



PROSPECTUS

SPRING 2018 - FALL 2019

BACHELOR OF SOCIAL SCIENCE IN
MEDIA STUDIES AND JOURNALISM

Contents

03	Message from Head of the Department	15	Film Exhibit	37	Department and University Affiliations and Collaborations
04	Statement of Identity	17	Visual Exhibit	38	Admission Requirements
05	Vision, Mission and Goal	19	Research Projects	40	Course Details
06	Curricular Programme at a Glance	23	Milestones	41	Four Year Course Description
08	The 3H Professionals	25	Facilities	42	Course Catalogue
09	Programme Learning Outcomes	28	Faculty	49	Internship
10	Co-curricular Programmes	32	Management	50	Projects
12	Outreach Programmes	34	Testimonials	51	Portfolio
14	Curriculum Integration Programme	36	Jobs for Graduates		

Message from

Head of the Department

Bangladesh is a country with a promising future. The quality of life of Bangladeshis has drastically improved - having achieved several United Nations Millennium Development Goals. The economy has grown steadily over the past decades and is touted to be the next Asian success story. With the declaration of "Digital Bangladesh," the country has realized that its future depends on how well it transforms itself into a knowledge-driven economy, i.e., one in which the generation and exploitation of knowledge play the predominant part in the creation of wealth.

In this situation, Bangladesh is experiencing a boom in its media and telecommunication sectors. The number of media outlets is expanding. There are now newspapers and magazines specific to business, sports, lifestyle and culture. Radio is no longer a monopoly of the State given the growth of private FM stations and the advent of community radio. Television has been liberalized with several private television stations cropping up. Film may now be segregated into commercial, independent and documentary. Moreover, it is fast becoming digital.

With the economic upswing, business competition in the country has become more intense. Several companies have realized the importance of public relations. They need to establish their image and engage in dialogues with their stakeholders. Communication is one of the key factors to achieve success, they acknowledged. Given increasing mobile and Internet penetration, they understand the opportunities e-platforms and m-platforms offer in this regard. The future is virtual and mediated; the future is in media and communication. ULAB's Media Studies and Journalism (MSJ) Department would supply the top manpower needed for this virtual and mediated world. Invariably, it would enable Bangladesh to embrace the future.



Professor Jude William R. Genilo, PhD
Head, Department of Media Studies and Journalism
University of Liberal Arts Bangladesh

Statement

of Identity

We are the flagship department of the University of Liberal Arts Bangladesh (ULAB) devoted to Cultural and Communication Studies. We put special emphasis on film, media, creative art, public relations and journalism. We believe in progressive and continuing education that is personalized, interdisciplinary, technologically updated and centered on active learning.

We uphold a curriculum that is flexible, industry specific and balanced in terms of theory and practice - a curriculum that is grounded in both global and local contexts. Our curriculum is complemented with dynamic co-curricular activities that are driven towards students' portfolio building.

We are aware of our roles as producers of knowledge, creators of leaders and drivers of social change. As such, scholarship always steers our pedagogical approach and our creative works are part and parcel of who we are. We are committed to producing professionals who are skilled, creative, knowledgeable, open minded and analytical in thinking. We strive to instill ethics and a lifelong love for learning in our students.

Vision, Mission and Goal

Vision

Decolonized minds through media education and innovation.

Mission

Nurturing creative and critical thinkers in communication and cultural studies.

Goal

To produce ethical citizens who critically explore, understand and utilize media, culture and communication.

Curricular Programme

at a Glance

The Bachelor of Social Science in Media Studies and Journalism has a cutting-edge curriculum relevant to industry and unmatched by other schools. The highlights of the curriculum are as follows:

LIBERAL ARTS BASED

The curriculum ensures a broad knowledge base. Students take ten general education courses in the fields of English, Bangladesh Studies, Computer Studies, World Civilization, Social Sciences, Humanities and Physical Sciences. Moreover, students are required to take five minor courses whether from Business, English or Computer Studies.

RELEVANT TO INDUSTRY

The curriculum is designed based on an analysis of demand and supply relating to the manpower requirements of the communication and media industry. From our studies, the department has developed courses in business journalism; digital film and television production; and public relations. In addition, students are required to have an internship in an organization to enable them to appreciate and experience the dynamics of working in a professional setting.

INTERDISCIPLINARY

Communication is the heart of all social intercourse. It is, at its very core, interdisciplinary. Hence, the curriculum combines various fields in the discipline and actively recruits faculty from different academic training and traditions. The result is a dynamic department that discusses and explores social phenomena from many angles.

BALANCED IN TERMS OF THEORY AND PRACTICE

The department believes in a balance of theory and practice. Theories act as guides enabling students to avoid guesswork and seek inspiration from existing bodies of knowledge. Practice is essential in perfecting a skill or craft. Media and journalism professionals learn by doing things over and over again. Students must build a portfolio (consisting of media projects) by the time they graduate.

Curricular Programme

at a Glance

DEVOTED TO CULTURAL AND COMMUNICATION STUDIES

A uniquely designed program to expose the students to the study of various cultural aspects - visual art, religion, music, fashion, historical traditions, communities, social relations and conflicts, etc. It focuses on issues such as mass culture, popular culture, visual culture, globalization, gender, sexuality, media power, new communication technologies, normative, legal and ethical issues in media representation.

GEARED TOWARDS KNOWLEDGE GENERATION

The university aspires to be a research university. It is enshrined in its vision. The department strives to follow this vision by setting its research agenda and by establishing a scholastic track record. It has a journal on ICT for development.

EMPHASIZING ON FILM, MEDIA, CREATIVE ART, PUBLIC RELATIONS AND JOURNALISM

The department has strategically decided to focus on certain fields of Communication. The faculty has specializations in film, media, creative art, public relations and journalism. The facilities provide adequate support to enable teaching in these areas.

PROFESSIONAL SKILLS

A number of courses designed with the focus of skill development. Most of these courses end with creative productions like film, photography, mask, installation or painting. Apprenticeship programs give the opportunity to increase their professional skills. Industry practitioners directly supervise these programs.



Cognitive Abilities

- | Bengali and English Language Skills
- | Analytical and Critical Skills
- | Convergence Communication
- | Mathematical Ability
- | Liberal Arts Knowledge



Attitudinal Capacities

- | Sustainable Development
- | Professional Conduct
- | Love for Learning
- | Ethics and Moral Values
- | Respect for Diversity



Behavioral Attributes

- | Technologically Updated
- | Multimedia Orientation
- | Industry Focus
- | Communication Excellence
- | Problem Solving Focus

Programme

Learning Outcomes

By the end of the program, the graduates would have:

- Acquired a broad knowledge base essential for navigating in today's society **PLO 1**
- Developed respect for nature and for the diversity of people **PLO 2**
- Understood the various concepts, models and theories of media, culture and communication **PLO 3**
- Internalized the ethics and codes of conduct required by the profession **PLO 4**
- Possessed creative, analytical and critical thinking abilities **PLO 5**
- Shown adequate communication skills in both English and Bengali languages **PLO 6**
- Demonstrated the ability to manipulate technologies of print, broadcast and new media **PLO 7**
- Produced an acceptable body of work (portfolio) to join the media and communication industry **PLO 8**

Co-Curricular

Programmes

The MSJ Department offers apprenticeship programs. By definition, an apprentice is a person who learns the skills of a specific craft or trade by receiving hands-on training from someone who is already an expert. By working with an expert in the field, the apprentice will learn the necessary techniques and theoretical knowledge to work independently in the future. The apprenticeship programme covers the fields of film, photography, journalism (print, electronic and online), public relations and animation. The objectives of the programme are to boost the MSJ Department's peer teaching methodology; to create core student groups that can assist the MSJ Department in its conduct of internal and external activities; to facilitate student communication within the MSJ Department and with other Departments in the university through various media tools; and to develop advanced skills of students passionate in particular media forms and channels. The fields, expected outputs and descriptions of the apprenticeship programmes are summarized as follows:



ULABian

Print Journalism

Expected Output: Campus Newspaper (English and Bangla Content)

Description: Campus Paper published once every semester.



CampBuzz

Radio Broadcasting

Expected Output: ULAB Campus Radio

Description: Sunday - Wednesday 11:00 am - 2:00 pm live programme.

Daily 2-3 Hour Programs on news, opinions and entertainment.



CinemaScope

Film Apprenticeship Program

Expected Output: Project Concepts, Film Analysis, Scripts, Narrative Films, Documentary Films

Description: Project concepts, scripts, critiques and/or films developed by students under the mentorship of an expert.

Co-Curricular Programmes

ULAB TV

Television Broadcasting

Expected Output: ULAB Campus Television

Description: Sunday - Wednesday, 2:00 pm - 3:00 pm

Tuesday: New episode, Sunday, Monday and Wednesday: Repeat
Weekly One Hour Programme on news, opinions and entertainment.



PR4U

Public Relations Apprenticeship Programme

Expected Output: ULAB Campus PR Practitioner Team

Description: PR campaign development, media handling,
communication audit and event management.



ShutterBugs

Photography Apprenticeship Programme

Expected Output: Project Concepts, Photo Exhibits

Description: Project concepts and/or photographs developed by
students under the mentorship of an expert.



Animation ULAB

Animation Apprenticeship Programme

Expected Output: ULAB Campus Animation Studio

Description: Animated TV Series, short films, workshops, film shows
and seminars.





Outreach

Programmes

Creative Time Summit

Creative Time Summit is an event that is hosted around the world but initially began in New York. Their motto is to solve problems around the world with the help of art. The University of Liberal Arts Bangladesh is the official screening site of the Creative Time Summit and is only one of the two sites of the Summit in Asia. Aside from screening a number of sessions from the summit, ULAB invites a number of guests to speak on the occasion. Mr. AFM Moniruzzaman, Senior Lecturer from the Media Studies and Journalism Department undertakes an interactive graffiti, a project where students and teachers of ULAB express themselves on a single canvas, which eventually came through as a unified form of painting. The painting depicts the summit theme.

Outreach Programmes



Film Festival Dhaka International Mobile Film Festival

Dhaka International Mobile Film Festival (DIMFF) started in 2015 as Cinemascope Mobile Film Competition (CMFC). The festival upholds and promotes the motto 'New generation, New tools, New communication'. The festival is free of entry where CMFC category remains restricted to university students (worldwide) in undergraduate or graduate levels. The only rule for this festival is about shooting the film using mobile phones (cell-phone/smart phone). There is no restriction regarding brand, model and operating system of the phone as well as post-production tools.



Fact Checking Website FactWatch

FactWatch is a fact-checking website ran by MSJ that is focused on deciphering fraudulent statements and disinformation in Bangladesh's socio-political environment. In a bid to do that FactWatch analyses the statements made by public figures and politicians, information about health, environment and science that spread through the social media and the news items published by the mainstream media with the aim to promote awareness among the general public through our journalistic skills and in the long run help them make well-informed decisions. This project led by Dr. Sumon Rahman, received a grant by The American Center for 2017-2018.



Curriculum

Integration Programme

The Curriculum Integration Program was established to facilitate faculty and students from various year levels and study concentrations to work together and learn from each other. It has two primary objectives. First, it utilizes active learning approaches to enhance the educational experience of students. Second, it encourages students to look inward — to reflect on their own personalities, aspirations and identities. The Department believes that students must be comfortable and confident with themselves before they can positively contribute to others. Every semester, the MSJ Department launches an exhibit to facilitate curriculum integration. Each exhibit is based on a philosophical/sociological concept and/or theory, which is used to guide and harmonize student outputs as well as ground them in communication-related perspectives. The exhibit brings together the works of students, which includes research paper presentations, communication campaign materials, visual art, digital art, photography and film exhibitions.

Film Exhibit

Documentary

Identity

Identity is the story of 'Ratul' who is a transgender boy. It starts with his father, discovering his hidden identity. It documents how one transgender who lives with his family ends up being living in the transgender society. Identity shows what the transgenders face when they want to live in mainstream society.

Director: Shahnewaz Ahmed, Runtime: 10 min



Short Film

Shiuli Kotha

The short film Shiuli Kotha is based on a true story. Shiuli is a security guard working in a corporate office. Her husband, Ratan, is an abusive drunkard. He does not like the fact that Shiuli is a working-woman but he does not have any job. One day Ratan decides that Shiuli's monthly income is not enough. Shiuli's boss, Hemayet, is concerned by her absence at work and goes to Shiuli's residence only to find out that she has been forced to become a prostitute. Hemayet rescues Shiuli from Ratan and she starts to live her life as an independent woman.

Director: Mrityika Kamal, Runtime: 10 min



Film Exhibit

Short Film

A Book behind the Shoes

The light of civilization can be found in society by passing over the green. At the very first step of the path of life, the trip can be described as pure and white but as people walk towards the last step, they face more obstacles, which were created by the society. From the primitive time, nature appeared on earth as an incarnation of the Lord. This film was derived from the manifest of the known world. To show this manifestation, the symbol of knowledge, the book has been added. In this film you will find out the story of how a shoe brought about freedom from a impending war.

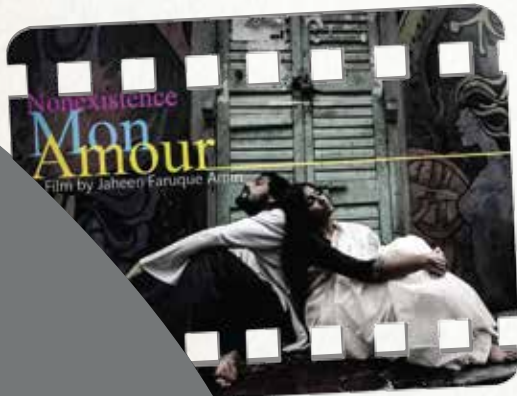
Director: Zahid Gogon, Runtime: 10 min 46 sec

Short Film

Nonexistence, Mon Amour

This is not a story, not a poem or a missing report on your daily newspapers. This is an abstract of a found PhD thesis paper on urban youth and its fashion of thinking. The researcher investigates an unknown young man as a sample in that research. The young man works as an accountant but hates his job. Every morning, out of frustration, he plans an escape but he always ends up in office. According to the survey results, one fine morning the sample finally escapes the reality of cityscape and gets lost in the wilderness leaving a mystery whether it was a suicide. The researcher tries to understand the fragility, horror and melancholy of modern industrial society through that sample's missing incident. It is a neo-narrative and experimental take on life, hypocrisy and nothingness.

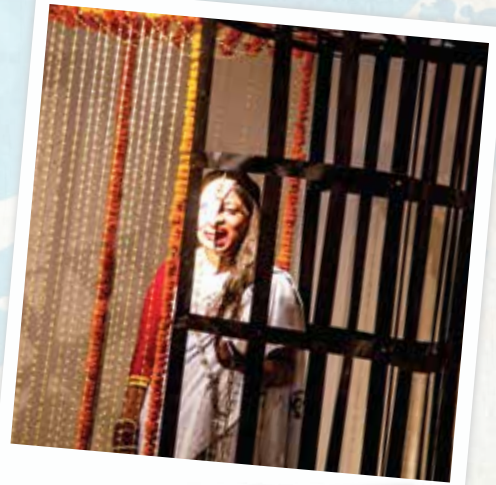
Director: Jaheen Faruque Amin, Runtime: 8 min 40 sec



Visual Exhibit

Installation and Performance Art

Based on the fusion of Space and Time, Installation and Performance Art have the power to express the artist's message in a thoughtful way. These three-dimensional art forms, which are the part of the Postmodern Art, are also called as Conceptual Art. In these mediums, students can utilize their interests and capabilities of variety of subjects and media. They can create an atmosphere that immerse the viewer into a sensory, emotional and knowledgeable experience. Students undertake workshop, gallery/studio visit, give reports, and participate in seminars, critiques, other cultural events, and the curriculum integration visual exhibition. Expanding the physical boundaries of art, students incorporate a variety of media, including found objects, videos, photographs, digital arts, paintings, drawings, music, sound effects, sculptural materials, their own body and/or someone else's body in their work.



Paintings and Sketches

Students are provided with the opportunity to explore innovative visual communication. The pathways give greater choice and flexibility and include visual communication in art, signs, design, color and other visual things and its history. Students are taught symbols, design, paintings and sketches through a series of lectures, group discussions, presentations, hands-on practices, role-plays and workshops.



Visual Exhibit

Photography

In an urban society like Dhaka city, we live our own life. We wake up in the morning, go outside to work or study, and come back home again. We do not have time to care for each other, always on the run to get our businesses done. Overpopulated, our urban society has limited space for everything. We look for fresh air in open windows, rooftops, out in the streets; but even that is congested. The rooftops, the place of solace, have clothes hanging everywhere gives the sense of lack of space. Sometimes, we get the feeling that we cannot even breathe properly; we wish to be somewhere else. Our world is trapped inside an empty room; sometimes suffocating. Sometimes we feel that we are just stuck. We have no other choice but to embrace the dark hours of our being. Even being stuck can be amusing sometimes.



Plaster Masks and Face Paintings

Students depict women exclusion and inclusion using two canvasses- their own faces and plaster masks (which were molded from their own faces). On one side of the face, using lines, strokes, shapes, symbols, colors and textures, students depict their view of women inclusion, and on the other side, they show exclusion of women. A huge gap can be seen between exclusion and inclusion given the patriarchal nature of Bangladesh society.



Research Projects

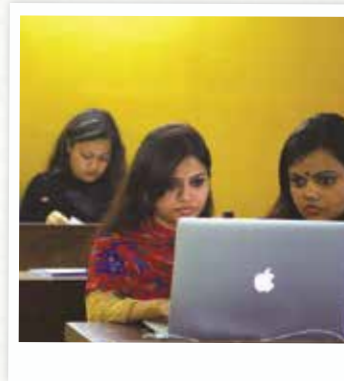
Archiving Project on Tareque Masud

Tareque Masud was an award-winning Bangladeshi independent filmmaker. He was known for directing the films *Muktir Gaan* (1995) and *Matir Moina* (2002), for which he won two international awards. He died in a road accident on August 13, 2011 but has left a rich legacy of philosophies, concepts, ideas and creative works for the future filmmakers of the country. In collaboration with his wife Catherine, the department has archived all of Tareque's interviews, writings and ideas as well as essays and narratives written about him.



Women's Inclusion in Digital Bangladesh

The study is on women's citizenship in Digital Bangladesh. The objective of the study is to conduct case studies that document and analyze the application of ICT telecentres in achieving community objectives and creating spaces for women empowerment. This research is funded by the University of Liberal Arts Bangladesh. Prof. Jude William Genilo and Marium Akther are involved in this research.



Research Projects

Revisiting Anwar Hossain's 1971



Revisiting Anwar Hossain's 1971

During the Liberation War in 1971, eminent Bangladeshi photographer and cinematographer Anwar Hossain was in the village of Dohar (an hour from Dhaka City) documenting how people are struggling with an extremely difficult condition. He took pictures of the burnt houses, victims of atrocities, fleeing populations, freedom fighters striking back and the like. In 2015, Anwar revisits the people and places in his 1971 photographs; trying to know their present condition — more than 40 years after the war. ULAB faculty and students participated in this journey as they documented the narratives of the people of Dohar and Dhaka.



Giving Voice to the Voiceless Community Radio in Bangladesh

This study investigates whether community radio has started to fulfill its mission of providing a voice to the voiceless in Bangladeshi society. Broadcasting from 2011, community radio stations in the country aim to build a democratic society based on the principles of free flow of information, equitable and affordable access to Information and communication technology and right to communication of remote and marginalized populations. Prof. Jude William Genilo, Bikash Chandra Bhowmick and Mohammad Shazzad Hossain visited two radio stations in Barisal, which were presented as cases for this study.

Research Projects

ICT for Development Working Paper Series

The department, in cooperation with the Bangladesh Institute of ICT for Development (BIID), publishes twice a year a Working Paper Series on ICT for Development. The journal aims to articulate, capture and document success stories, best practices, lessons learnt and shortcomings of ICT4D projects or researches in developing countries along with the emergence of new media and digital culture and its impact in the society.



Small Circulation, Big Impact: Readability of English-language Newspapers in Bangladesh

The study aims to increase the circulation of English-language newspapers in Bangladesh. In so doing, it will look into the readability of newspapers. Five English-language newspapers were analyzed using the content analysis methodology and instruments developed by the Readership Institute (Northwestern University, USA). The research helped us understand the proportion of news and information appearing in English dailies in terms of story theme, geographic focus, treatment, origin, visual presentation, diversity of sources/photos, newspaper structure, content promotion and listings. Researchers included Md. Asiuzzaman, Prof. Jude William Genilo and Mahbulul Haque Osmani.



Research Projects



Bangladesh's Changing Mediascape: From State Control to Market Forces

The book is a collection of essays that provide an in-depth understanding of the changing Bangladeshi mediascape. The essays focus on, respectively, specific media (television, radio, film, the press and photography), policy issues and the challenge of the new media to governance in an emerging and developing nation faced with innumerable economic, social and physical problems. The book deliberately avoids the development communication model and argues that market forces rather than planned state interventions will contribute to a more equitable communication environment for Bangladesh.



Gender Representation in Bangladeshi Media and its Influence on Youth: A Study in Selected locations of Dhaka

Violence against women and girls is a structural problem, directly linked to prevailing gender inequality with and discriminatory gender norms, roles and stereotypes and the unequal power relations and discrimination, which are embedded and perpetuated through societal institutions at all levels - one of which is media. This study explores how the media representation of gender influences the perceptions of girls/young women and boys/young men; and how these in turn influence their lives (including patterns of gender based violence). This is a collaborative project with Plan International Bangladesh.

Milestones

2004

ULAB launched with UGC approval. MSJ undergraduate program started with Prof. Sakhawat Ali Khan as the Department Head.

2006

Prof. Brian Shoesmith became the Department Head.

2007

The Media Lab was established.
Asian Media Information and Communication Centre (AMIC) Singapore membership.

2008

The Masters in Social Science in Media Studies and Journalism launched.

2009

Prof. Jude William Genilo became the Department Head.
The first strategic development plan for the department was formulated.
The number of students was 150 and full time faculty was 5.
The Curriculum Integration Program became a feature of the department.
International Communication Association (ICA) USA membership.

2010

The first issue of the ULABian campus paper was published.
The photo and film apprenticeship programs were established.
International Association of Media and Communication Research (IAMCR) UK membership.

2011

The undergraduate curriculum was updated with study concentrations in Business Journalism, Digital Film and Television Production, and Public Relations.
ULAB Campus Radio CampBuzz went on air.

2012

The second strategic development plan of the department was formulated.
The number of students was 500 and full time faculty was 10.

Milestones

Global Alliance on Public Relations and Communication Management (GA) Switzerland membership.
The graduate curriculum was updated to focus on Leadership Communication.

2013

Communication Major offered in the Master in Business Administration Program.
ULAB TV has been launched. Communication Initiative (CI) USA membership.
Masters in Social Science in Media Studies and Journalism has been renamed as Master in Communication.

2014

Prof. Jude William Genilo wins CMO Asia's Education Leadership Award;
bringing international recognition to the Department.
For the first time ULAB became a screening site of the Creative Time Summit.

2015

The third strategic development plan of the department was formulated.
The number of students was 732 and full time faculty was 17.
Prof. Jude William Genilo became the International Association of Media and Communication Research (IAMCR) Ambassador.
Animation apprenticeship program, ULAB Animation Studio and public relations apprenticeship program, PR4U have been launched.
Started to organize CinemaScope Mobile Film Competition (CMFC).

2016

The ULAB MSJ Department passed the first stage of program accreditation of the ACEJMC (Accrediting Council on Education in Journalism and Mass Communications).

2018

CinemaScope started organizing Dhaka International Mobile Film Festival (DIMFF) with CinemaScope Mobile Film Competition (CMFC) as its competition category.
Fact Checking web service FactWatch launched.
Prof. Jude William Genilo's term as IAMCR Ambassador was extended for another three years.
The fourth strategic development plan was approved by ULAB management. The department has almost 900 students.

Facilities

Radio Booth

The radio booth can be used for sound recording and for sound transmission. It is connected to speakers - placed in the public spaces of the university.



Studio

MSJ Department has an equipped studio for video shooting. In different course and apprenticeship program students use this for indoor shooting purpose. Also they are using green wall for chroma key shooting.



Media Lab

The media lab possesses equipment for photography and videography. Aside from these, it has editing panels using iMac computers. Students utilize the media lab for projects in film production, TV production, advertising, development communication, journalism and created private media courses.



Facilities



Transmission Room

The transmission room relays content relating to ULAB TV to four monitors located in various public spaces of the university.

Screening Room

The screening room can fit 30 students. It was constructed for purposes of viewing and analyzing films and other audio-visual forms.



Computer Lab

The university has six computer labs and more than 200 windows-based computers. Students use the computer lab for multimedia production projects.

Facilities

Library

The university has its main library in Campus A. Aside from the collection of books, journals and periodicals, the library has access to online resources. For media studies and journalism students, the online resources include those from AMIC, ICA, GA, IAMCR and Communication Initiative.



Gallery

The gallery is utilized to display the creative visual outputs of students. This includes photographs, sketches, sculptures and posters.

Faculty

Full Time Faculty Members

Dr. Jude William R. Genilo

Professor

PhD in Communication, University of Philippines (Philippines)

Dr. Din M Sumon Rahman

Professor

PhD in Cultural Studies, University of Queensland (Australia)

Md. Asiuzzaman (On Leave)

Associate Professor

MA in Journalism Studies, Cardiff University (UK)

Dr. Kazi Mahamudur Rahman

Associate Professor

PhD in International Relations, University of Queensland (Australia)

Dr. Sarkar Barbaq Quarmal

Assistant Professor

PhD in Energy and Risk Science, Ibaraki University (Japan)

Dr. Tabassum Zaman

Assistant Professor

PhD in Cultural Studies in Asia, National University of Singapore (Singapore)

Mohammad Shazzad Hossain

Assistant Professor

MSc in Physics, Shahjalal University of Science and Technology (Bangladesh)

MA in Film and Media, Stamford University Bangladesh (Bangladesh)

Muhammad Abdul Kader

Assistant Professor

MPhil (On Study) in Fine Arts, University of Rajshahi (Bangladesh)

MA in Mass Communication (Media Arts), University of Bedfordshire (UK)

Faculty

Bikash Chandra Bhowmick

Assistant Professor

MA in Film and Media, Stamford University Bangladesh (Bangladesh)

Post-Graduate Diploma in Cultural Studies, Centre for the Study of Culture and Society (India)

A.F.M. Moniruzzaman

Senior Lecturer

MFA in Film Making Direction, Osaka University of Arts (Japan)

Mahmudunnabi

Senior Lecturer

MA in International Journalism, University of Leeds (UK)

Naimul Karim

Lecturer

MA in Journalism, Media and Cultural Studies, Cardiff University (UK)

Kashfia Arif

Lecturer

MA in Critical Media and Cultural Studies, SOAS University of London (UK)

ATM Farhad

Lecturer

MA in Global Journalism, Orebro University (Sweden)

Part Time Faculty members

Dr. Abul Mansur Ahmed

Professor, Department of Mass Communication and Journalism, University of Dhaka

PhD in Communication and Culture, York University (Canada)

Dr. Shah Nister Kabir

Associate Professor, Department of Mass Communication and Journalism, Jagannath University

PhD in Media, Film and Communication, University of Otago (New Zealand)

Faculty

Md. Riaz Uddin Khan

Freelance Trainer, Research and Communication Expert

MA in Mass Communication and Journalism, University of Dhaka (Bangladesh)

Salek Shahriyar

Head of Marketing, Suzuki Bangladesh

EMBA in Marketing IBA, University of Dhaka (Bangladesh)

Zahed-Ur-Rahman

MA (Film & Media), Stamford University Bangladesh (Bangladesh)

MBA, IBA, University of Dhaka (Bangladesh)

Mohammed Mozammel Huq

PhD (On Study) in Government & Politics, Jahangirnagar University (Bangladesh)

MPhil in Government & Politics, Jahangirnagar University (Bangladesh)

Muhammad Aminuzzaman

PhD (On Study) in History, Vrije Universiteit Brussels (Belgium)

MCom in Marketing, University of Dhaka (Bangladesh)

Abonti Mehtaz

Assistant Professor, Department of Mass Communication and Journalism, Jagannath University

MA in Film Studies, Carleton University (Canada)

Naila Azad

Artistic Director – Jatrik Productions Dhaka, Bangladesh

MFA in Theatre Film and Television, University of California Los Angeles (USA)

Nazrul Islam

Editor of newsnextbd.com

MA in Mass Communication and Journalism, University of Dhaka (Bangladesh)

Tanim Ahmed

Special Correspondent, Dhaka Tribune

MBA, IBA, University of Dhaka (Bangladesh)

Faculty

Khijir Hayat Khan

Creative Director, KHK Productions
MA in Digital Media, Simon Fraser University (Canada)

Amitabh Reza Chowdhury

Managing Director, Half Stop Down
BA in Economics, Poona University (India)

Proshoon Rahman

Head of Creative, Nakshikatha Communications
MSS in Political Science, University of Dhaka (Bangladesh)

Farid Ahmed

MA in International Journalism, University of Leeds (UK)

Muhammad Reaz Hossain

MFA in Ceramics Design, University of Dhaka

Md. Montasir Islam

MSc in Business Administration, Linköping University (Sweden)

Md. Ahsan Rajib

EMBA in Marketing, IBA, University of Dhaka (Bangladesh)

Palash Bhattacharjee

MA in Fine Arts, University of Chittagong (Bangladesh)

S. M. Rezaul Karim

MSS in Anthropology, Jahangirnagar University (Bangladesh)

Management

Head of the Department

Dr. Jude William R. Genilo

Graduate Programme Coordinator

Dr. Sarkar Barbaq Quarmal

Undergraduate Programme Coordinator

Mohammad Shazzad Hossain

Media Lab Coordinator

Muhammad Abdul Kader

Internship Coordinator

Naimul Karim

Admin Officer

Fargin Farhana Mostafa, Rex Martin Gomes, Md. Al Imran

Media Lab Instructor

Piyas Roy, Md. Naim Khan, M. Didarul Karim Sikder

Co-curricular Programs

The ULABian

Bikash Chandra Bhowmick (Advisor)

Naimul Karim (Advisor)

Rafique Bhuiyan (Instructor)

ULAB Radio CampBuzz

Kashfia Arif (Advisor)

Tamzid Hokkani (Instructor)

Management

CinemaScope

Mohammad Shazzad Hossain (Advisor)

Md. Zahid Hasan (Instructor)

ULAB TV

Dr. Sarkar Barbaq Quarmal (Advisor)

Mahmudunnabi (Advisor)

Aritra Ankan Mitra (Instructor)

Sadek Ahmed (Instructor)

Saidul Islam Sayeed (Instructor)

Asraful Alam Rubel (Instructor)

Samira Tasnim Karim (Instructor)

Sabbir Ahammed (Instructor)

PR4U

Abu Tayub Mohammed Farhad (Advisor)

Rafique Bhuiyan (Instructor)

ShutterBugs

Muhammad Abdul Kader (Advisor)

Muhammad Aminuzzaman (Instructor)

ULAB Animation Studio

A.F.M Moniruzzaman (Advisor)

Testimonial

Finding the right mix of faculties to teach the subjects in any field is what distinguishes a university. ULAB's Media Studies and Journalism department has had some of the best faculties with expertise in the disciplines they nurture students, be it journalism, public relations, mass communication or digital production. The research and practical application of each of the courses allow students hands-on-experience even before they start their professional career. I appreciate ULAB for giving me the best years of academic life. As ULAB alumni, I wish the university a long enlightening journey and its students the brightest future.

Saad Hammadi

Graduated: 2013

The Christian Science Monitor



Testimonial



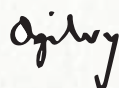
Choosing ULAB as my undergrad school has been the most spectacular event in my life. While the university provided a complete Liberal Arts platform, one of its kind in Bangladesh, my Department guided me to develop into a reasonable individual. My major in mass communication has helped me to gain a positive and rational understanding of human behavior and the related aspects. Today in my professional sphere, my discipline reflects in every mission I contribute to or participate in. And I could not make it through without the relentless support from my mentors, my faculty and the department. The profound wisdom and knowledge I have acquired from them is more than an achievement. Today, I cherish the fact that I represent the Department of Media Studies and Journalism, I say it with pride that I am a ULAB graduate.

Tamanna Faiz

Graduated: 2012

More than Words

Jobs for Graduates



and many more...

Department and University

Affiliations and Collaborations

MSJ Department Affiliations



Asian Media Information
and Communication
(AMIC), Manila



Global Alliance on Public Relations
and Communication Management
(GA), Switzerland



International Association of Media
and Communication Research
(IAMCR), Paraguay



The Communication
Initiative Network, USA



International Communication
Association (ICA), USA

MSJ Department Collaborations



Bangladesh Institute of ICT in
Development (BIID)



Colours FM 101.6FM

University Networks



Accreditation Council for Business
Schools and Programs



Asian-Pacific Quality
Network, China



The Environmental Association for
Universities and Colleges



United Nations
Academic Impact

University Affiliations



MidWestern University
of Nepal



Assumption University
of Thailand



State University of
New York



Chiang Mai University,
Thailand



Sukhothai Thammathirat
Open University, Thailand



Edith Cowan
University, Australia



Asian University for
Women, Bangladesh



University of
Gloucestershire, UK



Curtin University of
Technology, Australia



The College at
BROCKPORT
State University of New York

The College at Brockport



Kunming University, China

Admission

Requirements

General Requirements

Application forms

Application forms are available at:

House 56, Road 4/A (Satmasjid Road), Dhanmondi, Dhaka-1209.

You can also download the form from the ULAB website.

A complete application includes:

1. The filled in application form.
2. Four passport-sized color photographs.
3. Copies of all certificates and mark-sheets.
4. Photocopy of National ID of the student & one of the parents.

Incomplete applications will not be accepted. Any applicant who gives false information during the application process will be immediately disqualified from the application process or summarily dismissed from the university.

Minimum Qualifications for Admission

Minimum GPA of 2.5 both in SSC and HSC examinations or equivalent,

Or, At least one GPA of 2.00 but aggregate GPA of 6.00 in SSC and HSC,

Or, O'Level in 5 subjects with a minimum GPA 2.50 & A'Level in 2 subjects with a minimum GPA 2.00 (A = 5, B = 4, C = 3, D = 2, E = 1)

Or, GED minimum score of 145/200 in each subject under new syllabus.

Or, International Baccalaureate/American High School Diploma.

Or, Sons/daughters of freedom fighters with an aggregate GPA of 5.00 in SSC and HSC.

Acceptable performance on Admission Test.

Note: Admission test is waived for candidates with minimum score of 1100 in SAT (Math + Critical Reading). Transfer of credits from comparable educational institutions may be considered after admission. Rules on credit transfer are available from the Admissions Office.

Admission

Requirements

Admission Test

ULAB will call applicants who meet the minimum eligibility requirements for an Admission Test, which will comprise of a written test and viva. The written test has two parts: Part 1 contains multiple-choice questions covering English language, mathematics, and logical reasoning. Part 2 is a test of written English where students have to write a short essay.

Viva Exam

All applicants need to take a viva exam. The final decision regarding admission will be based on the candidate's academic background as well as on his/her performance in the admission test and viva.

Course Fees and Scholarships

For course fees and scholarships, please contact admission office for the latest information.
Phone: 9061255, 9661301, 01730082197, 01713091936, 01714161613
Email: admissions@ulab.edu.bd Web: admissions.ulab.edu.bd

Course

Details

Course Breakdown

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

Course Type	Number
GED Courses	10
Communication Studies Core Courses	9
Media Studies Core Courses	6
Major Study Concentration	9
Minor Study Concentration	5
Elective/Optional MSJ Courses	2
Internship or Project	2
Total	43

Four Year

Course Description

Year 1

Term 1

MSJ11101 Communication Concepts and Theories
CSE101 Introduction to Computer Applications
ENG101 Basic English and Learning Skills

Term 2

MSJ11102 Communication Research
ENG102 Fundamentals of English I
GED100 Bangladesh Studies

Term 3

MSJ11103 Figures and Numbers for Communication Majors
ENG103 Fundamentals of English II
GED101 Bangla Bhasha

Year 2

Term 4

MSJ11211 Mass Communication
MSJ11212 Introduction to Journalism
MSJ11213 Principles of Public Relations
GED201 World Civilization

Term 5

MSJ11214 Convergence Communication 1
MSJ11201 English for Media
MSJ11203 Communication and Technology
GED Elective 1

Term 6

MSJ11215 Convergence Communication 2
MSJ11202 Bangla for Media
Major 1
GED Elective 2

Year 3

Term 7

Major 2
Major 3
Minor 1
GED Elective 3

Term 8

Major 4
Major 5
Minor 2
MSJ11301 Critical Thinking and Logic

Term 9

Major 6
Major 7
Minor 3
MSJ Elective 1

Year 4

Term 10

Major 8
Minor 4
MSJ Elective 2
MSJ11401 Development Communication

Term 11

Major 9
Minor 5
MSJ11411 Media and the Law
MSJ11402 Ethics in Media and Communication

Term 12

MSJ11498 Internship or Project
MSJ11499 Internship or Project

Course

Catalogue

GED Core (7 Courses/ 21 Credits)

Course Code	Course Title
ENG101	Basic English and Learning Skills
ENG102	Fundamentals of English I
ENG103	Fundamentals of English II
GED100	Bangladesh Studies
GED101	Bangla Bhasha
CSE101	Introduction to Computer Studies
GED201	World Civilization

Note: Placement in English courses will be based on diagnostic tests. Candidates achieving high marks in the English diagnostic tests will be exempted from ENG101 and ENG102. They may take optional courses in lieu of the specified English courses.

GED Electives (3 courses / 09 credits)

Students eligible to take a GED Elective must choose one of the GED electives from the courses provided in a specific term. Students are required to select one course from each of the three sets offered.

Course

Catalogue

Communication Studies Core Courses

(9 courses / 27 credits)

Course Code	Course Title
MSJ11101	Communication Concepts and Theories
MSJ11102	Communication Research (prerequisite to all research courses)
MSJ11103	Figures and Numbers for Communication Majors
MSJ11201	English for Media
MSJ11202	Bangla for Media
MSJ11203	Communication and Technology
MSJ11301	Critical Thinking and Logic
MSJ11401	Development Communication
MSJ11402	Ethics in Media and Communication

Media Studies Core Courses

(6 courses/ 18 credits)

Course Code	Course Title
MSJ11211	Mass Communication (prerequisite to all Digital Film and TV Production Major Courses)
MSJ11212	Introduction to Journalism (prerequisite to all Business Journalism Major Courses)
MSJ11213	Principles of Public Relations (prerequisite to all Public Relations Major Courses)
MSJ11214	Convergence Communication 1
MSJ11215	Convergence Communication 2
MSJ11411	Media and the Law

Course

Catalogue

Business Journalism Major Courses

(9 courses / 27 credits)

Course Code	Course Title
MSJ11221	Journalism and the Global Economy
MSJ11321	News Sourcing and Gathering
MSJ11322	News Editing and Translation
MSJ11323	Economic and Financial Reporting
MSJ11324	Labor and Workplace Reporting
MSJ11325	Reporting on SMEs and Non-Profits
MSJ11326	Reporting on the Economy and Climate Change
MSJ11421	Business Beat Reporting 1
MSJ11422	Business Beat Reporting 2

Digital Film and TV Production Major

(9 courses / 27 credits)

Course Code	Course Title
MSJ11231	Visual Communication
MSJ11331	Cinema Studies
MSJ11332	Media Presentation and Performance
MSJ11333	Writing for Film and Television
MSJ11334	Digital Cinematography
MSJ11335	Digital Postproduction
MSJ11336	TV Infotainment Production
MSJ11431	Documentary Production
MSJ11432	Fictional Narrative Production

Public Relations Major Courses
(9 courses / 27 credits)

Course Code	Course Title
MSJ11241	Interpersonal and Intercultural Communication
MSJ11341	Strategic Public Relations
MSJ11342	Public Relations Research
MSJ11343	Media Relations
MSJ11344	Internal Communication
MSJ11345	Created Private Media
MSJ11346	Speech Writing and Public Speaking
MSJ11441	Advertising
MSJ11442	Public Relations Campaign

Internship
(2 courses / 6 credits)

Course Code	Course Title
MSJ11498	Internship or Project
MSJ11499	Internship or Project

Course

Catalogue

MSJ Elective Courses

MSJ students will select additional 2 MSJ courses from an alternative concentration other than the one they are studying or from MSJ elective courses shown below:

MSJ Elective Courses (2 courses / 6 credits)

Course Code	Course Title
MSJ11350	History of Bangladesh Media
MSJ11351	Reading Media Text: A Critical Introduction to Tareque Masud
MSJ11352	Freedom of Information and Access
MSJ11353	Radio Production and Management
MSJ11354	Introduction to Community Radio
MSJ11355	Photo Journalism
MSJ11356	Sports Journalism
MSJ11357	Photos and Visuals for Business Journalism
MSJ11358	New Media and Online Publications
MSJ11359	Introduction to Digital Culture
MSJ11360	TV Production Skills
MSJ11361	Events Management
MSJ11362	Consumer Culture
MSJ11363	E-Learning: Principles and Practice
MSJ11364	Desktop Publishing
MSJ11365	Audience Research

Course Catalogue

Course Code	Course Title
MSJ11366	Mass Media Research
MSJ11367	Qualitative Research Methods
MSJ11368	Quantitative Research Methods
MSJ11369	Research Data Analysis and Interpretation
MSJ11370	Set Design for Film and Television
MSJ11371	Make-Up and Costume Design
MSJ11372	Light Design
MSJ11373	Community Informatics
MSJ11374	Introduction to Photography
MSJ11375	Film History
MSJ11376	Aesthetics of Film
MSJ11450	Media Management
MSJ11451	Social Context of Media
MSJ11452	International Communication
MSJ11453	Communication and Culture: An Introduction to Cultural Studies
MSJ11454	Gender and Communication
MSJ11455	Copy Writing
MSJ11456	Introduction to Animation
MSJ11457	Global Perspectives in Journalism
MSJ11458	Development and Environmental Journalism
MSJ11459	Political Journalism

Course

Catalogue

Course Code	Course Title
MSJ11460	3D Animation-Drawing for Animation
MSJ11461	International Business Reporting
MSJ11462	Reporting on Technology and Energy
MSJ11463	Advanced Multimedia Production
MSJ11464	Advanced TV Production
MSJ11465	International Public Relations
MSJ11466	Integrated Marketing Communication
MSJ11467	Crisis Communication
MSJ11468	Visual Anthropology
MSJ11469	Sound Design for Film and Television
MSJ11470	Government Regulatory Agencies
MSJ11471	Business Investigative Reporting
MSJ11472	Computer-Assisted Reporting
MSJ11473	Sample Stock Portfolio
MSJ11474	Business Feature Writing
MSJ11475	Business Journalism for Non-Journalists
MSJ11476	Covering the Bangladesh National Budget
MSJ11477	Media Marketing and Distribution
MSJ11478	Acting for the Camera: News Presentation and Field Reporting



Internship

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.

Suitable employers include any reputable organisation in a field related to the student's course of study at ULAB. The student internship advisor will approve the suitability of the host institution for the student. Then, a recommendation letter will be given by the Career Services Centre to the student as a potential candidate for the host institution. The student is expected to write a report detailing their internship and any lessons learned from it. This report will be presented before a panel of ULAB examiners and will be graded.

ULAB students are expected to take the internship as seriously as they would take any other job and conduct themselves in a mature manner. They are expected to be able to work both independently and in a team, and be flexible, proactive and enthusiastic.

Projects



Filmmaking Project

Instead of 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 15 to 25 minutes 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.



Research Project

The Research Project Internship takes advantage of the Masters in Communication (MComn). MSJ students need to make a decision on undertaking a 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 research project. This will be presented and defended before a panel.

Portfolio



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.



UNIVERSITY OF LIBERAL ARTS BANGLADESH

Hs 56, Rd 4/A (Satmasjid Road), Dhanmondi, Dhaka - 1209.

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