

Where our graduates work



**Tri - Semester**

Spring : January - April  
 Summer : May - August  
 Fall : September - December

**Full Time Faculty Members**

Mr. Soheeb Ahmed, Associate Professor & Head  
 Mr. Sheikh Muhammad Shafiqul Islam, Associate Professor  
 Mr. Anis Alamgir, Assistant Professor  
 Dr. Towfique E Elahi, Assistant Professor  
 Mr. Muhammad Rashidul Risan, Senior Lecturer  
 Mr. Altab Hossain, Lecturer  
 Mr. Md. Shariful Islam, Lecturer  
 Mr. Anquebir Rahman, Lecturer

**Media Lab**

Shaikh Md. Abdur Razzaque, Sr. Assistant Director

**Advisor/Adjunct Faculty Members**

Professor Dr. Soheebur Ali Riasat, University of Dhaka  
 Professor Dr. Golam Rahman, University of Dhaka  
 Prof. Dr. Alhan Uddin, Professor & Former Pro-VC, Jahangirnagar University  
 Mr. Roboat Ferdous, Associate Professor, University of Dhaka  
 Mr. Makhfuz Ullah, Adjunct Professor, Newspaper Cakramit TV Commentator  
 Dr. Abdul Waswar Ahmed, Professor, University of Dhaka  
 Dr. Shah Md. Nisar Jahan Kabir, Associate Professor, Jagannath University  
 Dr. Kamrun Nahar B. Mostafa, Associate Professor, Mississippi State University  
 Mr. Syed Muztar Rahman, Associate Professor



**Daffodil International University**

**Permanent Campus:**

Daita Para, Ashulia, Savar, Dhaka,  
 Cell : 01833102806, 01847140068.

**Main Campus:**

Daffodil Tower, 4/2, Sohbanbag, Mirpur Road, Dhanmondi, Dhaka,  
 Tel : 48111639, 48111670, 9128705  
 Cell : 01841493050, 01847140094, 01847140095  
 01847140096, 01713493039, 01713493051

**Uttara Admission Office:**

House # 4 & 6, Road # 7, Sector # 3, Uttara, Dhaka.  
 Tel : 58954660, 58952010  
 Cell : 01713493141, 01811458841.



**BSS (Hons.) in  
 Journalism and  
 Mass Communication**



**Daffodil  
 International  
 University**

Effective from  
**Fall 2017**

Apply Online  
<http://www.admission.daffodilvarsity.edu.bd>  
**www.daffodilvarsity.edu.bd**

#### About the Programme

Modern media is rapidly changing, presenting new challenges to journalism and communication professionals all around the world. Our Department of Journalism and Mass Communication is the right choice for you to start exploring the profession and learn the skills and philosophy of the profession from veterans of media and communication. The experienced and highly trained teachers in our department make sure that students learn how to report and communicate news, create ads, produce video and audio for both radio and TV, shoot photos, with all forms of new media technology, and publish them on all platforms.

The Department of Journalism and Mass Communication administration, faculty and staff are dedicated and committed to see you through your years of hard work and commitment and come out ready for your dream job.

We have intensive student mentoring that provides real-world experience and skills students must have to compete for jobs, internships or proceed to Master's programme. Our students have opportunities to practice hands-on skills in the department's newspaper, TV station, radio station and online digital platform. Our graduates have landed jobs and internships at Jamuna TV, The Daily Star, The Pratham Alo, AFP, United Nations Information Center (UNIC) etc.

So, if you are interested in beginning an exciting career in journalism, photojournalism, advertising, and many other communication careers, get in touch and together, we'll make it happen.

#### Media Laboratory

The Department of Journalism and Mass Communication has a well-equipped media laboratory for the students where they produce weekly TV programs for broadcasting on Campus TV available on any net connected device. There is a Media Practicum Lab where students are required to work to produce content for the online radio, online TV, Online media platform, and print media, the JMC Gazette.

These labs are equipped to produce high quality Television program, radio Program, pre-production, post-production, and online journalism. These labs can provide facilities for HD Audio recording and Editing lab, Practice pad, etc. Our Media Labs are able to meet the needs High quality 'Shooting Studio' in the country. The Labs provide spacious air conditioned, soundproof floor, high quality editing panels, and color correction panel.

#### Career Prospects

A successful JMC graduate can become a ...

- Journalist for electronic & print media like television, radio, newspaper, magazine, news agency, online journalism and so on...
- Media professional in international and national agencies
- Public Relations officer
- Have opportunities in UN, UNDP, UNIC
- Advertising personnel
- Communication personnel in government organizations, NGOs and multinational organizations
- Photo journalist
- News presenter
- BCS officer (Information and other cadres)
- Teaching professional in relevant subjects
- Researcher
- Publication officer
- Communication professional in development agencies

#### Admission Requirements

1. Students passing with SSC and HSC examination in Arts/Commerce/Science or equivalent courses and obtaining at least two Second Divisions or minimum CGPA of 2.75 in SSC & HSC each with minimum CGPA of 6.5 in total may apply for admission into Bachelor of Social Science (BSS) in Journalism and Mass Communication program.

2. 'O' and 'A' level students with good academic records are encouraged to apply to the Bachelor of Social Science (BSS) in Journalism and Mass Communication program. At least 5 subjects in 'O' level and 2 subjects in 'A' level with a minimum CGPA of 2.5 (in the scale of 5) in each level are required.

Duration of the Program:

Total duration of the program is 4 (four) years. There will be 3 (three) terms semester in a year. Each semester will be of 4 (four) months duration.

### Fee Structure of BSS (Hons.) in JMC

Items of the Fees:	Amount
Admission Fee	15,000
Library Fee	3,000
Rover Scout & BNCC Fee	1,000
Student Smart Card (In Balance 200 TK)	1,000
Student Life Insurance	1,600
Study Visit (During Course Code no. JMC 107)	2,000
Tuition Fees (116 cr. Hr. @ Tk. 2,000)	2,32,000
Tuition Fees Lab Cr. (22 cr. Hr. @ Tk. 3,000)	66,000
Lab Fee (12 Semester @ TK. 2,000)	24,000
Departmental Academic Activities Fees (3 Semester @ TK 1,000)	3,000
Semester Fee (12 Semester @ TK. 5,500)	66,000
Development fee (12 Semester @ TK. 4,500)	54,000
Extra Curricula Activities Fee: (12 Semesters @ TK. 1,500)	18,000
Project/ Internship Fee (4 credit Hours.)	10,000
<b>Total payable (for 142 credits)</b>	<b>4,96,600</b>

While taking admission, a student has to pay a total of TK 35,100.00 which includes the follow:

Items of the fees	With 9 Credit Hours	With 12 Credit Hours
Admission Fee	15,000	15,000
Library Fee	3,000	3,000
Rover Scout & BNCC Fee	1,000	1,000
Student Smart Card (In Balance 200 TK)	1,000	1,000
Student Life Insurance	1,600	1,600
Semester Fee	5,500	5,500
Development Fee	4,500	4,500
Study Visit	2,000	2,000
Extracurricular Activities Fee	1,500	1,500
1st Installment ( During Admission)	35,100	35,100
2nd Installment (Before Mid Term Exam):	10,500	13,500
3rd Installment (Before Final Exam):	10,500	13,500
<b>Total Fees of 1st Semester</b>	<b>56,100</b>	<b>62,100</b>

#### Fees of Subsequent Semesters:

Items of the fees	With 9 Credit Hours	With 12 Credit Hours
Semester Fee	5,500	5,500
Development Fee	4,500	4,500
Extracurricular Activities Fee	1,500	1,500
1st Installment ( During Registration):	11,500	11,500
2nd Installment (Before Mid Term Exam):	10,500	13,500
3rd Installment (Before Final Exam):	10,500	13,500
<b>Total Fees of Subsequent Semesters</b>	<b>32,500</b>	<b>38,500</b>

**1<sup>st</sup> SEMESTER: Level-1 Term-1**

Course Code	Course Title	Credit Hours
JMC101	Concept of Process of Communication	03
JMC102	Bangla for Media	03
ENG101	English for Media - I	03
JMC103	Introduction to Computer	03
JMC103L	Introduction to Computer (Lab)	01
<b>Total</b>		<b>13</b>

**2<sup>nd</sup> SEMESTER: Level-1 Term-2**

Course Code	Course Title	Credit Hours
ENG 102	English for Media - II	03
JMC104	Digital and Social Media	03
JMC 104L	Digital and Social Media (Lab)	01
JMC 105	Concept and Evolution of Journalism	03
JMC 106	Interpersonal, Group and Organizational Communication	03
<b>Total</b>		<b>13</b>

**3<sup>rd</sup> SEMESTER: Level-1 Term-3**

Course Code	Course Title	Credit Hours
JMC107	Mass Communication	03
JMC108	Bangladesh: History and Heritage	03
JMC109	Information Gathering and News Writing	03
JMC109L	Information Gathering and News Writing (Lab)	01
JMC110	Introduction to Editing	03
<b>Total</b>		<b>13</b>

**4<sup>th</sup> SEMESTER: Level-2 Term-1**

Course Code	Course Title	Credit Hours
JMC201	Reporting for Media	03
JMC202	Art of Living	03
JMC203	Photojournalism	03
JMC203L	Photojournalism (LAB)	01
JMC204	Contemporary affairs: World & Bangladesh	03
<b>Total</b>		<b>13</b>

**5<sup>th</sup> SEMESTER: Level-2 Term-2**

Course Code	Course Title	Credit Hours
JMC205	Editing and Page Make-up	03
JMC205 L	Editing and Page Make-up (Lab)	01
JMC206	Video Production – I	03
JMC206 L	Video Production – I (Lab)	01
JMC 207	Radio Journalism	03
JMC 207 L	Radio Journalism(Lab)	01
<b>Total</b>		<b>12</b>

**6<sup>th</sup> SEMESTER: Level-2 Term-3**

Course Code	Course Title	Credit Hours
JMC208 L	Advertising	03
JMC208 L	Advertising (Lab)	1
JMC209	Economic Perspective & Issues	03
JMC210	Television Journalism	03
JMC210L L	Television Journalism (Lab)	01
JMC 211	Gender Communication	03
<b>Total</b>		<b>14</b>

**7<sup>th</sup> SEMESTER: Level-3 Term-1**

Course Code	Course Title	Credit Hours
JMC 301	Social & Political Communication	03
JMC302	Online Journalism	03
JMC302 L	Online Journalism (Lab)	01
JMC303	Global Media Systems	03
JMC304	Development Issues & Communication	03
<b>Total</b>		<b>13</b>

**8<sup>th</sup> SEMESTER: Level-3 Term-2**

Course Code	Course Title	Credit Hours
JMC 305	Public Relations	03
JMC 306	Communication Research Methodology	03
JMC307	Statistics for Communication Research	02
JMC307 L	Statistics for Communication Research (Lab)	01
JMC308	Advanced Video Production	03
JMC308 L	Advanced Video Production(Lab)	01
<b>Total</b>		<b>13</b>

**9<sup>th</sup> SEMESTER: Level-3 Term-3**

Course Code	Course Title	Credit Hours
JMC309	Specialized Reporting	03
JMC309 L	Specialized Reporting(Lab)	01
JMC310	Bangladesh Media: Laws & Ethics	03
JMC311	Film Study	03
JMC312 L	Practicum: Print Media(Lab) ***Fully Lab Based	03
<b>Total</b>		<b>13</b>

**10<sup>th</sup> SEMESTER: Level-4 Term-1**

Course Code	Course Title	Credit Hours
JMC401	Business & Economic Reporting	03
JMC402	Theories of Communication	03
JMC403 L	Practicum: Radio (Lab)	03
EMP360-1	***Fully Lab Based Employability 360°	01
<b>Total</b>		<b>10</b>

**11<sup>th</sup> SEMESTER: Level-4 Term-2**

Course Code	Course Title	Credit Hours
JMC404	Editorial & Feature Writing	03
JMC405	Media, Culture & Society	03
JMC406 L	Practicum: Television (Lab)	03
EMP360-2	***Fully Lab Based Employability 360°	01
<b>Total</b>		<b>10</b>

**12<sup>th</sup> SEMESTER: Level-4 Term-3**

Course Code	Course Title	Credit Hours
JMC410	Internship/Project & Viva-Voce/ Report writing	04
EMP360-3	Employability 360°	01
<b>Total</b>		<b>05</b>

