



JMC Department Guide Book

Message from Head of the Department

Welcome to the Department of Journalism, Media and Communication (JMC) at Daffodil International University. Since its inception at this university in 2007, JMC has been at the forefront of efforts to explore social, cultural, rhetorical, and organizational processes as we are preparing our students to understand and be able to study and manage the media and communication revolution in society, education, politics, management, marketing, government and non-governmental institutions. The department boasts state-of-the-art computing, online publishing, and multimedia classroom facilities. More modern and AI enhanced facilities are being built at our green campus in Daffodil Smart City (Ashulia) for future use.

Our regular BSS programs with 08 semesters and a regular One-year MSS program of two semesters combine communication theory and research methods along with new technologies. Students with diverse educational and cultural backgrounds from across the country come together to complete our BSS and MSS programs that emphasize participation in seminars and symposia, internships, field research in organizations, special workshops, group research projects, e-learning, and independent study. They work with modern TV cameras, editing panels, and digital broadcast equipment and support staff to go out and make their own productions.

Our top-ranked faculty members come from a wide range of academic disciplines and include distinguished scholars and researchers from different public universities, editors of leading newspapers, officers in prestigious national and international professional associations, and highly respected consultants to government and private industry. Faculty members work closely with students, often on exciting joint research projects.

We invite you to visit our department and meet the faculty, students, and officials.

Description of the Program

Communication is a potential power in society. To exercise this means of power in the lives of people for their information, entertainment, gratification and development-there is a need to reform the process of communication to disseminate information in a proper perspective. Aiming for a new goal of communication in a changing world, our young generation should know the techniques of modern communication using print and electronic media to interact and gratify society.

Through the long visionary view of Mr. Md. Sabur Khan, Chairman Board of Trustees of Daffodil International University, in March 2007, Mr. Md. Sbur Khan discussed the issue with the then Vice-Chancellor Professor Dr. Aminul Islam and delegated the responsibility to talk with Dr. Golam Rahman to join the newly opened Department at the university.

To provide the students with hands-on training, a Media Lab was set up in 2010. In the following years, state-of-the-art facilities for post-production and radio broadcasting facilities

were introduced in the department. Around one thousand students have completed BSS and MSS degrees from the department and are working in different local, national, and international print electronic media houses and organizations with great fame and honor.

Department's Location:

Room No.-1212 (Level 12th) at AB-4

Daffodil Smart City, Ashulia, Savar, Dhaka-1341

Name of the Degree

BSS (Hons) in Journalism, Media and Communication

MSS in Journalism, Media and Communication

Website Link: <https://daffodilvarsity.edu.bd/department/jmc>

Social Media Link:

- **Facebook Page:** <https://www.facebook.com/jmc.daffodilvarsity.edu.bd/>
- **Facebook Group:** <https://www.facebook.com/groups/548434198510035/>
- **LinkedIN:** <https://www.linkedin.com/in/jmc-office-diu/>
- **Twitter Account:** <https://twitter.com/JMCDepartment>
- **Youtube Channel:** <https://www.youtube.com/channel/UCRtg6s4WaVDMqLsH8yOLg4g>

Name of the Program Offering Entity

The name of the program offering entity is the **Department of Journalism, Media and Communication** Under the **Faculty of Humanities and Social Science**.

Vision of the Program Offering Entity

To aspire to be the center of excellence in the field of Journalism and Communication education by focusing on what is relevant and important in changing the landscape of rapidly developing digital technology and new media of communication.

Mission of the Program Offering Entity

To develop journalism and Communication professionals who would take leading roles in presenting news and communication materials in transparent, objective, meaningful and ethical manner in the service of the community.

Objectives of the Program Offering Entity

- a) **PEO1:** The graduates would work efficiently as journalists and media professionals at diversified media houses i.e. the print media, broadcast media, and online media, social and digital media.
- b) **PEO2:** The graduates would work efficiently as officials and professionals in national, international and multinational corporate houses, banks and insurance organizations, export and import agencies, hotels, hospitals and other companies; government departments and institutes; non-government organizations; development and donor agencies.
- c) **PEO3:** The graduates would be media entrepreneurs and communication consultants, establishing their own businesses and providing job to others in the fields of public relations, advertising and copywriting, audio-visual productions, multimedia content development and dissemination.
- d) **PEO4:** The graduates would perform as media and communication researchers contributing to communication for development and social transformation, strategic communication, behavior change communication and social marketing.

Departmental Rules and Policies

The main task of the department is to ensure all kinds of administrative support to the students, so that students can continue their study smoothly. The department ensures all support to the students in compliance with the rules and regulations of the university.

The following rules are applicable to every employee as well as its users.

- Minimum office time should be maintained for smooth operations of this section. If any employee need to take leave, he or she will inform the respective Supervisor in prior notice by applying through ERP and email;
- Unnecessary talking, Gossiping, laughing is strictly prohibited inside JMC Office room and Faculty room;
- JMC Office is not responsible for any stealing of money and other personal instrument or valuable things from the office room and classroom. For safety purpose everybody should be

aware about their resources. So students are advised not to keep any personal instruments inside classroom and JMC Office room;

- Managing and assigning tasks to the staffs and other sub-ordinates like Students Associate and Teaching Associate;
- Regular and assigned task are divided into different sides which are Students counseling on different issues, Course mentoring, Course registration, Corresponding, to different offices, preparing budget, bill advance, adjustment preparing, report filing etc.;
- Maintain files and records with effective filing systems.

Students' Support against Inquiries:

Students ask for various types of information related to the departmental services. A prospective student or a guardian wants to know various things about our department after getting admission. Such as:

- Course offer
- Class starting date.
- Mid-term and Final Examination date.
- New students ID card and Reissue ID card.
- Credit requirements and duration of the program
- Tuition fees, waiver and scholarships
- Faculty members' information.
- JMC Students participated in different contests.
- Student portal log in and BLC log in
- Students exchange program

Following Information provided to the students:

A student comes to the department after getting admission. From the department the following information has been given to the student:

- Provide Course Offer: A student can get from Online and Offline Notice board. The department also emails the students.
- Provide Advisor's details: When a student comes to the department we give the advisor's details.
- Provide Semester Schedule and: Semester schedule also provided to the students during advising time.
- Class routine. Class routine generally emails to the students and also upload in the online notice board.

Advising and Counseling:

Every student is under an advisor. A student can get all kinds of advising regarding academic and other issues.

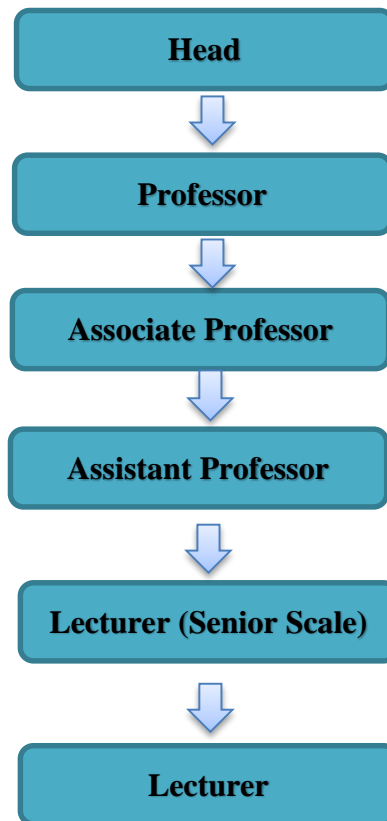
Faculty Information:

Students can get the faculty information from the departmental web site and also from the department.

Website Link: <https://faculty.daffodilvarsity.edu.bd/teachers/jmc.html>

Faculty Hierarchy:

Website Link: <https://faculty.daffodilvarsity.edu.bd/teachers/jmc.html>



Faculty Job Responsibilities:

- Conduction of regular classes;
- Students' mentoring;
- Prepare course materials;
- Perform all duties assigned by the department & the management;
- Research activities;
- Final year project supervision;
- BLC Course development;
- Organize workshops, seminars etc.

Departmental Admin Hierarchy:

Website Link: <https://daffodilvarsity.edu.bd/coordination-officer>

Admin status:

Coordination Officer

Admin. Officers' job responsibilities:

- Liaison with various department for the Smooth operation of departmental activities
- Course offer fixing with course offer committee
- Various Bill Related job
- Old Syllabus related students' problem solved
- Alumni Support
- Defense related job
- Degree awarding related job
- Various Report Submission related job
- Dues related job
- Classrooms' and lab rooms' problem solve related job
- Exam Related support
- Counselling & Processing student's re-admission form.
- Communicating with students and guardians regarding dues issue
- Processing student's different application like waiver, semester drop etc.
- Solving student's mail password problem.
- Solving student's BLC problem.
- Informing student's reschedule class.
- Contact with student's Parents for different purposes
- Solving late registration issue
- Processing student's application
- Supported newly admitted students for different purposes

- Solving student’s class routing problem
- Solving student’s transport problem for attending class in due time.
- Solving student’s laptop issue
- Preparing student’s testimonial, Concern letter and medium of Instruction.
- Circulating different notice to the students.
- Providing coordination support regarding various issues
- Assisting students to apply for Transcript, Certificate, and Convocation etc.
- Solving different problems of JMC students like different conflict management, etc.
- Supporting students for ID card issue
- Other activities as and when required by the management.
- Look after JMC Supporting staff to keep campus neat and clean.
- Daily class monitoring of JMC.

Theory Classrooms’ Status:

At we have 2 well-furnished classrooms which are situated in the following location:

THEORY CLASSROOMS' STATUS	
ROOM NO.	
	Class Room -1211-A, Level 12, AB-4
	Class Room -1211-B, Level 12, AB-4

JMC Media Lab Status:

We have a well-furnished JMC Media Lab which are situated in the following location:

LAB CLASSROOMS' STATUS	
ROOM NO.	
	JMC Practicum Lab, Gym Building
	JMC Media Lab (Shooting + Radio Lab), Gym Building
	JMC Photography Lab, Gym Building

Clubs' Details:

We have one club that is **DIU Communication Club**.

DIU Communication Club is the department's club, where the students of JMC organize various co-curricular activities such as; workshops, training sessions, study tours, audiovisual productions, films, and many more. A student can join the club and explore the opportunities of himself/herself.

For more details, please go through the below link:

Website: <https://clubs.daffodilvarsity.edu.bd/club/diucoc>

Social Media Link: <https://www.facebook.com/DIUCoC>

Conclusion

Good organizations are always in demand of skilled manpower. If anyone wants to get her/his desired jobs, he has to build herself/ himself efficiently. Besides employment, in the current era of the communication revolution, it is quite possible to gain respect and financial prosperity through building one's own business in the field of journalism, media and communication. Therefore, it is essential to gain skills and knowledge for getting a good job or becoming a successful entrepreneur.

To prepare students for the upcoming changes in the cognate isms of journalism, media and communication, JMC formulated an outcome-based syllabus as per UGC guidelines to produce highly skilled graduates through applied teaching methods for the high-demand sectors in the diverse fields of media and communication.

Aftab Hossain

Head, Department of JMC

Daffodil International University