**DIPLOMA IN**

**JOURNALISM**

**AND**

**MASS**

**COMMUNICATION**

**[Applicable w.e.f. Academic Session 2015]**

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**School of Humanities and Social Sciences**

**DIPLOMA IN JOURNALISM & MASS COMMUNICTION (DJMC)**

**PROGRAM**

**Introduction:-**

Journalism is one of promising career options in the current times for all persons. The job profile offers challenging assignments as it can lead a person into 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 in a proper manner .The Journalist spread the news of one place to another and keep the world connected through the thread of humanity.

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.

**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.

**Career Opportunities:-**

**Pass-outs may work in the following areas:-**

Market/ Advertising Research

Advertising agencies

Media Planning/ Buying houses/ Organizations

Journalist in Newspaper / Television News Channels

Ad film making houses

Independent Film makers

Radio Channels

Corporate houses

NGOs

Social Communication

Public Relation Agencies

Event Management Firms

Marketing Communication professionals

**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:** - 1 Years

**Eligibility Conditions: -** Pass in 12th class of 10+2 pattern or equivalent

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for Diploma in Journalism and Mass communication (Regular)**

**(1 Year Program) Edition 2015**

**YEAR: 1 SEMESTER: 1**

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| **S. No.** | **Course Code** | **Course Name** | **Nature of Course** | **Credits**  **(LTPC)** |
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|  |  | **A. Theory** |  |  |
| 1 | BJM 101 | English Language Skills | PE | 3104 |
| 2 | BJM 107 | Principles of Communication | PE | 3104 |
| 3 | BJM 201 | Advertising: Concepts &  Execution | PC | 3104 |
| 4 | BJM 203 | Radio Policies, Practices &  Production – I | PC | 3104 |
| 5 | BJM 209 | Still Photography | **PC** | 3104 |
| 6 | BJM 153 | Computer Applications for Media  (Lab) | **PC** | **0042** |
| 7 | BJM 251 | Research & Media Studies(Lab) | PC | **0042** |
| 8 | PC 101 | **Proficiency in Co Curricular activities** | UC | 0002 |

**YEAR: 1 SEMESTER: 2**

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| **S. No.** | **Course Code** | **Course Name** | **Nature of Course** | **Credits**  **(LTPC)** |
|  |
|  |  | **A. Theory** |  |  |
| 1 | BJM 102 | Print Media: Growth &  Contemporary Trends | **UE** | 3104 |
| 2 | BJM 108 | News Reporting & Editing | PC | 3104 |
| 3 | BJM 202 | Public Relations: Principles &  Practices – I | PC | 3104 |
| 4 | BJM 204 | TV News & Programmes | PC | 3104 |
| 5 | BJM 104 | Media Laws & Ethical Issues | PC | 3104 |
| 6 | BJM 152 | News Reporting & Editing-I  (Lab) | PC | 0042 |
| 7 | BJM 252 | Internet & Mobile Technology (Practical) | **PE** | **0042** |
| 8 | PC 102 | **Proficiency in Co Curricular activities** | **UC** | **0002** |