



MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)



Admission
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BEST HUMANITIES & SOCIAL SCIENCE SCHOOL IN LL

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"It is our knowledge about ourselves that gives us a sense of humanity".

The knowledge of our social, political and economical situation and its relation to us is very crucial in order to sustain peace and prosperity. But we need to utilise it wisely. We live in a world where communication is of essence and giving and sharing information to the masses in a correct manner is one of the most important responsibility. In this era of social networking, disseminating information conveyed has become a lot easier, but getting it conveyed in a right and honest way has become that much more difficult.

Understanding this, Babu Banarasi Das University (BBDU) has its own and independent School of Humanities and Social Sciences. The Master's course here aims to make the students aware of the responsibility that they would be taking over and pushing them towards making the world a figuratively cleaner and better place to be in.

Students are encouraged to stretch beyond the conventional business school program, excel in the fast-paced global economy, solve problems creatively and build consensus across diverse groups.

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Course Details

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M.A. (Journalism & Mass Communication)

School Name:	School of Humanities & Social Sciences
Department Name:	Department of Mass Communication
Course Length:	2 Years
Session Start	July
Course Type:	Full Time
Eligibility Criteria:	A Minimum aggregate of 50% in graduation or equivalent CGPA/OGPA. Relaxation in qualification shall be as per UGC/State Govt. norms.
Program Fee:	Rs. 45,000 /- Per Semester
Syllabus	Click here to Download

PROGRAM OUTCOMES

- PO1 Subject Knowledge: Knowledge of communication concept and theories. Developing knowledge of different scopes of communication, chronological perspectives and other related areas of media studies.
- PO2 Media Importance and Roles: The existence of media in democratic society, importance of constitutional freedom of press and impact of media is context of General Knowledge and Current Affairs.
- PO3 Trained and Industry-ready Professionals: Reinforcing the capabilities of a novice media aspirant by skill development, acquirement of knowledge of the present scenario of the industry standards including advertising, print media, television production, film making, public relations, social media management, desktop publishing, corporate communication, fashion communication, media management and many more.
- PO4 Industry ready communication: Persuasive and effectual communication aptitude of concepts and pragmatic proficiencies of communication in its various outlooks I  e ideas and share thoughts, meaningful visualization non-verbal communication.
- PO5 Technological Professionalism: Certified Competence to practice various communi  gies and capability to professionally inherit forms of broadcasting and printing platforms.
- PO6 Research-related Skills: An academic temper of inquest and exploration for nurtur  d contemporary unanswered research questions in context to areas of media research with skill of problem solving.
- PO7 Moral Values and Ethics: As a media aspirant, one has to apprehend the prominence of virtuous and moral values and its applicability in professional life. Learner to be consciously transformed into ultimate learner and consistently revise with contemporary knowledge updated skills and technological developments throughout the life time.
- PO8 Leadership Skills and Managerial Qualities: To build learners fluent in numerous aspects of management being leaders. Producing the ability & boosting the qualities to be an effective leader. Enlightening key features in students to be idealistic leaders who shall stimulate the team to be progressive
- PO9 Logical Thinking and Critical Analysis: To instigate power of Analytical reasoning and Reflective thinking with broadminded language productivity. The capacity to work critically well with out of the box, industry oriented reflective philosophy along with the talent to generate the intellect of cognizance of the society.
- PO10 Social Responsibility: Creating a mindset for uplifting oneself by socially driven ideas and concepts. Communication skills inspired for the welfare of the society by making a group, encouraging and instigating the team members to work up with cooperation to their utmost efficiency for social existence.
- PO11 Personality Development: Grooming of one's personality by eradicating the complexes within one's lookout towards media. Discoursing on one's own learning needs relating to recent and evolving areas of study, adapting the use of research development and proficient materials including those related to new gateways of knowledge.
- PO12 Creative Freedom: Provide liberty to think creatively beyond the boundaries as skill development for one's disciplinary knowledge. Promote transferable skills to innovative frameworks identifying complications and issues and seek solutions to realistic glitches.

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PROGRAM SPECIFIC OUTCOMES

- PSO1 Shall determine course associated specific thoughtful understanding the field of communication and purpose of communication at the distinctive level, group, and public level by imbibing professional skills in the communication medium line Print, Electronic and Web thus fulfilling specializations electives undertaken for the study.
- PSO2 Employ the hypothetical media perceptions wherever and whenever required in the course of work in the Industry, observe logical concerns in all capacities of media, develop sense of sequencing thoughts from latest events, literature and recent trends. Adhere with media ethics, laws and values, Concentrating towards Media Entrepreneurship for all sorts of content creation for the awareness of the masses.

PG Courses

Management
Computer Applications
Master in Data Science and Artificial Intelligence
Architecture
Master of Planning (URBAN PLANNING)
Interior Design
Basic Sciences
Humanities & Social Sciences
Legal Studies


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An Industrial Visit Was Organized By The Department Of Civil Engineering

February 27, 2023

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3RD INTERNATIONAL CONFERENCE ON COMPUTER VISION AND ROBOTICS

CVR 2023 | February 24-25, 2023

Organized in Online Mode

By
Department of Computer Science & Engineering
School of Engineering
Babu Banarasi Das University Lucknow, India
Technically Sponsored by
Soft Computing Research Society



AFTER CONFERENCE PROCEEDINGS

The conference proceedings of the CVR 2023 will be published in Springer Book Series, Algorithms for Intelligent Systems, indexed by SCOPUS. All books published in the series "Algorithms for Intelligent Systems" are submitted for consideration in the "Web of Science".



THE TOPICS COVERED (BUT ARE NOT LIMITED TO) ARE AS FOLLOWS:

- Computer Vision, Artificial Intelligence for Computer Vision, imaging sensors Technology, Soft Computing for Computer Vision, Pattern Recognition, Gesture Recognition, Action Recognition.
- Robotics, Robotic devices and systems, Autonomous vehicles, intelligent transportation systems, machine control.

IMPORTANT DATES

- Last date paper submission: Jan 05, 2023
- Notification of acceptance: Feb 05, 2023
- Registration of accepted Paper: Feb 15, 2023
- Conference date: Feb 24-25, 2023

Admission Enquiry

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International Conference On Computer Vision And Robotics



Virtual International Seminar on Artificial Intelligence and Climate Change

Date: December 11, 2022
Time: 07:00 PM-08:30 PM

Organized By
Artificial Intelligence Research Center
Computer Science and Engineering (SOE)
Babu Banarasi Das University, Lucknow, India



Chief Guest
Dr. Atma Ram Sahu
Coppin State University
USA



Guest Speaker
Prof. Maheswar Satpathy
UCL Institute for Global Health, University
College London, UK

Register here: [shorturl.at/bmqM1](https://bdu.ac.in/aiiccc) No Registration Fee

The Department Of Computer Science & Engineering (SOE), BBD University Is Organizing The Virtual International Seminar On Artificial Intelligence And Climate Change On December 11, 2022 (07:00 PM-08:30 PM).

December 8, 2022

Our Top Recruiters

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