

Preamble: B.Voc. Journalism and Communication is designed to provide information on various aspects of mass media. This is bachelor level course. The duration of this course is generally 3-year long and its syllabus is divide in 2 semester per year. The study of the constituents of mass media such as radio, newspapers, magazines, cinema films, television, etc. which is used to convey the information to the audience is covers in this course. This course is the academic study of many means of communication by which entities convey information to large segments of the population through mass media. It is career presenting in nature and provide many job opportunities for candidates after its successful completion.

Objectives of Course:

- 1) To impart the basic knowledge of Mass communication & Journalism and related areas to students.
- 2) To develop the students as competent and efficient Media & Entertainment Industry ready professionals.
- 3) To imbibe the culture of research, innovation, entrepreneurship and incubation.
- 4) To introduce students to practical experience and knowledge in media.
- 5) To imbibe various media skills in students and to train them for content is creation and to used multimedia for production.
- 6) To give knowledge of new media techniques to students, to understand the processes of production, distribution, marketing and use.

Course Outcome:

- 1) The curriculum and syllabus provide students with tools to explore and learn from a variety of activities ranging from creative production and creation to advertising, marketing and networking.
- 2) After completion of course students will be able to start their career by starting their own news portal or You Tube channel.
- 3) History, development and research in the media will be analysed in various contexts. Social values and ethics are at the root of this program.