

Bachelor in Journalism and Mass Communication (BJMC)

ABOUT THE COURSE

More than a decade ago Indraprastha College for Women, with its finger on the pulse of the times, had introduced the Bachelor in Mass Media and Mass Communication (BMMMC). The course met with stupendous response and attracted aspirants who went on to become media professionals, thinkers and practitioners in their chosen field. The College today ranks among the top five media schools in the country.

This year, under the direction of the University of Delhi, the BMMMC course of Indraprastha College merged with the B.A Hons Journalism course. The merging of the courses has created a more enriched, dynamic and expansive field of study and practice with many exciting possibilities for students. The course has been renamed Bachelor in Journalism and Mass Communication (BJMC).

The BJMC Course is based on academically sound contours and profiling, which makes it a globally viable course, aimed at producing excellence. Mindful also of its location within the Faculty of Applied Social Sciences and Humanities (FAASH), it not only seeks to be based on the basic principles of Social Sciences and the Humanities and their interdisciplinary nature, but is also a Course which imparts technical knowledge and hands-on skills. It is aimed not merely at producing skilled workers for the media industry, (which any short-term diploma course can provide), but developing a core competence and comprehension, in the crucially important areas of mass communication across mass media, in their complexity, political dynamics and technological advances. It is aimed at students who may want to work as journalists or in other capacities in media houses, enter policy research, development studies, freelance or indeed, pursue higher studies to become teachers in the field. The syllabus is evenly balanced in imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspectives which determine their nature and use, and a historical and social understanding of their dynamics, which is so important in a metamorphosing, unequal, globalised world where the power and ownership of the means of communication may change the fate of nations.

INFRASTRUCTURE

The existing and ready infrastructure of Indraprastha College has positioned it uniquely to offer every facility required for students to pursue this course in College. The College will continue to encourage and facilitate internship with various organizations even though the syllabus no longer has a compulsory internship component. The Career Guidance and Placement Cell of the College will continue to enable recruitment of students to viable job opportunities.

The huge infrastructure built over 14 years in I.P College for the course includes a fully air conditioned studio and audio visual production centre, 3 radio production rooms, 8 editing bays, dark rooms, the latest in computer hardware and software and classrooms equipped with projection facilities. The department has also made cameras, video units and other equipment available on an individual basis to each

and every student, for hands-on experience of the course and to enable them to fulfill the requirements of the curriculum.

The College has regularly added new facilities to provide a comfortable working environment for its faculty and students. In addition to renovated teaching blocks and offices. Full power back-up has been provided in the College to ensure that all activities are carried out without interruption. In an ongoing endeavor to create a disabled-friendly environment, the college has barrier free access to existing spaces Special toilets, a lift in the library and markers for the visually challenged have been added to the infrastructure.

The College has several computer laboratories, a spacious library with a lift for PH access. A book bank and customised software and reading materials in Braille for the visually challenged are available in the Library. The ICT centre with 80 computers is also located in the Library. The College has an auditorium, seminar rooms and a state-of-the-art Conference room. It has excellent Sports Infrastructure with a swimming pool, vast playgrounds and a sprawling sports complex.

Head of Department: Dr. Babli Moitra Saraf

Course Co-ordinator: Dr. M. M. Yogi

Note: Admission to the course and eligibility criteria will be notified as per the University schedule of admission. Kindly check the College website for regular updates.