavior	Quality Education.	Start business unit (Advertising and PR agency) Service consultancy.



DR. C.V.RAMAN UNIVERSITY
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SEMESTER- 2nd

Course: BJ

SUBJECT: Media Law and Ethics

Subject Code:3HBBJ201

Theory Max. Marks: 50

Theory Min. Marks: 17

Objective: The objective of this course is to provide knowledge to the students of the Media law and ethics how can inform professional journalism in Indian media. Providing a Constitutional understanding of the problems face in the Media.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Press Freedom and Law- Indian Constitution and freedom of Media, Ethics and journalism, Media laws in India, freedom of speech and expression, Contempt of court, Official secrets act 1923, Right to information, Right to privacy.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	ACTS:- Copy Right Act 1957, Prasar Bharti Act 1990, Cable TV network regulation Act 1995, Information technology Act 2000, Drug and Magic Remedies (Objectionable Advertisement) Act 1954, Consumer Protection Act 1986.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Media Councils and Committees- Press Council Acts of 1965 and 1978 : Constitution of Press Council of India, its composition, object, functions and powers, its relevance, demand for media council, Press commissions, Working Journalist Act, Autonomy of public broadcasting.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Media Codes -: Meaning & definition, Advertising Council of India, Parliamentary privileges: article 105, 193 and 361A of constitution, Guidelines for parliamentary coverage, AIR code for election coverage, Doordarshan commercial code.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Media Ethics:- Social responsibility of the Press - Kinds of responsibilities, accountability issue, Ethics in Media - Concept, international norms and international code of ethics, Ethical rules of PCI: Press Council guidelines, Press Council Code on Communal writings, Code of Ethics made by professional organizations like All India Newspapers Editors, Conference in 1969 and media organizations like The Times of India, Social audit, Ombudsman in media.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: After studying this chapter, students interested in the field of media will be able to understand the relationship between media law and ethics and they can practice with different types of media.

Books Recommended

- Media Ethics and Law – Jan. R. Hakemulder
- Media Law & Ethics – Ajay Das
- Right to Information & Freedom of Press – Singh J.K.
- जनमाध्यम और प्रेस कानून—श्रीकांत सिंह
- पत्रकारिता एवं प्रेसविधि सिद्धांत एवं व्यवहार—बाबेल, डॉ. बसन्तीलाल
- प्रेसविधि—डॉ. नंदकिशोर त्रिखा

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in organization and retail Assistant executive in delivery channels	Able to understand and manage competition Understanding of consumer behavior	Quality Education.	Start business unit (Retail & Micro) Service consultancy



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SEMESTER- 2nd
Course: BJ
SUBJECT: Mass Media and Democracy

Subject Code:3HBBJ202
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: The objective of this course is to provide knowledge about Mass Media & Democracy to the students. How Media can inform professional press work practice in Indian Electronic Media.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Indian Constitution- Indian Constitution: Salient Features & preamble, Fundamental Rights and Fundamental duties, Directive Principles of state policy, States and Union Territories & Centre-State Relations.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Major Issues and Concerns- Population Explosion, Corruption, Illiteracy, Public Health and hygiene, Poverty, Caste Conflicts, Communal tensions, Gender Inequality, Reservation Issues.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Mass media & Mass Culture- Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural-Urban divide.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Social Change- Factors of social change, Education in social change: Importance & Need, Globalization & Social change, Media & Social change, Technology for Social change. Comparative effects of Social change in Rural & Urban areas.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Electoral System:- Election Commission–Functions and powers, General Elections, Mid-Term Elections, By Elections, Elections of upper and lower houses, Election of President and Vice President, Multi-Party System–National and Regional Parties, Electoral Reforms–Electoral lists, EVMs, Voter ID Cards etc, Opinion & exit polls–Legal and ethical aspects, their impact, Election of Municipalities & Panchayats Role of Mass Media in a Democracy.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: This chapter is a very useful and a good reference for students who interested in the field of Mass Media and democracy.

TEXT BOOK

- Media Content Freedom & Democracy – Abrish Saxena
- Role of Media in Indian Democracy – Sevak Ram Sharma
- रेडियो और दूरदर्शन पत्रकारिता– हरिमोहन
- टेलिविजन–चुनौतियां एवं संभावनाएं– गौरीशंकर रैणा
- ग्लोबल मीडिया दृष्टि– पाण्डेय/सिंह
- प्रो. रविन्द्रनाथ मिश्र – मीडिया और लोकतंत्र

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in organization and retail Assistant executive in delivery channels	Able to understand and manage competition Understanding of consumer behavior	Quality Education.	Start business unit (Retail & Micro)



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KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 2nd

Course: MJ

SUBJECT: Media Related IT Application

Subject Code:3HBBJ203

Theory Max. Marks: 50

Theory Min. Marks: 17

Objective: This course helps the students to learn about Media work practice in the Media houses and they will learn how the media work is related to the information technology. The students will also learn the techniques required of the journalism work.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to Computer- Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Components of Computer System- Central Processing Unit (CPU), VDU (Visual Display Unit) Keyboard and Mouse, Other input/output Devices, Computer Memory, Storage device.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	MS Office, Use of Printer & Scanner- Microsoft Office: Word, Power Point, excel, Types of Printers, Using printers & scanners.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	DTP Software- Introduction to DTP, DTP Software –Quark Express, Corel Draw, Photoshop, Multimedia: Characteristics and functions.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Uses of Internet- Internet surfing, e-mail, Mailing, chatting and Blogging, Font converter.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: This chapter is a very useful and a good reference for students and researchers interested in the perspectives and problems related to social psychology and social communication skills.

TEXT BOOK

- Multimedia by Vishnu Priya Singh
- Multimedia System & its Application- Neetu Sharma
- इंटरनेट पत्रकारिता—सुरेश कुमार

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Assistant executive in channels Relationship executive	Able to understand and manage competition Understanding of consumer behavior		Start business unit Service consultancy



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SEMESTER- 2nd
Course: BJ
SUBJECT: Practical & Viva Voce

Subject Code: 2PRBJ201
Theory Max. Marks: 100
Theory Min. Marks: 33

OBJECTIVE: This course helps the students to learn about Media work practice in the Media houses and they will learn about ground reality. The students will also learn the techniques required of the journalism work.

Visit a News channel, radio station and press. see how it functions. Submit a paper of your understanding.

Video production

- Make a documentary film.
- Describe your subject, working process, difficulties, learning and its importance in video format.

Interview: Chose any famous personality and interview him/her.

News bulletin: cover your city and make a news bulletin. Includes anchor visual, package, interviews and joypop, and live photo.

Panel discussion: Chose a subject and organize a panel discussion.

Or

Page Making.

- Cover your city and make news.
- Chose any famous personality and interview him/her.
- Chose a subject and get public opinion.
- Prepare a front page of your imaginary news paper and cover page r of a magazine.

Or

Online activity:

- Create a blog,
- Compare 5 most popular news portals and present a report about their news content.
- Write a note: Social networking sites are growing as news source.

Internship: work for two months in any press, Radio or TV channel and submit a dissertation and find out how it is organized and how it produces programme And how works for special coverage.

OUTCOMES: This course is a very useful and a good reference for students and researchers interested in the perspectives and problems related to the field of media and mass communication.

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
representative in media organization.	Able to understand and manage competition	Quality Education.	Start business unit (Advertising and PR agency)