



**INSPIRIA**<sup>®</sup>  
KNOWLEDGE CAMPUS



**MAKAUT**

Formerly known as  
West Bengal University of Technology



# B.Sc in Media Science

4 Years Full Time Program

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This is the age of media explosion and round the clock dissemination of news & information. Our world today is like a globally interconnected village. Be it the Print Media, the Audio-Visual Media or the Virtual Media, there is no dearth of opportunities for well trained media professionals. The scope of media sciences cover a vast area including Journalism, Advertisement, Public Relations, Content Development, **Film Making, the New Media, Media Management, Government PR** etc.



The course is tailored to produce graduates who can work in the field and also be effective managers of media institutions. This course has been developed and designed to meet increased demand for personnel with specialized skills and knowledge in the various aspects of the media industry. Teaching methods consist of lectures, seminars, practical's, written assignments, project work, field visits, individual reading, research, problem solving and practical attachment. The practical teaching uses equipment commonly used in the media industry.



# OBJECTIVES

01



To develop an awareness regarding various career opportunities in the field of Media Industry.

02

Encourage and support the students to influence the society & world with their thoughts, ideas & creativity.



03

To develop industry-ready professionals for the media & entertainment sector.



04

To demonstrate influencer leadership and teamwork to achieve self & common goals.





# COURSE MODULE

## First Semester

- ▶ Introduction to Media & Mass Communication: Folk to Digital
- ▶ Introduction to Media Technology
- ▶ Introduction to Media Technology – Practical
- ▶ As per MAKAUT syllabus
- ▶ From GE Basket 1 or 2
- ▶ English and Professional Communication
- ▶ Life Skills
- ▶ Physical Fitness, Wellness and Yoga

## Second Semester

- ▶ Basics of Still Photography & Videography
- ▶ Introduction to Journalism
- ▶ Basics of Still Photography & Videography – Practical
- ▶ Introduction to Journalism – Practical
- ▶ As per MAKAUT syllabus
- ▶ From GE Basket 3 or 4
- ▶ Soft Skills and Personality Development
- ▶ IT Tools
- ▶ Environmental Education

## Third Semester

- ▶ Basics of Broadcast Media- TV & Radio
- ▶ Basics of Integrated Marketing Communication
- ▶ Basics of Broadcast Media- TV & Radio – Practical
- ▶ As per MAKAUT syllabus
- ▶ From GE Basket 5 or 6
- ▶ Universal Human Values
- ▶ Leveraging Social Media

## Fourth Semester

- ▶ Basics of Film Theory & Practice
- ▶ Advanced Still Photography & Videography
- ▶ Writing Across Media
- ▶ Basics of Film Theory & Practice – Practical
- ▶ Advanced Still Photography & Videography – Practical
- ▶ Appreciation of Indian Literature Or Constitution of India and Human Rights

## Fifth Semester

- ▶ Print & New Media
- ▶ Advanced Film Theory & Practice
- ▶ Print & New Media – Practical
- ▶ Advanced Film Theory & Practice – Practical
- ▶ Internship: Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends)

## Sixth Semester

- ▶ Advanced Broadcast Media: Television & Radio
- ▶ Advanced Integrated Marketing Communication
- ▶ Media Laws & Ethics
- ▶ Advanced Broadcast Media: Television & Radio – Practical
- ▶ Advanced Integrated Marketing Communication – Practical

## Seventh Semester

- ▶ Communication Research & Methodology/
- ▶ Media Research & Analytics
- ▶ Development Communication
- ▶ Specialization Project 1

## Eighth Semester

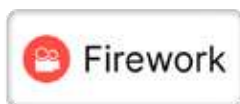
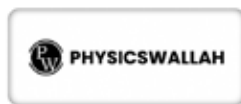
- ▶ Advanced Specialization Project 1
- ▶ Advanced Specialization Project 2
- ▶ Capstone/Research Project

# ELIGIBILITY

Candidates seeking admission to Bachelor in Media Science must have-

- Passed 10+2 from any board.
- Students from any stream can apply.

# SOME OF OUR RECRUITMENT PARTNERS



# CAREER OPPORTUNITIES



**EDITOR**



**ADVERTISING  
EXECUTIVE**



**CREATIVE  
HEAD**



**EVENT  
MANAGEMENT**



**FILM**



**MEDIA  
ANALYST**



**MEDIA ENTERTAINMENT  
ANALYST**



**NEW  
MEDIA**



**PR  
EXECUTIVE**



**PRINT**



**RADIO**



**SOCIAL MEDIA  
CONTENT CREATOR**

# DEAN



Mohammed Firoz

# FACULTIES



Anubhav Chakraborty



Taqui Haider



Uttarayan Deb



SK Samiul Haque



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