

Bharatiya Vidya Bhavan's
Sardar Patel College of Professional Studies
One Year P.G. Diploma in Mass Communication (MCM)

You must be wondering what is a difference between P.G. Diploma in Journalism and P.G. Diploma in Mass Communication? It is necessary to understand this, before you take decision to join either Journalism or Mass Communication. The P.G. Diploma in Journalism is specialized course to train you for Print Media, i.e. Newspaper, Print Magazine, and Publication Business. In case you have made up your mind to join only Print Media than you should enrol for P.G. Diploma in Journalism. The P.G. Diploma in Mass Communication is somehow, little bit of everything of Communication Media Business. This includes Print Media, Electronic Media, Social Media, Public Relation, Advertising and Corporate Communication. After completing this course, students are ready to join any one of these areas, or switch between these as opportunity comes. The common factor in all these Communication Media is the Psychology of Communicator and Receiver. Once you understand this thoroughly, you can switch your career from one to other. You must be remembering 'Press' (Journalism) started with Newspaper, same professionals moved to All India Radio, further same AIR professionals moved to Door-darshan. Now same professionals are heading TV and Satellite Channels for News and Entertainment. So in case you would like to keep yourself open to any field you should join P.G. Diploma in Mass Communication, because you become 'Jack of all.

Scope: After completing P.G. Diploma in Mass Communication, you can work as Journalist, Reporter, Editor, Content Writer, Copy Writer, News Reader, or TV Presenter, depending on your personal qualities and liking. Bhavan's College will offer internship training as per availability. Students are advised to complete M.A. degree in Mass Communication from IGNOU. So you can work as Mass Comm. Teacher in School, Lecturer in College, or go for Research with PhD.



Eligibility : Graduation or Equivalent

Time : 3 hrs. Per day – 5 days in a week

Duration : One Academic year of 10 months

Fee : Rs. 65,000/- plus GST as per Govt. Rules. You can pay in Four Instalments or Rs. 60,000/- (+GST) in Lumpsum.

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EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. Also there will be evaluation test at the end of every month as a one paper covering all subjects and topics of theory and practical covered during that month of study. Marks of these internal examinations will be notified on final marksheet.

Group A – Internal Examinations: Internal examinations as Monthly Evaluation Tests and Assignments will be held at the end of September, October, November, January, February, March & April.

Students must appear and pass in minimum 5 Evaluation tests and minimum 5 assignments.

Each Evaluation tests of 50 marks X 5 papers	= 250 marks
Each assignment of 50 marks X 5 assignments	= 250 marks
Total (Group A)	= 500 marks

Group B – Final Examinations

Paper I to Paper V, towards end of 1st Semester.

Paper VI to Paper X, towards end of 2nd Semester

PI	Journalism & Mass Communications	= 50 Marks
PII	Print Media	= 50 Marks
PIII	Electronic Media	= 50 Marks
PIV	Advertising & Corporate Communication	= 50 Marks
PV	Computer Application in Mass Communication	= 50 Marks
PVI	Media & Society	= 50 Marks
PVII	Broadcast & On-line Journalism	= 50 Marks
PVIII	Media Ethics, Press Law as per Constitution of India	= 50 Marks
PIX	Management of Media Business	= 50 Marks
PX	Life Management	= 50 Marks
Total (Group B)		= 500 marks

Group C – Other Evaluations

1. Participation in Practicals & Projects during 1st semester = 100 marks
2. Participation in Practicals & Projects during 2nd semester = 100 marks
3. Practical Examination in the month of December = 50 Marks
4. Practical Examination in the month of April = 50 Marks
5. Skill Test in December = 50 Marks
6. Skill Test in April = 50 Marks
7. Internal Assessment as per attendance, general behaviour, sincerity in class work, homework, submission etc. = 100 marks

Total (Group C) = 500 marks

Group A	+	Group B	+	Group C	=	(Total)
500	+	500	+	500	=	1500 marks

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments are compulsory.