



PROSPECTUS

2024-25

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

ARYABHATTA KNOWLEDGE UNIVERSITY

PATNA, BIHAR

<http://sjmc.ac.in/>

<http://akubihar.ac.in>



VICE CHANCELLOR'S MESSAGE



Prof. Sharad Kumar Yadav
Hon'ble Vice-Chancellor
Aryabhata Knowledge University,
Patna

“
An Investment
In Knowledge
Pays The
Best
Interest. -
Benjamin Franklin

As we move ahead for the implementation of NEP-2020, one of the milestones of Indian education, I congratulate the youth of our country – our stakeholders in contributing to realize our national mission to make India a global super power. It is a matter of satisfaction that Aryabhata Knowledge University is poised to face the growing challenges of higher Education and I am pleased to welcome the students aspiring to join the University in various programmes offered by university.

A quick summary of our efforts and past session successes in terms of academic activities, research output and creative teaching pedagogy can be found in the Prospectus 2024, which purports to provide an insight into the vibrant campus culture that values academic rigor and holistic learning. Additionally, Prospectus is the document that reflects our roadmap.

In the forthcoming session, the University is offering 09 courses which includes PG Diploma, Certificate, Post Graduate and Ph.D. programmes in various Schools of Study, to name a few – Nano Science and Nano Technology, Journalism and Mass Communication, Geography, River Studies, and Economics.

The university's research output is seen in the variety of research initiatives and research acumen that are added to the rigorous educational curriculum.

State-of-the art infrastructure and facilities is one of the priorities of the university so that students' stay on the campus makes them responsible citizens and productive human resource. Hence, Wifi facility on the campus and in hostels, an automated library, basic sports infrastructure, yoga classes, clubs and interactive sessions with substantial focus on placements, the University has admirably succeeded in inculcating basic human values and standards through diverse programmes and courses being currently offered.

Considering that the Aryabhata Knowledge University is the dream project of the Hon'ble Chief Minister of Bihar, Sri Nitish Kumar ji, the University is working with utmost commitment and zeal to impart high-quality professional, inter-disciplinary, research-oriented and holistic education in emerging areas to youth so as to unleash their potential towards nation building.

Jai Hind!

VISION

To nurture, produce and create innovative young minds of global standards for media education, research, extension and training, using state-of-the-art technology for building a knowledge driven information society, contributing to human development, empowerment and participatory democracy, anchored in pluralism, universal values & ethics and to attain and remain a centre of excellence.

MISSION

-  To establish a state-of-the-art facility for teaching and research on mass communication.
-  To conduct academic courses at Postgraduate and Research levels.
-  To provide excellent supervision to scholars to undertake research in journalism & mass communication and allied topics.
-  To conduct researches on various aspects of journalism & mass communication.
-  To contribute and enrich knowledge on journalism & mass communication.
-  To anticipate the technological and scientific needs for the state and to plan and prepare to cater them.
-  To develop programs for faculty development for its own staff and for teachers and researchers of other institutions with similar objectives.
-  To collaborate with various faculties/ schools of AKU to meet its objectives.
-  To collaborate with regional, national and international institutions to fulfill its visions, accomplish its missions and meet its objectives.
-  To provide consultancy services in the field of its expertise to government and other agencies.
-  To organize training programmes for professionals, bureaucrats and civil society members on media management and associated aspects.
-  To cater to the development of a culture for preservation and conservation of media ethics.
-  To leverage its key resources.



About the Campus

The University has own building and it is built on a sprawling 7.60 acres of green campus with built-up areas of approx 4 lac sqft which comprises of four blocks (Administrative, Examination, Academic and Excellence) apart from Guest House, Scholar House, V.C. Bunglow, Registrar Bunglow and staff quarters.



Administrative, Academic and Examination Blocks



CENTRES OF EXCELLENCE

School of Journalism & Mass Communication

About SJMC

The School of Journalism and Mass Communication (SJMC), has been established as a centre of excellence by the Government of Bihar at Aryabhata Knowledge University with the basic objectives of teaching, training and undertaking research in the areas of mass communication.

The rationale of SJMC is best captured in its mission:

“To nurture minds for critical thinking and innovation through media education, research, extension and training with a purpose to build an information and knowledge-based society that contributes to human progress, empowerment and participatory democracy, anchored in pluralism, universal values & ethics and to attain and remain a Centre of Excellence.”

SJMC conducts M.A.in Journalism and Mass Communication. The Ph.D. programmes and other courses are in pipeline.”



COURSES

At

School Of Journalism And Mass Communication

30

**M.A. in Journalism
and Mass
Communication**

30

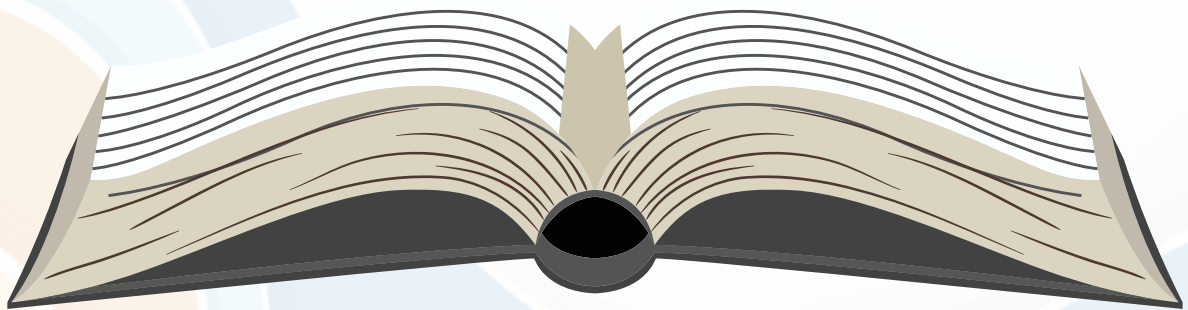
**P.G. Diploma in
Development
Communication**

45

**Certificate
Course in
Writing for Media**

30

**P .G. Diploma in
Online and
Digital Journalism**



(Session : 2024-25)

SJMC

M.A. in Journalism & Mass Communication (MJMC)

Master of Arts in Journalism and Mass Communication is a postgraduate Mass Communication course. The course includes a comprehensive and thorough study of the constituents of mass media such as print, electronic, new media, public relations, advertising etc. In other words, the course is the academic study of various means of communication by which individuals and entities convey information to large segments of the population through mass media. It also generally involves teaching and hands-on regarding reporting, writing, editing, photographing, filming, research etc. The objective of the programme is to enable students to achieve a comprehensive understanding of the systems, processes, networks, cultures and information associated with mass media.

The Postgraduate degree course in Journalism & Mass Communication shall be of four semesters spread over two years' duration. The CBCS provides an opportunity for the students to choose courses from the prescribed list of courses comprising core, elective and ability enhancement courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional markssystem.

The M.A. Course shall consist of 19 papers spread over four semesters consisting of Core Courses (CC), Elective Courses (EC), Discipline Specific Elective Courses (DSE), Ability Enhancing Courses (AEC) and Ability Enhancing Compulsory Courses (AECC). There shall be five courses/papers in first semester, six courses/papers in second semester, six courses/papers in third semester and two courses/papers in fourth semester; each course carrying 100 marks except for the DSE or GE (Course End Project) in the fourth semester which will carry 200 marks. The entire curriculum shall be of 2000 marks taken together. However, the CGPA/class shall be awarded on the performance of the candidate on 15 papers which includes the 14 CC papers and one GE/DSE paper having an aggregate of 1600 marks.

Structure of the 2 yrs (Four Semesters) Post Graduate Degree course under CBCS:

Semester	No of Course/ Papers	Credit per Course/ Paper	Total Credit	Minimum No.of Learning Hours#	No. of Core Course/ paper	No. of Elective Course/ paper	Code of Nature of Elective Course/Paper
I	05	05	25	250	4	1	AECC-1
SEMESTER BREAK							
II	06	05	30	300	5	1	AEC-1
SEMESTER BREAK							
III	06	05	30	300	5	1	AECC-2
SEMESTER BREAK							
IV	02	05/10	15	150	0	2	EC-1* DSE-1 Or GE-1
Total	19		100	1000	14	5	

Outline of syllabus of Master of Arts in Journalism and Mass Communication (M. J.M.C.)

SEMESTER - I

1	2	3	4	5	6	7
Code	Course Component	Name of the course	Credit	C.I.A.	End semester exam	Total Marks
				Marks		
CC-1	Core	Concepts and Theories of Mass Communication	5	30	70	100
CC-2	Core	Media – Culture and Society	5	30	70	100
CC-3	Core	Print Media	5	30	70	100
CC-4	Core	Photography	5	80	20	100
AECC-1	Elective	1. Bihar 2. Theatre 3. Creative Writing 4. SWAYAM course(s)	5	50	50	100

SEMESTER-II

Code	Course	Name of the Course	Credit	C.I.A.	End Semester Exam	Total Marks
				Marks		
CC-5	Core	Development communication	5	30	70	100
CC-6	Core	Media Law & Ethics	5	30	70	100
CC-7	Core	Radio Production	5	30	70	100
CC-8	Core	Ad and PR	5	30	70	100
CC-9	Core	Research Methodology	5	30	70	100
AEC-1	Elective	1. Music for Media 2. Courses offered by other Centres 3. SWAYAM course(s)	5	50	50	100

SEMESTER-III

Code	Course	Name of the Course	Credit	C.I.A.	End Semester Exam	Total Marks
				Marks		
CC-10	Core	Film Studies	5	30	70	100
CC-11	Core	TV Production	5	30	70	100
CC-12	Core	Communication Research	5	30	70	100
CC-13	Core	Media Management & Entrepreneurship	5	30	70	100
CC-14	Core	Social Media	5	30	70	100
AECC-2	Elective	1. Graphics and Animation 2. DTP 3. Swayam course(s)	5	50	50	100

SEMESTER-IV

Code	Course	Name of the Course	Credit	C.I.A.	End Semester Exam	Total Marks
				Marks		
EC-1	Elective	Documentary Film Production	5	80	20	100
Or						
		Science Communication	5	30	70	100
Choose Any one in two Elective papers (DSE - 1 or GE - 1)						
DSE-1	Elective	Project on Film Production	10	Internal Evaluation		200
Or						
GE-1	Elective	Any Research Project	10	Internal Evaluation		200

Admission to M.A. Part-I (First Semester)

- A candidate seeking admission to M.A. degree must be a graduate having passed the Bachelor Degree (B.A.) with Honours in BA/B.Sc./B. Com degree of duration of three or more years such as degree in Medicine, Engineering, Agriculture etc. of Aryabhatta Knowledge University or its equivalent examination recognized by the University.
- Admission to M.A. Part-I (First Semester), shall be made in order of merit. The merit list shall be prepared on the basis of marks obtained by the applicant in the Entrance test.
- The intake to the said M.A. Programme shall be as notified from time to time.
- The admission to the M.A. Programme shall be governed by the provisions as laid down in the Admission Prospectus issued each year for admissions to the said Programme of SJMC.
- After the declaration of the admission test results, the admission to the M.A. Programme shall be monitored by the Admission Committee.
- Reservation rules as per the Bihar Government shall be applicable in admission to the M.A. Degree Programme.
- Seat reserved for SC/ST candidates lying vacant, if any, may be filled up as per the Bihar Government rules. In case in any one of the two categories, the required number of candidates for admission is not available (i.e., the list of respective categories has been exhausted), the candidates belonging to the other category (General/OBC) shall be called for admission in order of merit so as to fill up the vacant seats.
- Similarly, if sufficient number of candidates are not available in OBC category (i.e., OBC category list has been exhausted), such vacant seats shall be transferred to the general category.
- Mere appearance in the admission test shall not entitle a candidate to be considered for admission to the programme unless she/he fulfils the eligibility conditions. Applicants must fully satisfy themselves about their eligibility before filling up the application form.
- Provisional admission shall be offered to the candidates in order of merit list and the availability of seat in the Programme on the date of admission.
- In case two or more candidates have equal marks obtained in the qualifying examination, the senior candidate on the basis of date of birth shall be given preference. However, in a case of tie in rank, if the result of qualifying examination of one candidate is declared then she/he will be given preference, provided she/he fulfils other eligibility conditions. In case of any dispute, the decision of the Chairman, Admission Committee, shall be final.
- If the result of the qualifying examination is not declared by the university/board till the date of admission, the mark-sheet of the qualifying examination by a candidate can be submitted on or

before 30th September of the admission year. In exceptional cases, further extension may be given by the University, depending upon the situation.

- At the time of reporting for admission, the candidates are required to be present in person and bring the documents in original as well as a set of photocopies duly attested as notified by the Admission Committee from time to time.
- A candidate provisionally selected for admission shall be required to fill the prescribed form, submit the required documents, in the office of the School and pay the fees on or before a date fixed for the purpose; otherwise, the offer made to her/him will automatically stand cancelled.
- In case any provisionally selected candidate fails to deposit the fee by the date prescribed, her/his provisional admission shall be cancelled and the seat thus falling vacant shall be offered to the next candidate in order of merit under the specified category.
- A candidate who is qualified for admission shall not be admitted without the production of a leaving or transfer certificate and/or migration certificate (as the case may be) issued by the last college/university attended. However, in certain cases, if the candidates are not in position to submit the Transfer Certificate and/or Migration Certificate at the time of admission, they should submit the same as early as possible, but not later than 30th September of the year of admission in M.A. Programme failing which her/his admission shall stand cancelled. In exceptional cases, further extension may be given by the University on cogent reason(s). However, it may be noted that this clause cannot be extended to the candidate(s) whose result is being withheld or not declared by the university/board due to some specific reasons particularly related to the candidate(s).
- Wait-listed candidate shall be offered admissions strictly on the basis of ranking, provided there is a vacancy in the Programme. Such waitlisted candidates shall have to deposit their fees for the entire semester latest by the date fixed by the Admission Committee. However, no wait-listed candidate shall be admitted after one month from the date of starting classes for the Programme.
- The candidates enjoying employed status and selected for admission to M.A. Programme, are required to produce Leave Sanction/Relieving Order at the time of Admission from their employers for the duration of the Programme permitting them to pursue their studies at the SJMC failing which the offer of admission shall stand withdrawn. In case of any dispute, the decision of the University shall be final.
- The admission of any candidate is liable to be cancelled without giving any further notice forthwith or at any time during the period of the Programme of study, if it is detected that the candidate has/had produced fake/ forged certificate(s)/document(s), indulged in any act of misconduct/indiscipline and has/had concealed any other relevant information at the time of seeking admission. The concerned candidate shall be solely responsible for the cancellation of his/her admission and other punitive action/actions.
- The admission of the candidate to the M.A. Programme shall be subject to such ordinances, rules and regulations as may be framed from time to time by the University.
- In case of admission of foreign students, the rules laid down by Aryabhata Knowledge University shall be followed.
- Only the High Court of Patna shall have jurisdiction in case of any dispute relating to the provisional admission in the Programme.

Number of Seats: 30

Eligibility Criteria

Passed the Bachelor degree (B.A.) with 45% marks in respective Honours subject/major subject/core course/subsidiary/any other course.

Admission to M.A. course will be taken on the basis of performance in entrance test.

Structure of the Entrance Test:

Questions shall be of multiple choice type with four options with a single correct answer as well as subjective. The duration of the test shall be of 2:30 hour. The total marks will be 200 marks. There shall be no negative marking. There shall be two parts in the question paper as mentioned in Table 2.

Table: Details of entrance test

Part A	General Aptitude Test	50 marks	50 Questions	1 mark for each question
Part B	Subjective test	100 marks	15 Questions	5 and 10 marks questions
Part C	Interview/Portfolio	50 marks		

- The application fee for applying for admission to the M.A. course will be Rs. 1500/- only. This will include the fee for admission test.
- Any change in the number of seats in a particular subject shall be decided by the University in accordance with the guidelines received from the State Government from time to time.
- No applicant shall be admitted to the course who has not applied for admission within the notified time period.
- No such applicant shall be admitted who in the opinion of the Head of the Department and endorsed by the Vice Chancellor should not be admitted in the best interest of the School of Journalism and Mass Communication.
- During the tenure of the course, if it is found that any document/documents or submission made by a student in support of his/her admission to M.A course is/are forged or fake, his/her admission shall automatically stand cancelled. The concerned candidate shall be solely responsible for the cancellation of his/her admission and other punitive action/actions.
- The Vice Chancellor has the absolute right to reject/deny admission to any candidate without assigning any reason if he/she judges that this is in the best interest of the institution.
- No candidate shall be allowed to register for any other degree course in the same University or any other university/institution during the same academic session of his/her study of M.A.

Medium of Instruction/Teaching

Medium of instruction for teaching-learning and examination will be English and Hindi.

Fee Structure

Application Fee: Rs. 1500

First Semester: 30,380/-

Subsequent Semesters: 16,380/-

(Above Fee inclusive of Registration & Examination Fee)

Note: Additional fee may be charged in case of decision made by the competent authority.

Evaluation of Performance Under Semester System

The performance of a student in each paper will be assessed on the basis of a Continuous Internal Assessment (CIA) of 30 marks and the End of Semester Examination (ESE) consisting of 70 marks except in certain papers mentioned otherwise.

The components of C.I.A. may be as follows or as decided by the faculty concerned:

Two mid-semester written tests of one hour duration each	15 marks
Seminar/Quiz	05 marks
Assignment	05 marks
Punctuality and conduct	05 marks
Total	30 marks

The performance of a student in the elective papers AEC and AECC in each semester shall be assessed on the basis of a Continuous Internal Assessment (CIA) of 50 marks and the End Semester Examination (ESE) consisting of 50 marks.

The components of C.I.A in these papers may be as follows:

One mid-semester written tests of one hour duration each	10 marks
Seminar/Quiz	10 marks
Assignment	15 marks
Project Report	15 marks
Total	50 marks

- ☑ The concerned teacher of the course/paper shall be responsible for conducting the mid- semester tests and other components of the CIA.
- ☑ The ESE will be written examination of three-hours duration conducted by the University.
- ☑ The evaluation of laboratory paper and field work, whether applicable will also be based on CIA and an end-semester practical examination.
- ☑ All such examination shall be as per the provisions of examination board and moderation board of the respective universities.
- ☑ Only those students who secured minimum qualifying marks of 45 % in the CIA shall be allowed to fill up the End Semester Examination form.
- ☑ The marks of CIA in each paper will be submitted by the Department along with the End semester Examination form failing which the student may not be issued admit card for the examination.

Programme of Study

- ☑ The School shall offer M.A degree in Journalism & Mass Communication.
- ☑ The durations of M.A. (Semester System) course shall be of four semesters spread over two academic years. Each semester shall be of ninety teaching days.
- ☑ Each academic session shall consist of two semesters – I and III: from July to December and II and IV: from January to June.
- ☑ The M.A. Course shall consist of 19 papers spread over four semesters. There shall be five papers in first semester, six papers in second semester, six papers in third semester and 2 papers in fourth semester carrying 100 marks in each paper except course end project (200 marks). The entire curriculum shall be of 2000 marks taken together. However, the class shall be awarded on the performance of the candidate on 15 papers including 14 CC and One DSE or GE paper having an aggregate of 1600 marks.
- ☑ In each semester each elective paper shall carry 100 marks. The four elective papers – one AEC, two AECC and one EC will be qualifying in nature. A student shall not be considered pass and eligible for award of the final degree unless he/she obtains minimum qualifying marks in these four papers. A complete description of papers is given in Table 1.
- ☑ Along with the elective courses prescribed for the M.A. Degree Programme by the SJMC, a student is allowed to register herself/himself in a maximum of two elective courses (10 credits) under the M.A./M.Sc. programme(s) run by other Centres/Schools of Excellence within the premises of Aryabhata Knowledge University.
- ☑ The student may also choose online elective courses relevant to his/her interest from UGC-SWAYAM or similar portal. For choosing such a course in a semester, the SWAYAM coordinator in SJMC shall provide necessary guidance. However, the result/grade report for such course shall be collected by the student, and submitted to the office of Controller of Examinations, Aryabhata Knowledge University for preparation of final result.
- ☑ A student shall have the option of choosing an elective course from other Centres/Schools of Excellence established within the premises of Aryabhata Knowledge University irrespective of the semester in which the course is offered, other things being the same. For example; a student of odd/even Semester can opt for an elective course of other Centre/School offered in any odd/even semester respectively.
- ☑ The distribution of papers like theory, practical, fieldwork, project, internship, dissertation etc. with number of credits will be specified in each subject in the course structure of the subject concerned of the department.
- ☑ The term 'credit' means weightage given to a course in relation with the instructional hours assigned to it. One credit will generally consist of ten hours of instruction. The M.A. (Mass Communication) course shall be of one hundred credits divided as 25 credits in first semester, 30 credit in second semester, 30 credit in third semester and 15 credit in fourth semester. The number of credit for each paper of the Master's degree programme shall be specified in the course structure of the subject concerned.

Certificate Course In Writing For Media

No. of Seats: 45

Certificate Course in Writing for Media (CCWFM)

Objective

To train and educate a select group of interested candidates in writing for media which will provide them the required basic skills for working in the field of Journalism and Mass Communication.

The CCWFM programme shall be under Aryabhata Knowledge University, Patna

Duration of Course:

The certificate course in Writing for Media programme shall be of six months duration starting from January and July every year.

Examination shall be held at the end of the academic session.

Working days

There shall be at least one hundred & twenty working days for one complete session including admission & Examination period.

There will be five papers of 05 credit each as shown below:

No. Of Course/Paper	Credit per Course/paper	Total Credit	Minimum No. Of Learning Hours #
05	05	25	250

3.2 Students have to maintain minimum 75% attendance for all theory & practical classes.

Structure of Syllabus

The curriculum shall be designed in such a manner that in the period of six months, the trainees would be well acquainted with the basic skills of media specially writing skills related to:

- Print,
- Electronic,
- Web
- Ad&PR

Scheme Of Study

Paper	Subject	Credit	Full Marks
Cc001	Introduction to Mass Communication	5	100
Cc002	Language skills for media	5	100
Cc003	Writing for Print & Electronic Media	5	100
Cc004	Writing for Advertising & Public Relation	5	100
Cc005	Practical (Class Journal, News Package, Radio Spots, Ad copy writing)	5	100
	Total	25	500

(Note: The duration per class shall be of one hour)

Registration :

All students seeking admission to this course have to be registered with the School of Journalism and Mass Communication, Aryabhata Knowledge University, Patna on payment of prescribed fee.

Examination :

All registered students will be permitted to appear in the examination of CCWFM who have completed 75 percent attendance in theory and practical classes.

A candidate for CCWFM shall be examined in five papers, four theory papers and one practical paper.

There shall be four theory papers carrying 100 marks each and one practical paper carrying 100 marks.

The students will have to prepare a dissertation/project on each paper for internal evaluation.

The written examination of theoretical papers shall be of 2 hours duration.

A candidate, who has completed the course but fails to appear in the examination or fails to pass examination, shall be allowed to take subsequent examination on payment of prescribed examination fee. This will not be mandatory to rejoin the course. This opportunity shall be given only for two more examinations within the period of three years from the date of admission.

Conduct Of Examination And Publication Of Results

The final examination will be conducted after the syllabus is completed. Examination fee shall be charged from the candidate as approved by the Aryabhata Knowledge University.

In order to pass the exam a candidate must obtain 40% marks in theory and 50% marks in practical paper separately.

The name of successful candidates shall be arranged in order of merit as per percentage of marks obtained by them.

Award Of Certificate

Those who complete the programme successfully shall be awarded Certificate in Writing for Media by the Aryabhata Knowledge University, Patna in prescribed format specifying the class /Division/ Grade in which he/she is placed.

Selection And Admission Procedure

The candidates shall have to pass a written and oral test for getting selected for this course.

The Entrance Test fee shall be charged from the candidates. The amount of the test fee would be decided by the institute.

Appearance in the Entrance Test is mandatory. Admission shall be made strictly in order of merit which shall be prepared according to the marks obtained by the candidate in the Entrance Test.

Entrance Test shall be conducted by the institute in month of May-June and November-December every year. The date of test will be announced by the University and merit list shall be prepared by the University which shall be valid for one year from date of publication. Seat allotment will be done through counselling.

Reservation of seats for the candidate of reserved category shall be as per Bihar Govt. rules. A Certificate will be compulsory for such candidate, issued from a competent Government officer. If reserved category seat remains vacant then it will be allotted to general category candidates.

If any time it is found that the candidate has furnished any false information, his/her candidature shall be cancelled immediately and the deposited fee shall be forfeited and suitable legal action may be initiated.

In case of any controversy or irregularity pertaining to the course the University shall take the final decision as per approved Rules and Regulations.

Eligibility Criteria

The candidate must have passed B.A. or its equivalent exam from a duly recognized University/Institution with at least 50% marks for general and 45% for reserved category.

TOTAL NUMBER OF STUDENTS

There shall be a basic unit of 45 students, with a maximum of two units. This intake capacity may be modified by the University.

Fee Structure

The fee structure for six months Certificate Course in Writing for Media :

Sl. No.	Particulars	Amount in Rs.
01	Admission Fee	500.00
02	Examination Fee	2,000.00
03	Registration Fee	2,000.00
04	Tuition Fee	5,000.00
05	Development Fee	1,000.00
06	Library Fee	500.00
07	Field Work/Educational Tour	1,000.00
08	Caution Money	1,000.00
	Total	13,000.00



One Year Post Graduate Diploma Programme In Development Communication

Course Outline:

Nature: One-year full-time course

Eligibility: Bachelor Degree in any discipline

No. of Seats: 30

Course Description: The One Year Post Graduate Diploma Programme in Development Communication of School of Journalism and Mass Communication, Aryabhatta Knowledge University, Patna shall have 08 papers spread over two semesters consisting of theory as well as hands-on/practical/field-work/internship/dissertation etc.

The aim of this course is to produce development communication strategists who can make an effective intervention in various developmental issues to act as a catalyst for social & economic change. They will lead social and behavioural change in society and day-to-day life through communication strategies.

In the future, this one-year PGD program shall upgrade to two years Master's Degree and a Ph.D. Program in Development Communication.

Course Requirements:

Being a professional course, hands-on field projects, video & audio production, photographs, etc. are an integral part of the course syllabus and will constitute a major part of students' inputs and evaluation. We propose a 50:50 practical and theory weightage in input and evaluation. The course input will include: field research, field visit, case-study, film-making, film-viewing, and project-based learning.

Course Outcomes:

CO1: Knowledge: Students will be able to acquire academic knowledge and professional skills, such as writing, communication strategies, planning, policy-making, and research.

CO 2: Understanding: Students will develop a sound understanding of the core issues of the development process which will help them to find numerous employment opportunities in various local, national, and International Development Agencies.

CO 3: Lifelong Learning: Students will be able to understand the theoretical nuances and the practices of the trade by engaging themselves in independent and lifelong learning, and be equipped to enhance their knowledge and skills as required in the future. The course moves on to improve capabilities and develop skills of analysis and reportage of the students in the field of Development Communication.

CO 4: Communication: The Course attempts to train students in developing radio programmes, documentary films, print & electronic media, social and new media along with a wide range of traditional media in order to make effective communication strategists around issues pertinent to the development of the nation in general and Bihar in particular.

CO 5: Research: The students will be able to synthesize and apply their understanding to form insights for further scholarly endeavors in the field of development communication. They will be able to demonstrate the ability to define and undertake relevant developmental projects independently.

CO 5: Research: The students will be able to synthesize and apply their understanding to form insights for further scholarly endeavors in the field of development communication. They will be able to demonstrate the ability to define and undertake relevant developmental projects independently.

Objectives of the course

1. To understand the concept, history, and theories of Development Communication.
2. To understand the process, functions, and techniques of developmental journalism with reference to print, electronic and other modern & traditional media.
3. To evaluate the relevance, potential, and use of various media as tools of development through hands-on projects.
4. To familiarize the students with the linkages between development, media, and communication.

Syllabus Outline:

First Semester

S.No.	Course Code	Paper Title	Credits	Marks
1	CC1.1	Understanding Development	5	100
2	CC1.2	Introduction to Development Communication	5	100
3	CC1.3	Development Journalism	5	100
4	CC1.4	Media and Human Development	5	100
5	AECC1	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

Second Semester

S.No.	Paper Code	Paper Title	Credits	Marks
1	CC 2.1	Media in Development Communication	5	100
2	CC 2.2	Information and Communication Technology for Development	5	100
3	CC 2.3	Research Methods in Development Communication	5	100
4	CC 2.4	Any Project/ field-based research project/ Film/ Radio Programme / Documentary, based on issues of development	5	100
5	AECC 2	Elective paper may be selected from a Basket of Courses available at SJMC / AKU / SWAYAM	5	100

Fee Structure:

The Fee Structure for the Diploma Programme in Development Communication course in the faculty of Journalism and Mass Communication for two semesters shall be as mentioned below. However the fee for both semesters shall have to be paid at the time of admission.

Sl. No.	Particulars	Amount in Rs.
01	Admission Fee	1,000.00
02	Registration Fee	2,000.00
03	Examination Fee (Both semesters)	4,000.00
03	Tuition Fee (Both semesters)	10,000.00
04	Library Fee	500.00
05	Establishment & Development / Miscellaneous Fee etc.	1,500.00
06	Project work	5,000.00
07	Caution Money	1,000.00
	Total Fee	25,000.00



Syllabus Outline

Semester - I

S.No.	Course Code	Paper Title	Credits	Marks
1	CC1.1	New Media	5	100
2	CC1.2	Cyber Law	5	100
3	CC1.3	Communication Models and Theories	5	100
4	CC1.4	Social Media	5	100
5	AECC I	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

Semester - II

S.No.	Paper Code	Paper Title	Credits	Marks
1	CC2.1	Digital Marketing	5	100
2	CC2.2	Content Creation and Promotion	5	100
3	CC2.3	New Media: Issues & Applications	5	100
4	CC2.4	Digitalization And Development	5	100
5	AECC II	Elective paper may be selected from a Basket of Courses available at SJMC / AKU / SWAYAM	5	100

Why should you apply for the Courses at SJMC?

- ☑ The face of Journalism and Mass Communication has undergone a drastic change in the recent years with the spread of New Media. A whole lot of new avenues are paving way for change at both national and international levels.
- ☑ Trained media professional get employment in sectors like media industry, IT industry, health sector, education sector, industry sector, community sectors, teaching, creative writing and content creation.
- ☑ On completion of this course, students may get jobs as a Journalist, Editor, News Reporter, Advertising & Public Relation professional, Content Creator, Filmmaker, Photographer among others.
- ☑ This course will also serve as a foundation course for students who wish to build their career in the field of media research.
- ☑ Students are encouraged to work on various assignments, undertake internships, participate in classroom and outdoor activities to enhance their skills.
- ☑ After the completion of the course, students may decide on continuing their academic education, research, work in the media Industry or freelance as a media professional or start a Media house, Production setup, Photography Studio etc.



One Year Post Graduate Diploma Programme In Digital & Online Journalism

P.G. Diploma in Digital & Online Journalism

Semester – I

Course Outline:

Nature: One-year full time course

Eligibility: Bachelor Degree in any discipline Digital and Online Journalism Test

No. of Seats: 30

Course Description

The One year Post Graduate Diploma Programme in Digital and Online Journalism of the School of Journalism and Mass Communication, Aryabhata Knowledge University, Patna shall have 08 papers spread over two semesters consisting of theory as well as practical /field-work/internship/dissertation etc.

The course will help those who want to build their career in the field of media. Nowadays each media house has a digital platform linked to their traditional media. Ultimately this course will train the students to work in the field of digital media. The most important part of this course is that it will empower the students to start their entrepreneurship in the field of media. With the help of mobile only, the students will be capable of running their channel and news blog. This course will help in getting employment and will also help to produce employment. This will also help to fill the information gap in the rural area. It will also help to fill the gap that is being created due to the lack of reach of the mainstream media.

Course Requirements

Being a professional course, the hands-on field projects, video & audio production, photographs, etc. are an integral part of the course syllabus and will constitute a major part of students' inputs and evaluation. A 50:50 practical and theory weightage in input and evaluation is proposed.

The course input will include: field research, field visit, case-study, film-making, film-viewing, and project-based learning. The infrastructure will be accordingly facilitated for the learning process like Media Studios, Media Labs, Audio-Visual Library, Community Radio, Newsroom, etc.

Outcome of the course

- ☑ Knowledge about the Digital Media.
- ☑ History of the Digital Media.
- ☑ Various tools of the Digital Media.
- ☑ Writing for the different Digital Media.
- ☑ Know about marketing with the help of Digital Media.
- ☑ How to build brand with the help of Digital Media.
- ☑ Ethical issues related to the Digital Media.

Objectives

- ☑ To understand the basic ideas of Digital & Online Journalism
- ☑ To familiarize with practice and perspective of Digital Journalism
- ☑ To analyze the different parameters and goals of online journalism

Prominent Activities

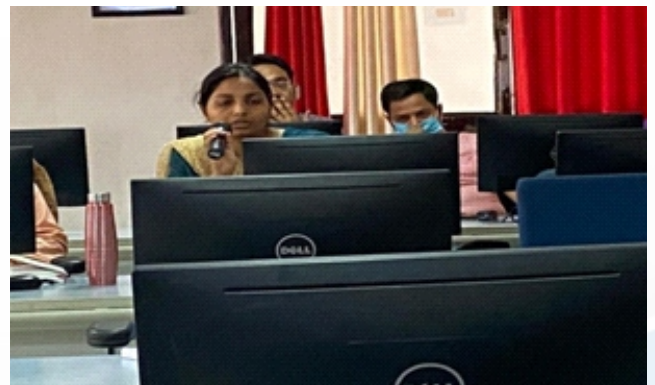
Media orientation of 150 Dy. Suptd. of Police (DSPs) at Bihar Police Academy

A media orientation workshop was organised on December 9th, 2020 at Bihar Police Academy, Rajgir by SJMC as per the following schedule. ADG cum Director, BPA Brighu Srinivasan, Deputy Director, BPA, P.K. Das and other senior IPS officers were also present during the workshop.



Media training of Bihar Administrative Service officers at BIPARD

A two-day media workshop was held under the joint aegis of BIPARD and School of Journalism and Mass Communication on 6th & 7th April, 2021 in which 34 trainee officers of the third batch of the newly appointed Bihar Administrative Service of 60th-62nd batch participated. The objective of the workshop was to develop the understanding of the administrative officers on the subject of media working, governance and use of media for the betterment of the society. DG Bipard, Mr. Amir Subhani was also present on the occasion, who appreciated the effort of SJMC.



Media orientation of IAS Officers at BIPARD

A two-day media orientation workshop for IAS probationers was organized by the School of Journalism and Mass Communication (SJMC) on August 31 & September 1st, 2021 under the joint aegis of Bihar Institute of Public Administration and Rural Development (BIPARD) and SJMC in which 8 Indian Administrative Service probationers of 2020 batch participated. Mr. Kanwal Tanuj, Director of Information and Public Relations Department, along with many officers of the department were also present in this orientation program.



The objective of the workshop was to develop the understanding of the administrative officers on the functioning of media, governance and use of media for the betterment of the society.

National Workshop

National Workshop on Digital Education: Content Development & Delivery (March 07-08, 2022) sponsored by Consortium for Educational Communication, New Delhi

A two-day national workshop on new & innovative digital media titled, 'Digital Education: Multimedia Content Development & Delivery', was held on March 07-08, 2022 at the School of Journalism & Mass. The workshop was organised in collaboration with and also sponsored by the Consortium for Educational Communication (CEC), New Delhi. CEC is an autonomous organization of University Grant Commission responsible for dissemination of educational content through various ICT modes of Communication.



Refresher Training Programme for IPRD officials 7th to 11th November, 2023

The first five-day Refresher Training programme for Information and Public Relations Department officials was organised at the School of Journalism and Mass Communication, Aryabhata Knowledge University from 7th to 11th November, 2023. Altogether eighteen sessions were held in which resource persons were drawn from various fields of Mass Communication.

The purpose of the workshop was to equip participants with proper knowledge and skills of different aspects of media in order to manage media and related works efficiently and professionally in day-to-day governance. The participants should also be able to use various media and its tools effectively to communicate and get feedback besides countering fake and malafide information.



Director, IPRD Sri Amit Kumar addressing the officials in a session



Sri Sanjay Agarwal, Secretary, Disaster Management, Govt. of Bihar holding a session



17th National Meeting of the Network of Women in Media, India

The 17th national meeting of the Network of Women in Media, India (NWMI) was held at the School of Journalism and Mass Communication, Aryabhatta Knowledge University from 27th to 29th January, 2023. The NWMI and its Bihar and Bengal chapters organised the meet. The overall theme of the meeting was 'Media, Gender and Social Justice: Towards an Equitable Society' and discussions revolved around topics such as the growing trend of hyper-local journalism; diversity and inclusivity in newsrooms; media women's job loss during the pandemic and life after Covid; new trends in Indian media; combating disinformation and reporting at a time when the country's political atmosphere is highly polarised and volatile, with press freedom plummeting and threat to journalists and journalism increasing by the day.

Apart from discussions on a range of subjects, such as gender, caste and queer inclusion in newsrooms and telling stories of social justice through a gendered lens, the national meet laid emphasis on enabling women to do better journalism. Workshops and masterclasses were organized for participants to acquire an understanding of news skills such as mobile journalism and podcasting and learn about the latest tools they can make use of in order to meet the challenges of the times characterised by heightened job insecurity.

Participants

About 150 women in the media from all corners of the country participated in this national consultation. Reporters, editors, sub-editors, photojournalists and other media professionals representing all forms of media – print, online, television and radio. Journalism educators and media analysts and researchers also participated. A special effort was undertaken to ensure the participation of women journalists from remote geographical locations of the country; freelancers with precarious incomes; disadvantaged groups (such as Dalits, indigenous groups, religious minorities), and women with disability.



Women journalists in front of Aryabhata statue at the University

Three-day script writing workshop organized on the occasion of Bihar Day (March 22 to March 24, 2023)

The School of Journalism and Mass Communication (SJMC), Aryabhata Knowledge University, Patna organized a three-day screenwriting workshop on the occasion of Bihar Day under the joint auspices of Department of Art, Culture and Youth, Government of Bihar and Bihar State Film Development and Finance Corporation Limited. About 150 students and teachers from various universities and colleges like Patna Women's College, Patna University, Maulana Mazharul Haq Arabic and Persian University and Aryabhata Knowledge University participated in the workshop. Two resource persons were invited for the workshop – Mr. Robin Bhatt, President, Screen Writers Association (SWA), Mumbai and Mrs. Ketki Pandit, HOD and Mentor, Screen writing Department, Film and Television Institute of India, Pune.

बिहार दिवस - 2023
के अवसर पर

कला, संस्कृति एवं युवा विभाग
द्वारा आयोजित किए जाने वाले

कार्यक्रमों का विवरण:-

दिनांक:- 22.03.2023 से 24.03.2023 तक

क्र.सं.	विषय	दिनांक	समय	स्थान
01	विशेष अखण्ड कार्यक्रम (संस्कृत अखण्ड)	22.03.2023	संझ 12:00 बजे से अखण्ड 03:00 बजे तक	बिहार विश्वविद्यालय
02	विशेष अखण्ड कार्यक्रम (संस्कृत अखण्ड)	23.03.2023	संझ 12:00 बजे से अखण्ड 03:00 बजे तक	बिहार विश्वविद्यालय
03	विशेष अखण्ड कार्यक्रम (संस्कृत अखण्ड)	24.03.2023	संझ 12:00 बजे से अखण्ड 03:00 बजे तक	बिहार विश्वविद्यालय

बिहार राज्य फिल्म विकास एवं वित्त निगम लिमिटेड, पटना
फिल्म संवर्धन में निर्यात करने वाली फिल्मों की सूची:-

पटकथा लेखन कार्यशाला

द्वारा : रॉबिन भट्ट एवं केतकी पंडित

22-24 मार्च, 2023

स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन,
आर्यभट्ट ज्ञान विश्वविद्यालय, पटना

तथा

कला, संस्कृति एवं युवा विभाग, बिहार सरकार

एवं

बिहार राज्य फिल्म विकास एवं वित्त निगम लिमिटेड
के संयुक्त तत्वाधान में आयोजित

स्थान:-
कॉन्फ्रेंस हॉल, चतुर्थ तल
स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन,
आर्यभट्ट ज्ञान विश्वविद्यालय, पटना-1

Objective:

The workshop aimed at clarifying the role of a screenwriter in the process of filmmaking, and acquainting the participants with the tools and techniques of screenwriting, with a brief discussion on industrial aspects of being a screenwriter.

Mentors:

Robin Bhatt is the current President of Screenwriters Association India (SWA) and writer of several Hindi blockbusters, including Ashiqui, Dil Hai Ke Mananta Nahi, Baazigar, Chalte Chalte, Omkara, and Chennai Express. He has written more than 70 Feature films and over 1500+ TV series episodes.

Ketki Pandit is the Honorary HoD and Course Mentor at the Screenwriting Department of Film and TV Institute of India, Pune. She has been teaching Screenwriting for more than 10 years and has worked as a mentor at NFDC's screenwriting labs.

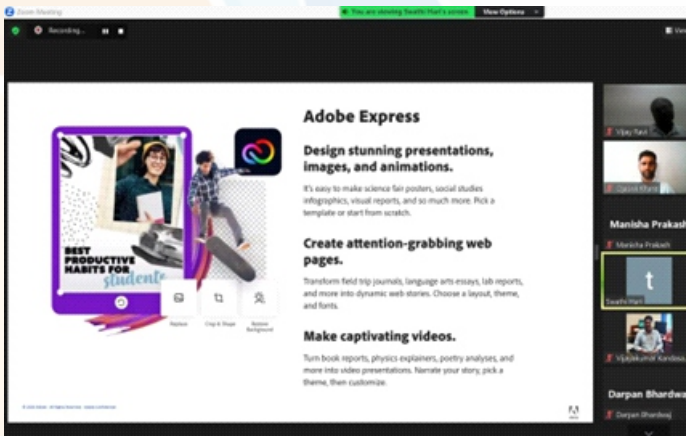


Mr. Robin Bhatt and Ketki Pandit

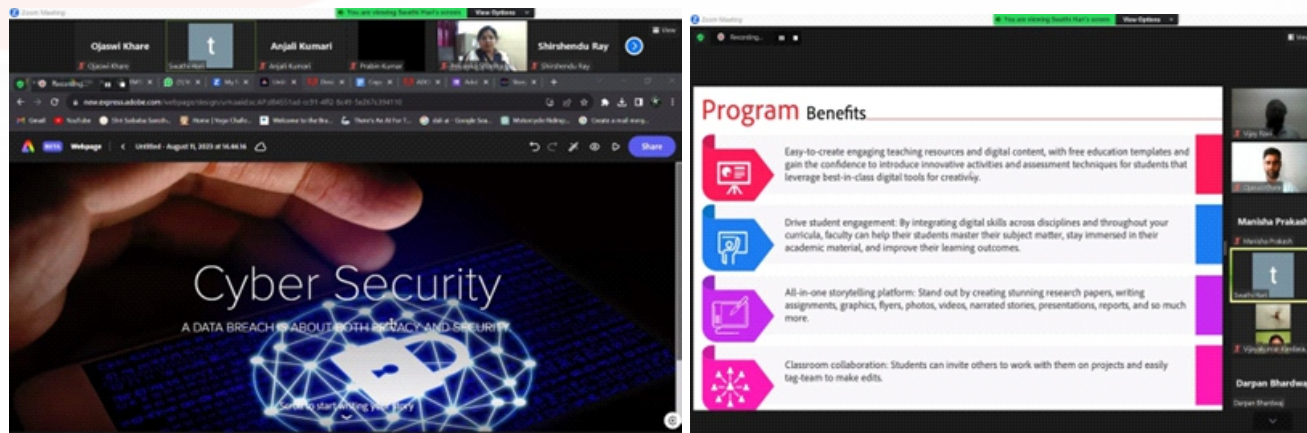


Online Professional Development Program in association with AICTE and ADOBE

Two hundred and fifty three faculty members and administrative and non-teaching staff from all the centres and affiliated colleges of the Aryabhata Knowledge University including other Higher Education Institutions from all over India participated in an Online Professional Development Program organised by the School of Journalism and Mass Communication (SJMC), Aryabhata Knowledge University, Patna in association with AICTE and ADOBE on 11th August, 2023.



The objective of the online Professional Development Program was to help upskill educators with the tools necessary to infuse creativity across curriculum and communicate their ideas through great design, thereby equipping them with skills for future jobs. The workshop was tailored to meet the needs of each institution and ensure that the training is relevant and applicable to their specific teaching contexts. The workshop was free of cost and is expected to have a positive impact on student learning outcomes.



Memorandum of Understanding

MoU between School of Journalism & Mass Communication and BIPARD, Govt. of Bihar on October 25th, 2021

For Skill Development, outcome based trainings, research and related services



An MoU was signed between School of Journalism and Mass Communication (SJMC) and Bihar Institute of Public Administration and Rural Development (BIPARD) on October 25, 2021 at SJMC for teaching, training and research. The development commissioner of Bihar and BIPARD DG Mr. Amir Subhani signed on behalf of BIPARD while Director Mr. Iftexhar Ahmed signed on behalf of SJMC.

Talent search by Akashvani

The School of Journalism and Mass Communication in collaboration with Akashvani organised sessions on 16th & 17th August, 2022. A talk was given by Sri Anshuman Jha, Programme Executive, Akashvani, Patna on "Functions, Responsibilities & Relevance of Akashvani today" and "why youth should get connected to Akashvani."

The aim was to familiarise the students with Akashvani- the largest public broadcasting network of the world and also inspect and validate their broadcasting voice and communication & creative skills. A talent hunt was also organised as part of Azadi ka Amrit Mahotsava celebration in which Priyanka Singh, Nikhil

Kumar, Ujjawala and isha Birlay of 2021-23 batch were selected. Priyanka Singh was declared the overall winner and she got the opportunity to host AIRNEXT show.



Sri Anshuman Jha, Programme Executive, Akashvani, Patna addressing the students at SJMC

आजादी के अमृत महोत्सव पर एसजेएमसी में हुआ प्रतियोगिता का आयोजन



आकाशवाणी की ओर से एसजेएमसी में आयोजित प्रतियोगिता में प्रियंका बनी विजेता आर्यभट्ट ज्ञान विवि में युवा प्रतिभा खोज प्रतियोगिता

पटना। आजादी का अमृत महोत्सव के मौके पर आकाशवाणी पटना की ओर से आर्यभट्ट ज्ञान विश्वविद्यालय परिसर स्थित स्कूल ऑफ जर्नेलिज्म एंड मास कम्युनिकेशन (एसजेएमसी) में युवा प्रतिभा खोज प्रतियोगिता हुई। प्रतियोगिता में सफल विद्यार्थी को आकाशवाणी के कार्यक्रम एअर अर नेस्ट होस्ट करने का मौका मिला। प्रतियोगिता की बदलता विहार,

अपना पटना, हम किसी से कम नहीं, झंडा ऊंचा रहे हमारा विषयों में से किसी एक पर अपने विचार रखने थे। प्रतियोगिता में एसजेएमसी के एमए प्रथम वर्ष के विद्यार्थियों ने

हिरसा दिया। प्रियंका कुमारी को विजेता घोषित किया गया। निम्नलिखित द्वितीय स्थान तो ईशा व उज्ज्वला तीसरे स्थान पर रहे। एसजेएमसी के निदेशक डॉ. इम्तेक़ार अहमद ने कहा कि यह विद्यार्थियों के लिए एक अच्छी शुरुआत है। मौके पर आकाशवाणी पटना के अंशमान झा, अजय, नंदनी, संकाय सदस्य डॉ. अजय कुमार सिंह व डॉ. अफ़क़ रेडर मौजूद रहे।

Students participation in Yuvavani

The School of Journalism and Mass Communication students were selected for participation in yuva vani programme of Akashvani, Patna.





School of
Journalism
and Mass
Communication

Creating Knowledge & Vision



CONTACT US

SCHOOL OF JOURNALISM AND MASS COMMUNICATION



ARYABHATTA KNOWLEDGE UNIVERSITY CAMPUS,
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