



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



BACHELOR OF SOCIAL SCIENCE IN
Media Studies
& Journalism

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.

Course Distribution

Pre-Uni (Non-credit)

ELL0098 Remedial English

MAT0099 Remedial Math

*** Based on Admission Test Performance**

Essential Skills (0 Credits)

ESK1110 Study Skills

ESK1111 Healthy Life Skills

ESK1112 Social Skills

ESK1113 Professional Skills

General Education Foundation (GEF) Courses (5 Courses/ 15 Credits)

GEF1101 Academic English I

GEF1102 Academic English II

GEF1202 Advanced English Writing Skills

GEF1203 Advanced Bangla Writing Skills

GEF2101 Introduction to Data and Statistics

ULAB Core Courses (UCC) | 3 Courses (9 Credits)

- UCC1101 Bangla Bhasha
- UCC1102 Emergence of Independent Bangladesh
- UCC1103 Ethics, Rights and Justice

General Education (GED) Elective

Tier 1

Social Science

Tier 2

Arts and Humanities

Tier 3

Natural Science

(4 COURSES/ 12 CREDITS) IN EACH TIER

Communication Foundation Courses (7 courses / 21 credits)

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

Major Study Concentrations

- Digital Journalism
- Digital Film and TV Production
- Public Relations
- Communication for Development

Digital Journalism (9 courses / 27 credits)

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



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

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

Public Relations **(9 courses / 27 credits)**

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

Communication for Development **(9 courses / 27 credits)**

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

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

- MSJ4298 Internship
- MSJ4299 Portfolio

Course Breakdown

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

Apprenticeship Programs

Journalism Apprenticeship Program



Television Apprenticeship Program



PR Apprenticeship Program



Radio Apprenticeship Program



Film Apprenticeship Program



Animation Apprenticeship Program



Photography Apprenticeship Program



Outreach Programs



MSJ Department Affiliations





PERMANENT CAMPUS

Mohammadpur, Dhaka, Bangladesh
Phone: 911-5242, 913-8243, 912-7977

DHANMONDI CAMPUS

House 56, Rd 4/A @ Satmasjid Road
Dhanmondi, Dhaka-1209, Bangladesh
Phone: 966-1255, 966-1301, 01730-082197, 01713-091936
01714-161613, Fax: 88-02-9670931