

B.VOC JOURNALISM AND MASS COMMUNICATION

Vocational or skill-based education is becoming more and more significant with passing time. B. Voc. (Bachelor of Vocation) is an emerging course that aims to give practical oriented training to the students to meet the increasing demands for trained personnel to work in diverse areas of Media and Mass communication. Students has to go through the fundamentals and advanced concept and practices of print Media, TV, Radio, Web and Digital Media. Students also get an opportunity to learn from the industry partners . The course is different from traditional academic programmes as it deals more with application-based studies rather than focusing on only theoretical knowledge. The main objectives of proposed course are :

- To develop communicative and reading skills
- To gain practical knowledge through training
- To make students eligible for higher studies
- To generate employment as per current media requirements
- To work as academic expertise

Journalism is a very demanding profession. but mostly it is available in big cities. But the Guru Nanak College, Sri Muktsar sahib, is offering such media studies. It will be beneficial for aspirants who are hardworking, committed, confident, innovative, good communicator, wiling to learn new techniques and good observer. They can do their best in the areas ranging from reporting, editing to public relations, and advertising, video productions to web casting. As the course under community college scheme offer low cost affordable education so it will be beneficial for the economically weak students also. The course has multiple exit provisions- A Diploma at the end of first year and advanced Diploma after two years and Bachelors Degree after three years of successful completion of the course . Apart from this, the work experience candidates gain during the course increases their chances of getting a job. The college is running Add on course in Journalism from last ten years successfully. its dual degree programme at under graduate level. Trained students can even report the problems and developments of their surrounding areas.

As we know honest journalism can create positive changes in society and country. Our country needs skilled ,honest and ethically sound journalists .B.VOC Journalism and Mass communication course will benefit those who want to build a decent career in Journalism and Mass communication sector.

Employment Opportunities

Job opportunities are rapidly increasing in the field of mass communication. As we have several news channels in India and the growth of media at regional level has also spurred on in the recent years, the pool of job opportunities is now much larger. Growth of new media platforms is also noticeable in the aspect many job opportunities are knocking the doors here. A technically trained media person can choose of a range of career options available after the successful completion of the course . Some of these roles are:

- Reporter/Journalist
- Copy Editor
- Editor
- Photographer
- Graphic Designer
- News Anchor
- News Editor
- Screen Writer
- Voice Over Artist
- Radio Jockey
- Video Jockey
- Event Manager
- Public Relation officer
- Corporate Communication officer
- Brand Manager
- Art Director
- Ad Designer
- Media Planner
- New Media Journalist
- Data Journalist
- Social Media Manager

Programme scheme:

Eligibility: 10+2 in any stream

Duration: 3 years (semester system) with multiple exits

Admission criteria:

- minimum 50 % marks in 10+2
- on the basis of first come first serve basis

Faculty profile

Teaching

1. Ms. Varinder Kaur

Assistant prof. in Journalism

Experience: 10 years

Educational Qualification

M.A ,M.Phil (Journalism and Mass Communication)