

SONARGAON UNIVERSITY (SU)  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
BSS (Honors) in Journalism and Media Studies (JMS)  
4-Year Undergraduate Program | 144 Credit Hours | Industry-Oriented Curriculum

## About the Program

Journalism and Media Studies is a dynamic and challenging field that plays a vital role in shaping public opinion, promoting social awareness, and strengthening democratic values. The program focuses on shaping the next generation of media professionals who are skilled, ethical, and innovative, and who contribute meaningfully to journalism and society.

The curriculum enables students to gain a comprehensive understanding of journalistic principles, media theories, communication practices, digital technologies, and contemporary issues in the rapidly evolving media landscape. The program emphasizes both theoretical knowledge and practical skills, preparing students for diverse careers in print, broadcast, digital media, strategic communication, and related fields.

## Program Highlights

|                                                  |                                                  |                                                         |
|--------------------------------------------------|--------------------------------------------------|---------------------------------------------------------|
| <b>Duration</b><br><b>4 Years</b><br>8 Semesters | <b>Total Credits</b><br><b>144</b><br>55 Courses | <b>Medium</b><br><b>English</b><br>Instruction Language |
|--------------------------------------------------|--------------------------------------------------|---------------------------------------------------------|

## Duration of Study & Academic Calendar

The four-year BSS (Honors) program comprises eight semesters. Each academic year (January to December) is divided into two semesters:

| Spring Semester | Fall Semester   |
|-----------------|-----------------|
| January – June  | July – December |

## Admission

### Requirements

Students who have completed SSC/Equivalent and HSC/Equivalent from a recognized School and College will be eligible for admission to the BSS (Honors) in the JMS program. All applicants must meet the admission criteria established by the University.

### Admission Schedule

The Department of Journalism and Media Studies (JMS) conducts admission twice a year, corresponding with the beginning of each semester. Although application forms are available throughout the year at the University's admission office, the admission process is completed only two times annually before the commencement of each semester.

## Assessment & Grading System

### Mark Distribution (per course)

| Component                                                                                 | Weight |
|-------------------------------------------------------------------------------------------|--------|
| Continuous Assessment (Attendance 10% + Assignments 10% + Class Tests 10% + Mid-Term 30%) | 60%    |
| Semester Final Examination                                                                | 40%    |

|              |             |
|--------------|-------------|
| <b>Total</b> | <b>100%</b> |
|--------------|-------------|

## Grading Scale

| Score        | Letter Grade | Grade Point |
|--------------|--------------|-------------|
| 80 – Above   | A+           | 4.00        |
| 75 – 79      | A            | 3.75        |
| 70 – 74      | A-           | 3.50        |
| 65 – 69      | B+           | 3.25        |
| 60 – 64      | B            | 3.00        |
| 55 – 59      | B-           | 2.75        |
| 50 – 54      | C+           | 2.50        |
| 45 – 49      | C            | 2.25        |
| 40 – 44      | D            | 2.00        |
| Less than 40 | F            | 0.00        |

## Class Attendance Policy

Each student is required to attend all classes. Only three absences per course per semester may be excused. Attendance contributes to the grading point. Marks for attendance range from 10 (90%+) down to 0 (less than 50%).

## Curriculum Overview

The program is structured across eight semesters with a balanced mix of theory and sessional (practical) courses. Key areas of study include:

### 1st Year – Foundation

- Concepts of Communication & Journalism
- Mass Media in Bangladesh
- Journalistic Writing Skills (Bangla & English)
- Bangla Language & Literature, English Language
- Computer Skills, History of Emergence of Bangladesh
- Bangladesh Culture & Heritage, Film Sense & Criticism

### 2nd Year – Core Skills

- Interpersonal & Group Communication
- Information & Communication Technology (ICT)
- Reporting & Editing (Print Media)
- Writing for TV, Film & Advertising
- Mass Communication: Structure & Process
- Media Research, Management & Media Marketing
- Political Processes, Contemporary Bangladesh Affairs

### 3rd Year – Specialized Journalism

- Newspaper Reporting, Broadcast Journalism, Online Journalism
- Media Laws & Ethics
- Media, Society & Culture; International Communication
- Communication & Media Theories
- Newspaper Design, Make-up & Desktop Publishing
- Economic & Social Processes and Institutions

### 4th Year – Advanced Practice & Specialization

- Communication Research Methodology
- Gender and Media; Development Communication
- Audio-Visual Production; Agriculture & Development Journalism
- Magazine Editing & Production; Public Relations & Campaign
- Elective courses (choose any three from Option I)

- Viva-Voce examinations each year

## Internship

After completion of all courses, students undertake an 8-week Internship (JMS 4000 – 3 Credit Hours) at Newspapers, Television, Online Media, Radio, NGO, or Corporate Organizations. This provides real-world industry exposure and practical experience.

## Optional / Elective Courses (Option I)

Students select any three courses from the following specialized options (each 3.0 credits):

- Video Production
- Photo Journalism
- Economic and Business Journalism / Business Journalism
- Graphic Communication
- Radio Journalism
- Business Communication and Corporate Social Responsibility
- Feature, Editorial and Op-Ed Writing
- Public Speaking and Broadcast Presentation
- Sports Journalism
- Public Communication

## Career Opportunities

Graduates are prepared for diverse careers in:

- Print & Digital Journalism
- Broadcast (TV & Radio) Journalism
- Online / Multimedia Journalism
- Public Relations & Strategic Communication
- Media Management & Marketing
- Corporate Communication & CSR
- Development & Development Journalism
- Content Creation, Editing & Production

### Department of Journalism and Media Studies

Sonargaon University (SU), Dhaka

For admission details and application forms, please contact the University's Admission Office.

*This brochure is based on the official BSS (Honors) in JMS curriculum document and is fully editable.*