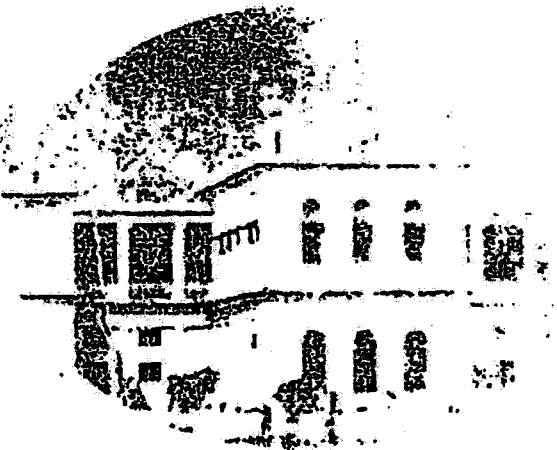
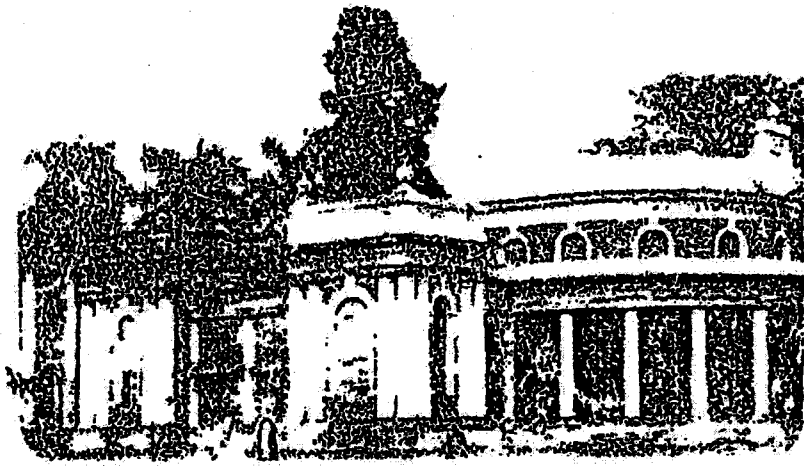


PATNA COLLEGE
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SIYASATUL



(B)



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BACHELOR OF MASS COMMUNICATION (B.M.C.) Honours Course

With the world becoming a global village, the media today plays the pivotal role in shaping the opinion and attitude of the people. This field requires dynamic, confident and hardworking young professionals who can exhumate the truth for the people and society with a keen sense of responsibility, firmness and sensibility.

This three year job-oriented, skill-adopting course of Bachelor of Mass Communication (B.M.C.) has been designed to provide a firm platform to the young aspirants who have the zeal to work hard to inform, educate, entertain and to some extent persuade (towards positive thinking) the people through the media (print and electronic).

No other sector has grown so exponentially as the media. Hence after the successful completion of this course an aspirant is exposed to a plethora of job opportunities namely as news reporter, anchor person, sub-editor, non-linear editor, news producer, news floor manager, photojournalist, camera person, copy editor, public relations professional, advertising agent, publicity officer, corporate communication officer, media researcher, media consultant, translator, script writer, film producer, film director and so on.

Hence with a degree in such a painstakingly designed comprehensive professional course one is adequately trained to face all the challenges confidently in the field of Mass Communication.



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**STRUCTURE FOR BACHELOR OF MASS COMMUNICATION (B.M.C.)
PROFESSIONAL HONOURS COURSE**

EXAMINATION	HONOURS SUBJECT	SUBSIDIARY SUBJECT	TOTAL
B.A. (Hons.) Part - I	4 Papers (Paper I, II, III & IV)	2 Papers (Paper 1 and Paper 2)	6 Papers
B.A. (Hons.) Part - II	4 Papers (Paper V, VI, VII & VIII)	2 Papers (Paper 3 and Paper 4)	6 Papers
B.A. (Hons.) Part - III	6 Papers (Paper IX, X, XI, XII, XIII & XIV)		6 Papers
TOTAL	14 PAPERS	4 PAPERS	18 PAPERS

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BACHELOR OF MASS COMMUNICATION (B.M.C)
SUMMARY CHART

FIRST YEAR :

Honours subjects :

- I Introduction to Mass Communication
- II Reporting and Editing - I
- III Writing for Mass Media
- IV Indian Govt, Politics and International Relations

Subsidiary Papers :

- 1 Economics
- 2 Computer Applications for Mass Media

On-the-Job Training : Free Lancing	14 weeks
Workshop : Still Photography, AV production	12 weeks
Lab Journal	12 weeks

SECOND YEAR :

Honours Subjects :

- V Introduction to Audio-Visual Media
- VI Reporting and Editing - II
- VII Advertising
- VIII Public Relations / Corporate Communication

Subsidiary Papers :

- 3 Economic Development and Planning in India
- 4 Entrepreneurship Development Programme

On-the-Job Training : Advertising	(2 weeks)
Public Relations	(2 weeks)
Workshop : Audio Production	(2 weeks)
Video Production	(2 weeks)

THIRD YEAR :

Honours subjects :

- IX Reporting and Editing - III
- X Photojournalism
- XI Design and Graphics
- XII Indian Constitution and Media law
- XIII Development Communication
- XIV Project Report

On-the-job Training :

(8 weeks)

