

**Curriculum**

Bachelor of Social Science

Media Studies and Journalism Department

University of Liberal Arts Bangladesh

**Implemented From Fall 2020**

**Degree Requirements- Bachelor of Social Science (MSJ)**

The course requirements for a BSS in Media Studies and Journalism with majors in Digital Journalism, Digital Film and Television Production, Public Relations and Communication for Development are as follows:

|  |  |  |
| --- | --- | --- |
| Course Type  Essential Skills  General Education Foundation (GEF) Courses  ULAB Core Courses (UCC)  General Education (GED) Elective Tier 1 Courses  General Education (GED) Elective Tier 2 Courses  General Education (GED) Elective Tier 3 Courses  Communication Foundation Courses  Major Study Concentration  Minor Study Concentration  Internship and Portfolio  Total | Number  4  5  3  4  4  4  7  9  5  2  47 | Credits  0  15  9  12  12  12  21  27  15  6  129 |

**Course Catalogue**

**Common Course List**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Distribution** | | | |
| Pre-Uni (based on admission test performance) | ELL0098 | Remedial English | Non-credit |
| MAT 0099 | Remedial Math |
| General Education Foundation (GEF) | GEF 1101 | Academic English I | 5X3=15 credits |
| GEF 1201 | Academic English II |
| GEF1202\* | Advanced English Writing Skills |
| GEF1203\* | Advanced Bangla Writing Skills |
| GEF2101\* | Introduction to Data and Statistics |
| ULAB Core Courses (UCC) | UCC 1101 | Bangla Bhasha | 3X3=9 credits |
| UCC 1201 | History of the Emergence of Independent Bangladesh |
| UCC 1202 | Ethics |
|  | GED Tier I | Arts and Humanities | 4x3= 12 credits |
|  | GED Tier II | Social Sciences | 4x3= 12 credits |
|  | GED Tier III | Natural Sciences | 4x3=12 credits |
| Essential Skills | ESK 1110  ESK 1111  ESK1112 ESK1113 | Study Skills  Healthy Life Skills  Social Skills  Professional Skills | 0 credits |

\*Courses mandatory only for MSJ

**General Education (GED)Elective Tier 1: Social Science (4 Courses/ 12 Credits)**

**General Education (GED)Elective Tier 2: Arts and Humanities (4 Courses/ 12 Credits)**

**General Education (GED)Elective Tier 3: Natural Science (4 Courses/ 12 Credits)**

**Communication Foundation Courses(7 courses / 21 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ1101  MSJ1201  MSJ2101  MSJ2201  MSJ2102  MSJ2202  MSJ4101 | Course Title  Communication Concepts and Theories  Communication Research  Communication and Technology  Mass Communication  Convergence Communication 1  Convergence Communication 2  Media and the Law |

**Major Study Concentrations**

**Major 1: Digital Journalism (9 courses / 27 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ2251  MSJ2252  MSJ3151  MSJ3152  MSJ3251  MSJ3252  MSJ3253  MSJ4151  MSJ4152 | Course Title  Journalism and Society  Digital Audience  News Sourcing and Gathering  Online Journalism  Mobile Journalism  News Editing and Translation  Data Journalism  Investigative Journalism-I  Investigative Journalism-II |

**Major 2: Digital Film and TV Production (9 courses / 27 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ2231  MSJ2232  MSJ3131  MSJ3132  MSJ3231  MSJ3232  MSJ3233  MSJ4131  MSJ4132 | Course Title  Visual Communication  Cinema Studies  Media Presentation and Performance  Writing for Film and Television  Digital Cinematography  Digital Postproduction  TV Infotainment Production  Documentary Production  Fictional Narrative Production |

**Major 3: Public Relations (9 courses / 27 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ2241  MSJ2242  MSJ3141  MSJ3142  MSJ3241  MSJ3242  MSJ3243  MSJ4141  MSJ4142 | Course Title  Interpersonal and Intercultural Communication  Strategic Public Relations  Public Relations Research  Media Relations  Internal Communication  Created Private Media  Speech Writing and Public Speaking  Advertising  Public Relations Campaign |

**Major 4: Communication for Development (9 courses / 27 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ2261  MSJ2262  MSJ3161  MSJ3162  MSJ3261  MSJ3262  MSJ3263  MSJ4161  MSJ4162 | Course Title  Communication Theories and Applications to C4D  C4D Planning and Process  Participatory Research  Communication Approaches forC4D  ICT for Development  Health Communication  Emergency Communication  Entertainment Education Communication  Environmental Communication |

**Internship and Portfolio (2 courses / 6 credits)**

|  |  |
| --- | --- |
| Course Code  MSJ4298  MSJ4299 | Course Title  Internship  Portfolio |

**Minor**

1. For MSJ Students

MSJ students have to take five courses offered by other departments. They can do a minor in any other undergraduate program, such as Business Administration (BBA), English and Humanities (DEH), Computer Science and Engineering (CSE) and Sustainable Development Studies (SDS). They can choose any five courses, subject to availability and fulfillment of pre-requisite, from the department mentioned above. Students who wish to do a minor should visit the relevant departmental section in this handbook for the list of courses to be taken.

1. For students from other Department wishing to do a Minor in Media Studies and Journalism

Students from other departments wishing to do a minor in Media Studies and Journalism will be required to complete five courses. Every term Media Studies and Journalism Department offers courses as minor for other Department students. Students will have to take five courses from the offering:

|  |  |
| --- | --- |
| Course Codes | Course Title |
| MSJ2101 | Communication and Technology |
| MSJ2251 | Journalism and Society |
| MSJ2252 | Digital Audience |
| MSJ2231 | Visual Communication |
| MSJ2232 | Cinema Studies |
| MSJ2241 | Interpersonal and Intercultural Communication |
| MSJ2242 | Strategic Public Relations |
| MSJ2261 | Communication Theories and Applications to C4D |
| MSJ2262 | C4D Planning and Process |
| GED2112 | Introduction to Photography |
| GED2201 | Film History |
| GED3101 | Aesthetics of Film |

Internship/Project

**MSJ4298 Internship (3 Credit Points)**

All students studying at the MSJ Department will undertake an internship in an area of media or communication that interests them. By their final semester of study, students are required to seek out a suitable organisation for an internship to appreciate and experience the dynamics of working in a real organisation. These may be unpaid or occasionally paid, depending on the employer. The duration of the internship is usually from 8 to 12 weeks. Students are expected to work during the employer’s requested hours. This is to be negotiated between the host institution and the students.

**Projects**

**Filmmaking Project**

Instead of an internship, students may opt for a film-making project. A maximum of four students can work on the same project fulfilling one major role – Script, Cinematography, Editing, or Direction. Students have to make a 15 to 25 minutes of fictional story or documentary. Each student is expected to prepare their production book detailing their project and any lessons learned from it. This production book along with the film will be presented before a panel of ULAB examiners and will be graded.

**Study Tour and Project Internship**

ULAB MSJ organises a two-week (or more) media and communications course with a foreign institution in Bangkok, Thailand, Delhi, India, and Moscow, Russian Federation. The programme is then integrated with the internship programme. It is divided into two phases which are as follows:

The first phase of the internship will take place abroad and will last at least two weeks. Students will need to go through a series of Academic, Experiential, and Cultural Programmes. The second phase of the internship will begin once the students return to the University of Liberal Arts Bangladesh on return. Most of the activities in the second phase will be directly related to the two-week course work abroad. Finally, the students will have to produce an Internship Report and present his/her work during the Internship Presentation at the end of the term.

**Research Project**

The Research Project Internship takes advantage of the Masters in Communication (MComn). MSJ students need to make a decision on undertaking research in lieu of a workplace internship at the end of their 11th semester. The student is required to produce the first two chapters (Introduction and Study Framework) of a research project.  This will be presented and defended before a panel.

Portfolio

**MSJ4299 Portfolio (3 Credits)**

All students studying at the MSJ Department must create a portfolio over the course of their study. By their final semester of study, students are required to have a file that will showcase the key projects of certain courses that they had taken during their undergraduate study.

A student portfolio is a compilation of academic work and other forms of educational evidence assembled for the purpose of (1) evaluating coursework quality, learning progress, and academic achievement; (2) determining whether students have met learning standards or other academic requirements for courses and graduation; (3) helping students reflect on their academic goals and progress as learners; and (4) creating a lasting archive of academic work products, accomplishments, and other documentation.

**Four Year Course Distribution**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Course Code** | **Course Title** | **Credits** |
| **Term 1** | GEF1101 | Academic English I | **3** |
|  | UCC1101 | Bangla Bhasha | **3** |
|  | MSJ1101 | Communication Concepts and Theories | **3** |
| **Term 2** | GEF1201 | Academic English II | **3** |
|  | UCC1201 | History of Emergence of Bangladesh | **3** |
|  | MSJ1201 | Communication Research | **3** |
| **Term 3** | GEF1202 | Advanced English Writing Skills | **3** |
|  | GEF1203 | Advanced Bangla Writing Skills | **3** |
|  | UCC1202 | Ethics | **3** |
| **Term 4** | MSJ2101 | Communication and Technology | **3** |
|  | GED Elective | Social Science 1 | **3** |
|  | GED Elective | Arts and Humanities 1 | **3** |
|  | GED Elective | Natural Science 1 | **3** |
| **Term 5** | GEF2101 | Introduction to Data and Statistics | **3** |
|  | MSJ2102 | Convergence Communication 1 | **3** |
|  | GED Elective | Social Science 2 | **3** |
|  | GED Elective | Arts and Humanities 2 | **3** |
| **Term 6** | MSJ2201 | Mass Communication | **3** |
|  | MSJ2202 | Convergence Communication 2 | **3** |
|  | Major 1 |  | **3** |
|  | GED Elective | Natural Science 2 | **3** |
| **Term 7** | Major 2 |  | **3** |
|  | Major 3 |  | **3** |
|  | Minor 1 |  | **3** |
|  | GED Elective: | Social Science 3 | **3** |
| **Term 8** | Major 4 |  | **3** |
|  | Major 5 |  | **3** |
|  | Minor 2 |  | **3** |
|  | GED Elective | Arts and Humanities 3 | 3 |
| **Term 9** | Major 6 |  | 3 |
|  | Major 7 |  | 3 |
|  | Minor 3 |  | 3 |
|  | GED Elective |  | Natural Science 3 |
| **Term 10** | Major 8 |  | 3 |
|  | Minor 4 |  | 3 |
|  | GED Elective | Social Science 4 | 3 |
|  | GED Elective | Arts and Humanities 4 | 3 |
| **Term 11** | Major 9 |  | 3 |
|  | Minor 5 |  | 3 |
|  | MSJ4101 | Media and the Law | 3 |
|  | GED Elective | Natural Science 4 | 3 |
| **Term 12** | MSJ4298 | Internship | 3 |
|  | MSJ4299 | Portfolio | 3 |