



# **ACADEMIC GUIDELINES**

## **DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

January, 2017

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## **PART - ONE**

### **GENERAL**

#### **1. Introduction**

Bangladesh University of Professionals (BUP), which is one of the public universities of Bangladesh, was established on June 5, 2008. The aim was to facilitate professional degrees and to run under-graduate, graduate and post graduate degrees through its faculties, affiliated and embodied colleges, institutes, academies or organizations. BUP, with its own unique features, is set up in a green landscape of Mirpur Cantonment located in Dhaka Metropolitan City. The university provides a tranquil, pollution free and secured campus life and above all, a congenial academic atmosphere.

BUP deals with not only the education of the Armed Forces personnel but also the students of civilian community from home and abroad. It welcomes those students who intend to dedicate their total attention and devotion to serious academic pursuits to build up better tomorrow for the nation. BUP is dedicated to provide high quality education that delivers real benefits for the students. Thus, BUP is the unique academic entity in the country, where blending between the civilian and the Armed Forces students of diverse skills, experience, exposure and attitude is possible.

#### **2. Student Services**

##### **2.1 Guidance and Counseling**

The guidance and counseling service is available to students on academic and other matters of interest. A faculty member is assigned as Faculty Adviser for each section of a batch, who, as a routine matter, meets the students at least once a week and also attends them whenever the students feel necessary. The faculty adviser keeps close contact with the students in understanding and solving the problems relating to their academic program, facilities and other issues, if any.

##### **2.2 Scholarship**

Each year scholarships and stipend are granted to a large number of students based on criteria set by the university. The aim of the scholarships is rewarding the best performing students and also supporting the students who need financial assistance. The students are granted scholarships and stipends duly scrutinized by a committee.

##### **2.3 Internship/Placement**

There is a committee to provide required assistance to the students for placement in the organizations as part of internship program. The committee is comprised of Faculty Dean, Department Head/Chairman, Batch Faculty Adviser and Placement Officer.

##### **2.4 Extra-Curricular and Club Activities**

From the inception of FSSS, the students of this faculty voluntarily participate in extra-curricular and club activities in order to enhance their physical, intellectual, moral and ethical development. The clubs are active and contribute successfully in arranging different events in the university. They

organize inter-batch/department competitions, teams for inter-university and other competitions etc. They also organize different important events like cultural, sports, debate etc and participate in different events and competitions. The students of BUP are also connected with other universities through different clubs. The clubs that are functional in BUP are:

- Cultural Club (Sponsor: Department of Disaster & Human Security Management, FASS)
- Career Club (Sponsor: Department of Business Administration (General), FBS)
- Sports Club (Sponsor: Department of Management Studies, FBS)
- Business and Communication Club (Sponsor: Department of Marketing, FBS)
- Literature and Debating Club (Sponsor: Department of English, FASS)
- Global Affairs Council (Sponsor: Department of International Affairs, FSSS)

In coming days, the number of clubs will be more covering other important and interesting matters.

## **2.5 Study Tour/Excursion and Industrial/Organizational Visits**

Department of Law organizes visits to different historical places and Law related organizations for all the programs of LLB and Study Tour/Excursion for the students of LLB final year as part of their academic curriculum.

## **2.6 Guest Lectures/Seminars**

Seminars/workshops on important academic issues and lectures/presentations by eminent academician/professionals/experts are organized throughout the academic year for the students.

## **2.7 Alumni Association**

BUP Business Graduates Association (BUPBGA) provides significant support to the faculty and the students. It is believed that this nascent association will soon turn into a strong network to support the current student of the faculty.

## **2.8 Tuition and other Fees**

### **1<sup>st</sup> Year (1<sup>st</sup> Semester), Total Courses: 5 (Credits: 3 × 5 = 15)**

#### **1<sup>st</sup> Semester**

<b>Serial</b>	<b>Category of Fees / Charges</b>	<b>Amount (Tk.)</b>
1	Admission Fee	10,000.00
2	Registration Fee	1,000.00
3	Tuition Fee	2,000.00
4	Examination Fee/Course Registration Fee (5 x Courses)	7,500.00
5	Library Fee	500.00
6	Grade Sheet Fee	500.00
7	Medical Fee	600.00
8	Computer Lab and Training Aid Fee	600.00
9	Center Fee	500.00
10	Transport Fee	500.00
11	Recreation Fee	300.00

12	Annual Picnic	500.00
13	MT Development Fee	2,000.00
14	Study Tour fee	400.00
15	BUP Tie/Scarf Fee	500.00
16	Sports Fee	600.00
	Student Welfare Fee	2000.00
	ID Card Fee	100.00
	Cultural/Magazine Fee	300.00
	Education Enhancement Fee	600.00
	Department Development Fee	2000.00
<b>Grand Total =</b>		<b>33,000.00</b>
<b>In Word: Thirty Three Thousand Taka Only</b>		

**First Year 2<sup>nd</sup>Semester - 4<sup>th</sup> Year 1<sup>st</sup> Semester: Each semester Total Courses**

Serial	Category of Fees / Charges	Amount (Tk.)
1	Tuition Fee	2,000.00
2	Examination Fee/Course Registration Fee (5 x Courses)	7,500.00
3	Library Fee	500.00
4	Grade Sheet Fee	500.00
5	Medical Fee	600.00
6	Sports Fee	600.00
7	Computer Lab and Training Aid Fee	600.00
8	Student Welfare Fee	2,000.00
9	Education Enhancement Fee	600.00
10	Cultural/Magazine Fee	300.00
11	Center Fee	500.00
12	Transport Fee	500.00
13	Recreation Fee	300.00
<b>Grand Total =</b>		<b>16,500.00</b>
<b>In Words: Sixteen Thousand Five Hundred Only</b>		

**4<sup>th</sup> Year (2<sup>nd</sup> Semester)**

**Total Courses: 5 (Credits: 3 × 5 = 15)**

**Internship: 3, Viva Voce: 3**

**Total Credit = 15 + 3 + 3 = 21)**

**8<sup>th</sup> Semester**

Serial	Category of Fees / Charges	Amount (Tk.)
1	Tuition Fee	2,000.00
2	Examination Fee/Course Registration Fee (5 x Courses)	7,500.00
3	Library Fee	500.00
4	Internship Fee	2,000.00
5	Provisional Certificate Fee	500.00
6	Grade Sheet Fee	500.00
7	Medical Fee	600.00

8	Sports Fee	600.00
9	Computer Lab and Training Aid Fee	600.00
10	Student Welfare Fee	2,000.00
11	Education Enhancement Fee	600.00
12	Cultural/Magazine Fee	300.00
13	Center Fee	500.00
14	Transport Fee	500.00
15	Recreation Fee	300.00
16	Viva-Voce	2,000.00
<b>Grand Total =</b>		<b>21,000.00</b>
<b>In Words: Twenty One Thousand Only</b>		

### Summary

SERIAL	YEAR	SEMESTER	COURSE	INTERNSHIP	VIVA-VOCE	CREDIT	AMOUNT (TK.)
1	First	1 <sup>st</sup>	5	-	-	15	33,000.00
2		2 <sup>nd</sup>	5	-	-	15	16,500.00
3	Second	3 <sup>rd</sup>	5	-	-	15	16,500.00
4		4 <sup>th</sup>	5	-	-	15	16,500.00
5	Third	5 <sup>th</sup>	5	-	-	15	16,500.00
6		6 <sup>th</sup>	5	-	-	15	16,500.00
7	Forth	7 <sup>th</sup>	5	-	-	15	16,500.00
8		8 <sup>th</sup>	5	3 Credits	3 Credits	21	21,000.00
<b>Total =</b>						<b>126</b>	<b>1,53,000.00</b>
<b>In Words: One Lac Fifty Three Thousand Only</b>							

### Additional Fees/Payments (As Required):

SER	CATEGORIES OF FEES/CHARGES	AMOUNT (TK)
1.	Re-admission Fee	5000.00
2.	Migration Certificate Fee	500.00
3.	Supplementary Final Exam Fee	4000.00

## 2.9 Review of Fee Structure

All fees mentioned in the above table will be reviewed as and when necessary by the university authority and the students will be liable to pay the fees as per changed/reviewed fees.

## **2.10 Deadline for Submission of Fees/Dues**

The 1st year students will have to clear all the fees during the admission process after publication of result. For subsequent semesters, the payment of all fees/dues must be maintained semester wise and the following rules will apply in this regard:

- The semester fees can be paid within 15 days after commencement of each semester without any penalty.
- The students may pay their fees after 1st 15 days within one month time by paying a penalty of Tk. 500.00 for each 15 days.
- If a student fails to pay the semester fees within one and a half month, his/her name will be dropped and the student will have to apply for re-admission, should he/she desires to continue his/her study. If approved, he/she may take re-admission paying required re-admission fee.

## **2.11 Course Load to Student**

The students must enroll for **5** courses in each semester. Generally, in the **1<sup>st</sup>** semester there are **5 GED** courses in every department. As a general rule, students are not given more than 5 courses in a semester. However, maximum six courses will be allowed, when a student is repeating a course for obtaining 'F' grade or they want to improve their previous grade. This will be allowed only once for a particular course and if the course is offered in the particular semester.

## **2.12 Conduct of Courses**

Generally a single teacher is assigned to plan and teach a particular course in a semester. The following guidelines will be followed for conduct of courses:

- At the beginning of the semester, the course teacher will prepare a course outline incorporating the course syllabus, performance evaluation and grading system (as laid down in the policy), list of suggested text books/references, and a tentative schedule of classes, examinations and events. He/she will distribute a copy of the same to each student registered for the course and will submit a copy to the Department Office.
- At least 2 (two) classes of 90 minutes each per week for each batch should be planned. Of 90 minutes, 30 minutes may be catered for individual Presentation/ consultation as per the course outline.
- The students must appear 1 (one) Mid Term examinations in a semester as per given schedule. As a rule, retake of Mid Term Examination is not allowed, except for sickness, hospitalization or other unavoidable circumstances, provided the student has valid supporting documents and he/she has been permitted by the course teacher and the program office before the examination commences. In such cases, 25% of total weight assigned against midterm exam may be deducted.
- The course teachers are expected to ensure conduct of minimum 6 (six) quizzes/weekly tests in a semester for each course.

- An individual term paper will be assigned to the students that will be followed by presentation.
- Minimum two individual and group assignments, case studies etc should be assigned to students will be assigned followed by presentations, as per the course requirements. The presentations must be short. For that miscellaneous periods or 15-30 minutes in each day's class may be utilized for the purpose.
- One analytical team assignment and individual presentation should be included in a course. As per requirement, field trips may be organized.
- Any fraction in the marks obtained is to be rounded up to the advantage of student i.e. any fraction to be rounded up to the next number.
- Attendance in all classes is mandatory. A certain percentage of marks are allotted for class attendance.

### **2.13 Examination and Assessment System**

BUP follows a single examiner system and continuous assessment is done to evaluate a student in a semester. The following rules will apply for all tests and examinations:

- All tests, assignments, term papers, presentations, class performance will be evaluated by the course teacher. He/she will show the scripts, assignments, term papers, etc to the students in the classroom in the following week. However, the scripts of final examination will not be shown to them.
- The course teacher is required to submit all scripts, assignments, etc with a compiled up-to-date result summary for all the tests/performance evaluated prior to semester final examination to the Controller of Examination of BUP.
- The questions for the semester final examination will be set by the course teacher, who will submit the same to the Controller of Examination. More than one teacher can take a single course in different section of a batch. In that case, a combined set of question/s will have to be prepared. The Controller of Examination may moderate the question through Moderation Committee, if necessary.
- The course teacher alone will evaluate the scripts and submit marks obtained to the Controller of Examination.

### **2.14 Supplementary Final Examination**

As a general rule, supplementary examinations of any kind are not allowed. However, if a student fails to appear scheduled semester final examination for extremely unavoidable and valid reasons, he/she may be allowed to appear this examination on case by case basis under the following guidelines:

- He/she must appear the supplementary within four weeks from date on which the particular examination was held.



- Students should apply to Dean FSSS (through respective department) within seven days after final examination with required supporting documents describing the reasons for his/her inability to appear scheduled semester final examination. The Dean, if convinced, will forward the same to the office of the Controller of Examination duly recommended for approval and making arrangements to conduct the subject examination.
- Student will have to pay the required fees as per the university policy for appearing supplementary examination and complete other examination formalities for the course(s) so appeared.
- Not more than 'B' grading will be awarded to the students for supplementary examinations. However, special cases may be considered with prior approval of the VC.
- The existing rules of semester final examination will apply to the conduct of supplementary examinations e.g. question setting, moderation, evaluation, and result publication etc.

### 3. Performance Evaluation System

#### 3.1 Distribution of Marks for Evaluation

Letter grades are used to evaluate the performance of a student in a course. The following grading system is currently followed for performance evaluation of the students:

Remarks	Distribution
Final Exam	50%
One Mid-term	15%
Best 3 Out of 4 Class Tests	12%
Term Paper (Individual) including Presentation	10%
Assignments and Case Studies (Individual/Group) including Presentation	05%
Class attendance	05%
Attitude/Conduct/Manner	03%
<b>Total:</b>	<b>100%</b>

The BUP authority reserves the right to review/revise the above grading system. However, depending on the nature of course, minor modifications can be made by respective course teacher, provided it is incorporated in the course outline.

#### 3.2 Grading System

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A Plus)	4.00
75% to < 80%	A	(A Regular)	3.75
70% to < 75%	A-	(A Minus)	3.50
65% to < 70%	B+	(B Plus)	3.25
60% to < 65%	B	(B Regular)	3.00
55% to < 60%	B-	(B Minus)	2.75

50% to < 55%	C+	(C Plus)	2.50
45% to < 50%	C	(C Regular)	2.25
40% to < 45%	D	-	2.00
< 40%	F	-	0.00
-----	I	-	Incomplete
-----	W	-	Withdrawal/Withdrawn

### 3.3 Calculation of GPA (Grade Point Average) and CGPA (Cumulative Grade Point Average)

Grade Point Average (GPA) is the weighted average of the grade points obtained in all the courses passed/completed by a student. CGPA will be computed after each semester to determine the academic standing of the student in the program. GPA is calculated for specific semester whereas CGPA is calculated considering all past records. GPA and CGPA is calculated using following simple formula:

$$\text{GPA} = \frac{\text{Total Grade Point earned in a particular Semester}}{\text{Number of Courses in that particular Semester}}$$

$$\text{CGPA} = \frac{\text{Total Grade Point so far earned}}{\text{Number of Total Courses Taken}}$$

- When a course is repeated for improvement, better grade shall be counted for calculation of GPA and CGPA
- Performance in all the subjects including all the 'F' grades shall be reflected in the transcript.

### 3.5 Promotion Policy

For getting promotion to the next semester students should maintain their result according to the following table:

Serial	Undergraduate Program	
	Semester	CGPA
1	1 <sup>st</sup> – 2 <sup>nd</sup>	2.00
2	2 <sup>nd</sup> – 3 <sup>rd</sup>	2.00
3	3 <sup>rd</sup> – 4 <sup>th</sup>	2.00
4	4 <sup>th</sup> – 5 <sup>th</sup>	2.00
5	5 <sup>th</sup> – 6 <sup>th</sup>	2.00
6	6 <sup>th</sup> – 7 <sup>th</sup>	2.00
7	7 <sup>th</sup> – 8 <sup>th</sup>	2.00

### 3.6 Incomplete Grades

A student will be assigned 'Incomplete' grade for incomplete course work, provided he/she is permitted by Department Academic Committee. This will be recorded as 'I' with an alternative grade based on the work completed at that point in time. The alternative grade will come into effect if the student fails to complete the course requirement within 2 weeks from the publication of the provisional results in a semester.

### 3.7 Retaking/Improvement of Grade(s)

Improvement of grade(s) will be guided by the following rules:

- A student earning an 'F' grade in any course shall be required to improve the grade by retaking the course offered in the subsequent semester(s), since achieving a passing grade in all courses individually is a degree requirement.
- A student earning a 'Below B grade' may choose to improve the grade by repeating a course, when offered in the subsequent semester(s). The following rules will apply for in this regard:
  - In order to repeat a course, the student must apply to the Dean of the Faculty at least 4 (four) weeks through respective departments before the commencement of a semester. A student desiring to repeat a course in final semester shall have to apply to the Dean through respective department to withhold his/her graduation too.
  - The grade earned on the repeated course will be shown in the transcript by 'R' symbol meaning 'Repeat'. The grade earned on such course(s) would be used for computing the final CGPA.
- If any student gets grade 'less than B' she/he can give improvement exam with the next batch but in that case previous result of that course will not be considered. Improvement exam result will be the final one for that particular course. Such scope for a specific course will be given once for a specific course.
- He/she will be allowed to repeat/retake/improve a course only once with the next batch when offered.
- Failing in a course twice will warrant a student to be permanently withdrawn from the program/university.
- Repeating a course is not allowed after the graduation.

### 3.7 Rules for Withdrawal and Dismissal

### 3.8 The rules on withdrawal

- **Withdrawal on Poor Performances:** Students may be withdrawn from the program because of their poor performance. A student is advised to always maintain a minimum CGPA of 2.50 in a 4.00 point rating scale in the program. However, a student may be

promoted to next semester or year as per promotion policy as indicated in earlier paragraph. Any student having a CGPA less than 2.00 will be withdrawn from the program. Any student failing to maintain corresponding CGPA mentioned in promotion policy will be relegated to the next batch. Such relegation for more than once will warrant permanent withdrawal of the student from the program.

- **Temporary Withdrawal:** The term Temporary Withdrawal means that the student has been allowed by the Academic Council, BUP to discontinue temporarily. The student, so withdrawn, may re-enter the course as per terms and conditions set by the authority.
- **Permanent Withdrawal:** The term 'permanent withdrawal' means a permanent, voluntary discontinuity from the program. The implication of permanent withdrawal includes cancellation of admission and expiry of registration. Once a student is permanently withdrawn, he/she will require a readmission and fresh registration to re-enter in the program.

#### **4. Students' Grievance Procedure**

The Controller of Examination reserves the right to arrange re-scrutiny of a student's script or re-evaluation of grading, if a student submits a grievance application to Controller of Examination within one week of publication of provisional results.

## **PART-TWO**

### **DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

#### **1. Introduction - Faculty of Security and Strategic Studies (FSSS)**

The Faculty of Security and Strategic Studies (FSSS) started its activities in full-scale from mid-2013. Under the umbrella of BUP, the FSSS shares the same vision of 'enhancing professionalism in both military and civilian environments, through a need-based and time-sensitive education and training'. BUP has its own campus based at the Mirpur Cantonment, Dhaka, Bangladesh; and its scenic and greenery location guarantees a quiet and congenial academic atmosphere that is well appreciated by all. It is one of the pioneering educational disciplines in Bangladesh that offers Bachelor of Social Sciences (BSS Hons) in International Relations (IR), LL. B. (Hons), Bachelor of Social Sciences (BSS Hons) in Mass Communication & Journalism and Master of Peace and Human Rights Development Studies (MPHRDS). The Faculty offers an excellent opportunity for both civilian and uniformed armed forces students to interchange their diverse skills, expertise and understanding which eventually enrich their knowledge and wisdom.

#### **2. Desired Level of Excellence**

**To achieve the desired level of excellence, the FSSS emphasizes on the followings:**

A meticulous admission and selection process for best possible screening.

- Interactive sessions in the classroom and uninterrupted curriculum.
- Effective teaching through innovative methods blended with latest trends and developments in the world and with its state of the art facilities.
- Competent internal faculties with flexibility to outsourcing expert resource persons.
- Regular guest lectures and visits to organizations.
- Well thought-out and continuous feedback and assessment system.
- A culture of discipline, punctuality and commitment.
- Emphasis on Code of Conduct and Dress Code.
- Focus to develop students as a good human being with all possible attributes of a successful Lawyer.
- A tranquil, external turbulence free secured campus life.

#### **3. Departments under the Faculty of Security and Strategic Studies (FSSS)**

There are three **(03)** departments under the Faculty of Security and Strategic Studies:

- Department of International Relations
- Department of Law
- Department of Mass Communication & Journalism
- Department of Peace and Human Rights Development Studies

#### **4. Dean**

Brigadier General Md. SiddikulAlomShikder, BSP, NDC, PSCK

Dean

Faculty of Security and Strategic Studies (FSSS)

## 5. Head of the Department

Let. Cor. Sirajuddin Ahmed(LPR)  
Head of the Department  
Mass Communication & Journalism  
Faculty of Security and Strategic Studies (FSSS)

## 6. Mailing Address

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Fax: +88-02- 8000443  
Email Address: fsss@bup.edu.bd  
Website: www.bup.edu.bd

## 7. Vision, Commitment and general Information - Department of Mass Communication & Journalism

The vision of the Department of **Mass Communication & Journalism** is to develop skilled human resource with specialized knowledge in the field of education, research and policy formulation. The Department is committed to introduce the modern world and has the vision in producing individuals with strong skills in the fields of communication. The Department is presently offering BSS (Hons) program and has plan to introduce MSS program in due course of time. Faculty members are highly qualified and committed to their noble duties of imparting knowledge to students. They are also actively engaged in contemporary academic research.

## 8. Allied Courses (4 X 3= 12 Credits):

These courses are designed to instill knowledge on the subjects for application in core and concentration courses. The list of allied courses is given below:

Ser No.	Course Code	Course Title	Credit
1.	MCJ-1103	Bangla Writing Skill	3
2.	MCJ-1104	Functional and Analytical English	3
3.	MCJ-1105	Presentation Skill Development	3
4.	MCJ-2419	Foreign Language Course	3
Total Credits			12

## 8. Major Courses (32 X 3= 96 Credits)

## 9. Semester wise Distribution of Courses:

<b>Course Code</b>	<b>Title of the Course</b>	<b>Types of Instructor</b>	<b>Credit</b>
MCJ 1101	Concepts of Communication	Dept of MCJ	3
MCJ 1102	Introduction to Journalism	Dept of MCJ	3
MCJ 1103	Bangla Writing Skill	Dept of Bengali/Linguistics	3
MCJ 1104	Functional and Analytical English	Dept of English	3
MCJ 1105	Presentation Skill Development	Excellent Presenter (External)	3
<b>Total</b>			<b>15</b>
<b>1<sup>st</sup> Year 2<sup>nd</sup> Semester (2<sup>nd</sup> Semester)</b>			
MCJ 1206	Interpersonal and Group Communication	Dept of MCJ	3
MCJ 1207	Mass Communication: Structure and Process	Dept of MCJ	3
MCJ 1208	News Gathering and Writing	Dept of MCJ	3
MCJ 1209	Bangladesh Studies	Dept of MCJ	3
MCJ 1210	Socio-political and Economic Processes and Institutions	Dept of MCJ	3
<b>Total</b>			<b>15</b>
<b>2<sup>nd</sup> Year 3<sup>rd</sup> Semester (3<sup>rd</sup> Semester)</b>			
MCJ 2311	Reporting: Print and Electronic Media	Dept of MCJ	3
MCJ 2312	Editing: Print and Electronic Media	Dept of MCJ	3
MCJ 2313	Mass Communication Theories	Dept of MCJ	3
MCJ 2314	Mass Media in Bangladesh	Dept of MCJ	3
MCJ 2315	Media Laws	Dept of MCJ	3
<b>Total</b>			<b>15</b>
<b>2<sup>nd</sup> Year 4<sup>th</sup> Semester (4<sup>th</sup> Semester)</b>			
MCJ 2416	Mass Media Research	Dept of MCJ	3
MCJ 2417	Development Communication	Dept of MCJ	3
MCJ 2418	Radio Journalism	Dept of MCJ	3
MCJ 2419	Foreign Language Course	Dept of Linguistics	3
MCJ 2420	Ethical Issues in Journalism	Dept of MCJ	3
<b>Total</b>			<b>15</b>
<b>3<sup>rd</sup> Year 5<sup>th</sup> Semester (5<sup>th</sup> Semester)</b>			

MCJ 3521	Gender and Communication	Dept of MCJ	3
MCJ 3522	Media, Culture and Society	Dept of MCJ	3
MCJ 3523	Script Writing for Radio, Television and Film	Dept of MCJ	3
MCJ 3524	Editing and Makeup	Dept of MCJ	3
MCJ 3525	Business and Economic Journalism	Dept of MCJ	3
		<b>Total</b>	<b>15</b>
<b>3<sup>rd</sup> Year 6<sup>th</sup> Semester (6<sup>th</sup> Semester)</b>			
MCJ 3626	Television Journalism	Dept of MCJ	3
MCJ 3627	Advertising	Dept of MCJ	3
MCJ 3628	Development Journalism	Dept of MCJ	3
MCJ 3629	Communication and Information Technology	Dept of MCJ	3
MCJ 3630	Photo Journalism	Dept of MCJ	3
		<b>Total</b>	<b>15</b>
<b>4<sup>th</sup> Year 7<sup>th</sup> Semester (7<sup>th</sup> Semester)</b>			
MCJ 4731	Radio, TV and Film Production	Dept of MCJ	3
MCJ 4732	Video Communication	Dept of MCJ	3
MCJ 4733	Mass Media and Politics	Dept of MCJ	3
MCJ 4734	Online Journalism	Dept of MCJ	3
MCJ 4735	Social Media: Production and Impact	Dept of MCJ	3
		<b>Total</b>	<b>15</b>
<b>4<sup>th</sup> Year 8<sup>th</sup> Semester (8<sup>th</sup> Semester)</b>			
MCJ 4836	Peace and Conflict Journalism	Dept of MCJ	3
MCJ 4837	International Communication	Dept of MCJ	3
MCJ 4838	Public Relations	Dept of MCJ	3
MCJ 4839	Sports Journalism	Dept of MCJ	3
MCJ 4840	Editorial and Feature Writing	Dept of MCJ	3
MCJ 4841 & MCJ 4842	Internship OR Research Monograph	Dept of MCJ	4
MCJ 4843 & MCJ 4844	Written Comprehensive & Viva-Voce	Dept of MCJ	4
		<b>Total</b>	<b>23</b>



## 10. Course Descriptions:

Course Category	No of Courses	Credit Per Course	Total Credits
Honours Subjects	36	3	108
Allied Subjects	4 (MCJ 1103, 1104, 1105, 2419)	3	12
Internship/Research Project	1	4	4
Written Comprehension & Viva Voce	1	2+2=4	4
Total	42		128

### 10.1 Allied Courses

#### MCJ 1103: Bangla Writing Skill

This Course includes Identifying common mistakes in spelling usage of words, sentence construction as well as familiarizing them with the forms of Bangla suitable for writing simple news, features and articles for the newspapers.

#### MCJ-1104: Functional and Analytical English

This course is designed to develop skills and competence in writing prose compositions, reading and listening. Problems in logical thoughts, organization of ideas, and comprehension in reading will be given special attention. It gives equal importance to reading, writing and listening with special emphasis on speaking. It also offers to learn writing etiquette, biography and autobiography to develop the English language aptitude of the students.

#### MCJ-1105: Presentation Skill Development

The objective of this course is to enhance presentation skill through a systematically designed outline. This course provides lucid idea about how to make PowerPoint slides and demonstrate them in front of an audience. Students will be able to make good presentation relating to their course materials.

#### MCJ-2419: Foreign Language

Knowing an additional language other than English and Bangla might come in handy in anyone's professional life. For a better career overseas one can be benefited by learning another foreign language like French, Spanish, Chinese, Russian, Arabic etc. The objective of this course is to let the student choose a 3<sup>rd</sup> language and help him learn it. The Centre for Languages, BUP can formulate the detail course outline in this regard.

## **10.2 MAJOR COURSES**

### **MCJ 1101: Concepts of Communication**

This course is designed to study communication: definitions, scope and purpose of communication; selected perspectives on communication; Language, Meaning Critical Thinking in Communication Perception: The Process of Understanding, Persuasion and its approaches in Communication

### **MCJ 1102: Introduction to Journalism**

This course explores what is journalism for, influences on journalism, types of journalism, The Historical Development & foundational aspects of Journalism, Basic Functions and Principles of Journalism. This course will also give us the idea about Changing trends of Journalism in Bangladesh and Journalism Education in Bangladesh.

### **1<sup>st</sup> Year 2<sup>nd</sup> Semester (2<sup>nd</sup> Semester)**

### **MCJ 1206: Interpersonal and Group Communication**

This course explores Definition of interpersonal and intercultural Communication and characteristics of interpersonal and intercultural communication, The nature of interpersonal relationships, Small Group Communication and Group leadership and problem solving. It will also help the student to develop their Conflict management skill in interpersonal relationships .

### **MCJ 1207: Mass Communication: Structure and Process**

This course explores Nature and approaches to organizational communication, communication network and communication flow in organization, Mass media effects research and Control and ownership of media . that means it will help us to understand mass communication.

### **MCJ 1208: News Gathering and Writing**

Through this course Basic skills for writing news stories will develop and students will learn the Techniques of gathering information and writing simple stories, Basic structures of News, Interview process.

### **MCJ 1209: Bangladesh Studies**

A critical analysis of the major political, socio-cultural and economic developments from the beginning of the eighteenth century till the end of the nineteenth century and the emergence of Bangladesh, Major changes and developments in socio-political arena of Bangladesh, Amendments of Bangladesh Constitution, Foreign policy will be developed through this course.

**MCJ 1210: Socio-political and Economic Processes and Institutions**

This course explores Socialization and class structure, Marriage and family, Gender and sexuality,,Religion and social change, Marxism and post modernism, Democracy and dictatorship; ,Election Commission of Bangladesh and its objectives; Political culture and its reflection on socio-economic sector , Concepts of economics and the principal economic institutions, the roles, functions and dysfunctions of economic institutions in Bangladesh,

**2<sup>nd</sup> Year 3<sup>rd</sup> Semester (3<sup>rd</sup> Semester)****MCJ 2311: Reporting: Print and Electronic Media**

This course explores Basic reporting skills for print and electronic media, Interviewing and Straight jacket news stories such as obituary, crime, accident, public meeting, press conference, press briefing and so on also the Ethical aspects of reporting on children and women affairs.

**MCJ 2312: Editing: Print and Electronic Media**

Editing skills for both the print and electronic media,Newsroom operations, Profile and functions of a sub-editor, Preparing news items from press release, Translating, Caption writing as well as basic editing knowledge for electronic media are the topics that will cover through this course.

**MCJ 2313: Mass Communication Theories**

This course explores theories of media and society, theories of media structure and performance , theories of media content, Audience and effect; information theory, Cultural and alternative theoretical viewpoints

**MCJ 2314: Mass Media in Bangladesh**

History of the press in Indian Sub-continent with particular reference to Bangladesh, Factors that contributed to the growth of media and the nature of audiences in Bangladesh, Functions of media related organizations like: Bangladesh Press Council, Press Institute of Bangladesh, Press Information Department, Department of Mass Communication, Department of Films and Publications, Bangladesh Films Archive, Bangladesh Film Censor Board, Bangladesh Film Development Corporation, National Institute of Mass Communication, Information Commission are the topics that will covered through this course.

**MCJ 2315: Media Laws**

This course explores Fundamental rights of humans as well as the Constitution of Bangladesh, Constitutional provisions relating to press (Article 39 of Constitution of Bangladesh), Penal Code 1860,, Code of Criminal Procedure 1898,The Post Office Act 1869, The Dramatic Performance Act 1876, The Official Secrets Act of 1923, The Contempt of Court 1926, The Censorship of Film Act 1963,The Children Act 1974 ,The Printing Presses and Publication (Declaration and Registration) Act of 1973,The Special Powers Act 1974,The Copyright Ordinance Act 1963, The Press Council Act 1974, Decency and morality, Libel and Ethics : Definition of libel, libel defenses, avoiding libel, privacy,

journalistic ethics, Historical perspective of Media Laws: Indian Sub-continent and Right to Information Act 2009

**2<sup>nd</sup> Year 4<sup>th</sup> Semester (4<sup>th</sup> Semester)**

### **MCJ 2416: Mass Media Research**

#### Course Outline

- Definition of Research and Types of Research
- The process of knowledge creation, concepts, meanings of research and importance of mass media research
- Different types of methods and procedures and approaches of social research – both qualitative and quantitative
- Hypothesis, variables, measurement, scales
- Research Procedures/ steps in developing a research proposal
- Population, Sample, Sample size,
- Probability and Non-probability sampling
- Types and techniques of sampling
- Survey Research
- Questionnaire design
- Data Collection
- Techniques of collecting, analyzing and reporting data
- Content Analysis
- Case Studies
- Focus Groups Research & Intensive Interviews
- Research Ethics
- The Mechanics of Writing a Research Report
- Using the statistics tools for mass media research.

### **MCJ 2417: Development Communication (Theory 80% + Project 20%)**

This course explores An overview of development communication, Historical overview of development communication; media in development communication; models of development communication with special reference to few case studies; New role for communication in development; Participatory development communication; Women grass-roots communication; Diffusion of innovation; Communication and specific areas of development; agriculture, nutrition and environment, etc. Development support communication; Strategic use of mass media and indigenous and alternative media; Governmental and non-governmental approaches and practices in national development; Social implications of new communication technology; Use of indigenous communication systems for social change.

### **MCJ 2418: Radio Journalism**

This course explores Overview of Radio Journalism, Qualities of a Radio Journalist, History of Bangladesh Betar (Radio), Trends and techniques of modern Radio journalism in Bangladesh, Radio production and editing, Producing Radio news, Editing the news. This course will include some practical sessions like 1: Press Conference, Civic issue/Political Rally/Interview and 2: Presentation, Voice Test, PTC, Discussion on correct pronunciation/ articulation

#### **MCJ 2420: Ethical Issues in Journalism**

Fundamental rights of humans as well as the Constitution of Bangladesh, The Children Act 1974, The Press Council Act 1974 – Ethical Guidelines Decency and morality, Libel and Ethics : Definition of libel, libel defenses, avoiding libel, privacy, journalistic ethics, Media Ethics: Understanding Media Morality, Normative Approach of the Media, Media Freedom, Regulation and Ethics, Historical perspective of Media Laws: Indian Sub-continent are the topics covered by this course.

### **3<sup>rd</sup> Year 5<sup>th</sup> Semester (5<sup>th</sup> Semester)**

#### **MCJ 3521: Gender and Communication**

This course explores gender and culture, Foundations of gender communication, Theoretical approaches to gender development, Issues and challenges in gender communication, Gender and communication in context and practice, Gender's role in creating and maintaining personal relationships, Gender, Desire and Power, Gender, Violence and Masculinity, Masculinity and the Media, Foucault and Theories of Resistance, Gendered education, Gendered Organizational Communication and Conducting research in gender communication.

#### **MCJ 3522: Media, Culture and Society**

This course explores The powerful influence of the mass media, Early developments of mass media and post-WWII developments of mass media; Analog versus Digital mass Communication, Discussions on the emergence of various mass media such as Books, Newspapers, Telegraph, Early Analog Photography, Facsimile or Fax, Telephone, Voice Recording/Recorded Music Industry, Movies, Radio, Television, Post-WWII Developments Radar System, Communication Satellites, Laser, PCs etc., Media's treatment of women identifying some of the most pervasive and troubling trends, The powerful effects of mass media; theoretical approaches to the question of media violence, The role of the audience; the social psychology of consumption; the sociology of consumption; the geography of media consumption, The role of media in persuasion and Media, politics, culture, religion and minorities.

#### **MCJ 3523: Script Writing for Radio, Television and Film**

This course explores Basics of writing for television, radio and filmlike: Storytelling, Script formats, Shot list, Editing, Writing strategy, Narrative techniques, TV & radio commercial copywriting and Promotional announcements.

#### **MCJ 3524: Editing and Makeup (Theory: 40%, Practical: 60%)**

This course explores Basic computer technology, its operation and desktop publishing process, Modern graphic and design concepts and techniques in publishing, Publications for editorial, advertising and public relations such as letter heads, advertisements, brochures, newsletters etc.

Desktop publishing software (Quark Xpress), Principles of layout and designs, Basic image manipulation, illustration, typography, scanning, page-layout and design and so on. And also some Practical work in which students will have to produce newspaper makeup with news treatment and headlines.

#### **MCJ 3525: Business and Economic Journalism**

This course includes Techniques and methods of business and economic reporting, Investment and Stock Market, RMG, Leather, Shrimp and Jute Sector and Other industries – Pharma, Ceramics, Light Engineering also SME and Cottage Industries, External Trade, Remittance and Balance of Payments, International Organizations – WB, IMF, ADB, WTO, UNFCCC with a Practical work in where Students are supposed to write report about a wide variety of issues such as budget, stock market, stock exchange, bond market, major business and industrial issues, monetary and fiscal policy, business people and consumers and so forth.

#### **3<sup>rd</sup> Year 6<sup>th</sup> Semester (6<sup>th</sup> Semester)**

##### **MCJ 3626: Television Journalism**

This course explores Concept of TV Journalism, TV Terms/Jargons, History of Bangladesh Television, TV news writing, TV News Story Structure (THE IV/OOV/VO) (The OOV+SOT) (The Package), TV Interview (Writing news ticker/text for news scroll, Breaking News), Difference between print and TV news writing, TV production and editing, Techniques in identifying potential TV news stories, Techniques of shooting usable video footage, Composing interesting shots, telling stories in diverse ways, Trends and techniques of modern TV journalism in Bangladesh with some practical class on Press Conference, Civic issue/Political Rally/Interview, Presentation, Voice Test, PTC, Discussion on correct pronunciation/ articulation.

##### **MCJ 3627: Advertising**

Advertising, Roles of Advertising, The evolution of advertising, PR & Advertising, Propaganda & Advertising, Consumer Behavior, Cultural and social influences of consumer, Psychological influences on consumers and Advertising, Ethics and Social Responsibility will be developed through this course.

##### **MCJ 3628: Development Journalism**

This course explores The concept of development journalism, The concepts of alternative journalism, advocacy journalism, and grass-root journalism , Development Journalism as agents of change, Concepts, Principles, and Purpose of Development Reporting, Development Discourse and the challenge of Globalization, National Development and Mass Media: advocacy and social mobilization as strategies of development, Social and Cultural dimensions of development and Communication Approach in the Modernization of the Third World with some field work like: Frequent field visits and write reports.

##### **MCJ 3629: Communication and Information Technology**

This course explores The concepts of communication & technology, Basic electronics and concepts of ICT – orientation to personal communication and Broadcast technologies, The history of web and

Internet , Globalization with communication and technology , New media and communication, Weblog (Blog): Space for Unedited Concept and the idea of Social Media (e.g. Twitter, Facebook) and Socio-personal Networking, Youtube: Digital archive/library: Repository of Knowledge.

### **MCJ 3630: Photo Journalism**

It's a practical course which includes History of photography and why photography, Camera technology, Digital Camera Technology, Light and lighting, Aesthetics in photography, Composition and rules, Technical and aesthetic aspects of using photography to report the news and editorialize on current events and also Theoretical and practical aspects of photography; cropping, enlarging, and editing images; the latest photo-editing software

### **4<sup>th</sup> Year 7<sup>th</sup> Semester (7<sup>th</sup> Semester)**

### **MCJ 4731: Radio, TV and Film Production**

This course explores the History of Radio, TV and Film, Film movements, genres and trends , Documentary, experimental and animated films, Role and technical characteristics of radio and TV technologies, production processes and production management and Procedure of film production including planning, budgeting, scheduling, script writing, shooting, casting, editing, post-production, promotion and marketing

### **MCJ 4732: Video Communication**

This is also a practical course which includes Development of video, Perceiving the image, Experiencing new forms of video , Extending video communication to social experience, Video editing technique, Post-production protocols and Ethical issues in video editing

### **MCJ 4733: Mass Media and Politics**

Media, power and politics, Role of media in democracy; Political parties and pressure groups; Contemporary political theories; Media ownership patterns and politics; Media monopoly; Editorial independence; Politics and mass media economy and Mass media and political development in Bangladesh are the topics covered by this course.

### **MCJ 4734: Online Journalism**

This Course includes Demonstrating internet application, Browsing and exploring internet materials , Practical aspects of internet news gathering, editing process of downloaded material, Introduction to web development , Basic of web page design, Techniques of publishing on-line edition of newspaper and other publications, New media challenges and The state of on-line journalism in Bangladesh

### **MCJ 4735: Social Media: Production and Impact**

Brief history of Internet & WWW, Defining social media: A new concept of social interaction, Impact of social media on today's society, What is Weblog/Blog? How to Blog? A modern Public Sphere? Can everyone be a writer? The debate about: Blogging as practicing journalism and Bloggers as independent journalists; Social and political use of Blogs, Social media activism: Blog Vs Facebook, Video sharing for everybody; How Youtube works?, Cyberspace and the globalization of culture,

Digital citizenship; Citizens' Rights, E-governance, Cyber crime and Digital Bangladesh in the 21<sup>st</sup> century are the subjects that will discuss under this course.

#### **4<sup>th</sup> Year 8<sup>th</sup> Semester (8<sup>th</sup> Semester)**

##### **MCJ 4836: Peace and Conflict Journalism**

This course explores the conflict resolution journalism discusses methods for correcting the value bias towards violence by producing journalism in both mainstream and alternative media. It examines the range of causes of conflicts such as:

- human rights abuse,
- political corruption,
- unethical corporate practice,
- ethnic and religious divisions,
- unequal information flows between regions and other forms of conflict.

The course enables the student to write and report with a view to assisting the growth of a truly democratic and liberal ambience.

##### **MCJ 4837: International Communication**

The course enables the student to learn International communication as a distinct field of study and research, Evolution of international communication, Channels of international communication, Dimensions of international communication, Politics of international communications, International communication and Globalization, Taming Modernity: Towards a New Paradigm.

##### **MCJ 4838: Public Relations**

The course enables the student to learn Concept of Public Relations, PR-Techniques of Writing Press Release, PR- Crisis Management, PR Campaign, R-A-C-E Formula for Successful Public Relations Practice, Public relations and new technologies and The future of public relations

##### **MCJ 4839: Sports Journalism**

The course explores sports journalism, The profession of sports policy and sociology of sport, Writing sports stories, Practical skills of sports journalism, Gender in sports journalism-gender discrimination and sports event and Sporting culture and mega events with some Practical works:

- Covering cricket from the field
- Covering football from the field
- Covering hockey from the field

##### **MCJ 4840: Editorial and Feature Writing**

Course includes

- Basic concepts of editorial and feature writing.
- Fundamentals of editorials
- Steps of writing editorials



- Structures of editorials,
- Logical arguments and fallacies of editorials, editorial policy
  
- Difference between a news story and a feature story
- Process of feature writing,
- Techniques of writing human interest articles for newspapers and magazines.

**MCJ 4841: Internship**

This course is designed to give the students practical experiences working with professionals through attachments with commercial newspapers, magazines, radio or television stations or other public or private organizations.

OR

**MCJ 4842: Research Monograph**

This course includes a systematic investigation of a defined research question and results.

**MCJ 4843: Written Comprehensive**

**MCJ 4844: Viva-Voce**

Students will have to appear in oral test and written test in the 8<sup>th</sup> semester. The *oral test* is an opportunity for them to demonstrate their knowledge, presentation/speaking skills, as well as ability to communicate. This exam will test students' basic knowledge in Communication & Journalism; this will also test students' maturity, creativity and thinking power on law related issues. The test is based on the core undergraduate courses.