

Contents

2	Message of the Director General, NIMC
3	Message of the Director, DSBJ
4	About NIMC and DSBJ
7	Academic Information
8	Courses under Semesters
9	Evaluation System
13	Timeline
14	Admission Procedure
18	Course Outline
22	Course Administration of DSBJ
23	Maps of NIMC & DSBJ
24	Class Routine
25	Notes
26	Telephone Directory

DSBJ

Dhaka School of Broadcast Journalism
National Institute of Mass Communication

MESSAGE



Md. Rafiquzzaman

Director General, NIMC

Post Graduate Diploma in Broadcast Journalism (PGDBJ) course initiative is an integral part of the government's vision 2021, which promises a prosperous, knowledgeable and equitable Bangladesh by its golden jubilee of independence. I would like to mention of two key priorities of the Honorable Prime Minister Sheikh Hasina- (i) developing human resources ready for the 21st century and (ii) connecting citizens globally through sharing information. National Institute of Mass Communication is designing its training activities to achieve these goals under the leadership of the Ministry of Information. From the academic year 2015-2016, we look forward to introduce PGDBJ course under the supervision of Dhaka University. We are facing an era of change on an unprecedented scale and at unprecedented speed. I welcome you all to participate for the academic year 2017-2018 (3rd Batch) and enrich yourself to overcome the challenges of the 21st century.

I do believe that this course would enhance both the economic and the civic competence of journalists and broadcasters. We hope that it will promote a free and pluralistic journalism and assist broadcaster's companies in becoming more independent and sustainable; both of which are fundamental for modern democratic societies.

MESSAGE



Mohd Waliur Rahman

*Additional Director General (Joint Secretary)
National Institute of Mass Communication and
Director, Dhaka School of Broadcast Journalism.*

Broadcast journalism is the field of news and journals which are "broadcast", that is, published by electrical methods instead of the older methods, such as printed newspapers and posters. Broadcast methods include radio (via air, cable, and Internet), television (via air, cable, and Internet) and the World Wide Web. Such media disperse pictures (static and moving), visual text and sounds.

Both radio and television are major sources for broadcast journalism today, even with rapidly expanding technology. Television still focuses on covering major events, but radio broadcasts focus more on analyzing stories rather than reporting breaking news. The internet often beats out broadcast journalism in terms of reporting breaking news, and the field of broadcast journalism constantly has to adapt to the changing technology of today.

I am happy to inform you that in articulation of Vision- 2021, the present government with the leadership of **Honorable Prime Minister Sheikh Hasina** has undertaken initiatives to make the media free and fair for all. Accordingly institutions have established to train and educate people have been working in the era of broadcast journalism like Dhaka School of Broadcast Journalism (DSBJ).

I believe that “there can be no higher law in journalism than to tell the truth and to shame the devil”. I also hope and have confidence that students of upcoming PGDBJ course would be of Knowledge base, Ability to process new information, Ethical compass, Command of the language, Interviewing finesse, Mastery of multitasking, Appreciation of all roles and acute sense of timing.

Finally , I must express my gratitude and would be indebted to our Hon’ble Minister for Information **Mr Hasanul Haq Inu**, respected

Secretary , Ministry of Information **Mr Martuza Ahmed, Professor Dr A A M S Arefin Siddiquee**, Vice Chancellor, University of Dhaka and Our respected Director General, **Mr Md Rafiquzzaman** ,colleagues engaged in smooth running of the course for their kind guidance, suggestion, assistance and outstanding contributions.

About NIMC AND DSBJ

National Institute of Mass Communication (NIMC)

National Institute of Mass Communication (NIMC) is one of the leading Training Institute of the country under the Ministry of Information. It aims at professional training for the officials under its various departments and also for freelancers & professionals working in private media. It was established in 1980 as National Broadcasting Academy and changed into National Institute of Mass communication in 1984.

Vision

To prepare an effective, efficient and skilled work force for mass media.

Mission

Developing human resources for the 21st century media and ensuring mass communication by knowledge and skill based training.

Training Logistics

NIMC has a state of the art training complex with 10 training class rooms fitted with multimedia projectors. It has 2 radio studios, 1 TV studio, four video editing suites, 5 video cameras, and editing panel. It has 1 computer laboratory, Wi-Fi and LAN facilities. The website of NIMC is kept up-to-date. An auditorium with a seating capacity of about 192 person is completed.

Library

NIMC has a library having books on mass communication, journalism, public relations, radio, television, film and on Bangladesh affairs. 20 national dailies, magazines, journals & periodicals are available in the library

Research

NIMC conducts two research works in a year on selected issues related to Mass Media.

Resource Persons

NIMC conducts courses with the services of experienced resource persons and academics. The permanent faculty of NIMC conducts 50% of the regular course sessions throughout the year. Its faculty members are trained at home and abroad.

Institutional Linkage

NIMC works with University of Dhaka, University of Jahangirnagar, University of Rajshahi and National Poet Kazi Nazrul Islam University for fulfilling the graduation course requirement of the University student of drama studies departments.

It has International collaboration with UNICEF Bangladesh, the Asia Pacific Institute for Broadcasting Development (AIBD), Asia Pacific Broadcasting Union (ABU), Voice of America (VOA), Deutsche Welle, UNESCO, UNICEF and AMIC.

Course offered in 2016-2017

- BCS (Information) Professional Induction
- BCS (Radio-Engineering) Professional Induction
- Foundation Course for Class One Officers
- Basic Training for Broadcast Technicians
- Radio Program Production
- Television Program Production
- Television Drama Production for University Students
- Broadcast News Reporting
- News Presentation
- Program Presentation
- Digital Cinema Production
- Digital Photography
- Broadcast Networking (LAN, WAN, Automation)
- Modern Broadcast Technology
- Television Camera & Lighting
- Online Digital Recording & Editing
- Capacity Building for Community Radio
- Developmental Workshop/ Seminar

Dhaka School of Broadcast Journalism (DSBJ)

NIMC has taken initiative to meet the growing demands of professionals in the field of electronic media in Bangladesh. In the perspective of 21st century, NIMC plans to introduce Post Graduate Diploma in Broadcast Journalism (PGDBJ). PGDBJ is a one-year full-time 32-credit course containing ten modules that are essential for Broadcast Journalism. It should prepare a student for a career in radio, television & new media furnishing with the knowledge, intellectual abilities and skills to work as a professional broadcaster or journalist.

As a requirement of affiliation under the University of Dhaka, NIMC has created Dhaka School of Broadcast Journalism (DSBJ) to run the academic PGDBJ course smoothly. The programme is geared towards educating to make innovative, informed and creative judgment about policy, operation and execution in broadcasting.

Course Objectives

The PGDBJ course is concentrated to providing students a work-intensive foundation in radio production, radio journalism, television production and television journalism.

After successful completion of the course, the participant will be able

- to write scripts/screenplay, news & feature; copy and research stories for radio and television;

- to prepare, present and critically evaluate programme/production, bulletins and documentaries in the television and radio media.

- to explain various dynamics of traditional, social and new media platform.

Credit Distribution

Students are required to complete 10 modules. Each course is worth 3 credits.

Internship

Students are required to complete a 4-weeks internship in organization related to electronic media. The students are evaluated on Internship carry 2 credits.

ACADEMIC INFORMATION

Subject	Credit
Course Work (10 courses)	30
Report Presentation on Internship	02

FUNDAMENTAL MODULES

10 (Ten) Modules: 3 x 10 = 30 credit

PGD : BJ 001	Introduction to Communication & Journalism
PGD : BJ 002	Mass Media in Bangladesh
PGD : BJ 003	Radio as a Mass Medium
PGD : BJ 004	Radio Programme: Practical
PGD : BJ 005	Media Language
PGD : BJ 006	Media Management
PGD : BJ 007	New Media Journalism
PGD : BJ 008	Television as a Mass Medium
PGD : BJ 009	Broadcast News Patterns
PGD : BJ 010	Television Programme : Practical

INTERNSHIP

4-weeks (compulsory for achievement of PGDBJ)

COURSES UNDER SEMESTERS

Session 2017-2018	Semester- I (Jul 2017-Dec 2017)	Introduction to Communication & Journalism
		Mass Media in Bangladesh
		Radio as a Mass Medium
		Radio Programme: Practical
		Media Language
	Semester- II (Jan 2018- Jun 2018)	Media Management
		New Media Journalism
		Television as a Mass Medium
		Broadcast News Patterns
		Television Programme : Practical
		Internship

EVALUATION SYSTEM

Total marks of each module are 100. The distribution of marks for each course is as below:

(a) Theory Course

Class attendance	10%
Report writing and presentation	20%
Class examination	10%
Course final examination	60%

(b) Practical Course

Class assessment including class attendance	20%
Production of 2 numbers (20 x 2)	40%
Viva (20 x 2)	40%

Grades and Grade Points

Grades and grade points are awarded on the basis of marks obtained in the written, oral and practical (production) examinations according to the following scheme:

Marks Obtained (%)	Grade	Grade Point
80-100	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
	I	Incomplete
	W	Withdrawn

Only 'D' or higher grade is counted as credits earned by a student.

A student obtaining 'F' grade in any course (theory or practical) is unable to receive PGDBJ degree. He/she can apply for improvement examination of the course/courses in which he/she obtained 'F' grade/grades with the next available examination.

GPA: Grade point average (GPA) is the weighted average of the grade points obtained by the students in all the courses completed by the student in a year. GPA will be calculated according to the following formula:

$$\text{GPA} = \frac{\sum(\text{grade points in a course} \times \text{credits for the course})}{\text{Total credits taken}}$$

CGPA = cumulative GPA for different years.

Course waiver

The Governing Body of DSBJ is authorized to decide the course waiver system.

Unfair Means

Adopting unfair means in any types of examination and other academic activities is strictly prohibited. The following, among others, would be considered as adoption of unfair means:

- a. Communicating with fellow students in the examination;
- b. Copying from another student's script/report/paper;
- c. Allowing other students to copy;

- d. Copying from printed matter, hand written manuscripts, writing from desk or palm of a hand;
- e. Possessing any document with a malafide intent, whether used or not;
- f. Approaching any teacher directly or indirectly to influence a grade;
- g. Any unruly behavior which disrupts academic programme.

If adoption of unfair means is detected, the student may be given an 'F' grade for that assignment /surprise test / report / examination or for that course. Adoption of unfair means may also result in the dismissal of the student from the programme.

Degree Requirements and Award

A student must meet the following requirements to earn the, PGDBJ degree:

- Completing all the required courses successfully.
- Earning a minimum CGPA of 2.5 with no "F" grade in any course.
- Remaining free from any disciplinary actions.
- Clearing all the dues of the programme.

Appeal against Grade

It is generally acknowledged that an individual teacher is the best judge of a student's performance in a given course. However, a student may consider a grade to have been unfairly assigned. In such cases, the student may wish to file a formal appeal against the grade with the University of Dhaka through PGDBJ within one week of the publication of the result.

Retake, Improvement, Make-up and Withdrawal

A student failing to secure at least grade point 2.0 in any course for any reason whatsoever must retake the term final examination of that course in the following year. A student obtaining lower than 'B', (plain) grade in a course may retake the term-final examination for improvement in the following year. The result thus obtained will be substituted only if it is better than the previous one. Generally a student can retake an examination of a course only once. Extraordinary cases (for retake) may be recommended by the institute to the University of Dhaka for consideration.

Code of Conduct for Students

Each student is responsible for knowing the rules, regulations, academic requirements and disciplinary policies of PGDBJ. He/she is expected to behave in accordance with good moral values, and the rules and regulations of DSBJ either on campus or outside. Politics is completely prohibited in the campus. Any form of unruly behavior will be subject to punishment including expulsion from the programme.

TIME LINE

Total number of classes per module : 28

Duration of each class : 50 minutes

SEMESTER I

TOTAL CREDIT: 15

14 weeks	Classes of 1 st semester
2 weeks	Preparation of 1 st semester final examination & report writing
4 weeks	1 st semester final examination & publications of result
2 weeks	Report presentation
2 weeks	Inter-semester Vacation

SEMESTER II

TOTAL CREDIT: 17

14 weeks	Classes of 2 nd semester
2 weeks	Preparation of 2 nd semester examination & report writing
2 weeks	Report presentation
2 weeks	2 nd semester final examination
4 weeks	Internship
4 weeks	Publications of result & certificate distribution

ADMISSION PROCEDURE

The objective of the admission policy is to select students on a competitive basis for the PGDBJ program.

Number of Students

A total number of 20 (twenty) students will get admission in the PGDBJ course each year.

Requirements

A graduate in any field of study with minimum 16 years of schooling having at least one first division/class and no third division/class in any examination is eligible to apply. Those who have appeared/appearing in final degree examination are also eligible to apply. CGPA equivalence for those who have passed under Division/Class system is as follows:

For Graduation/Post-graduation

Division/Class	Equivalent CGPA (on a 4 point scale)
First	3.0 and above
Second	2.5 to less than 3.0

For SSC/HSC or Equivalent

Division/Class	Equivalent CGPA (on a 5 point scale)
First	4.00 or A and above
Second	3.00 or B to less than 4.00 or A

Application Procedures

Candidates can apply in both ways i.e. directly or Online process. They can take any process as follows:

1. Any eligible candidate must apply in the prescribed application form along with required documents. Application form and prospectus can be obtained on payment of Tk. 200.00 (Taka two hundred only) to the accounts section of NIMC.
2. Application form can be filled up by **Online Application** option under **Admission Info** from www.nimc.gov.bd website's main page directly. Online applicants pay in cash Tk. 200.00 (Taka Two hundred only) when he/she comes to sit for Exam at NIMC.
3. Course Fee: Approximately Tk. 40,000.00 (Taka Forty Thousand only).

Selection Process

Applicants will have to appear a written examination and an oral examination. Multiple choice questions (MCQ) will be given in the written examination. Each part of the examination is of 50 marks. Date of examination will be given in the notice board and website (www.nimc.gov.bd) of NIMC. Result based on total 100 marks of examination will be published accordingly in the same notice board and website. The result sheet will accompany a waiting list too.

Admission Schedule

2017-2018 (Session July'17 – June'18)

Activities	Schedule
Application Opening	02 May, 2017
Submission Deadline	31 May, 2017

Admission Test (Written & Oral)	06 June, 2017
Publication of Result	11 June, 2017
Admission Period (1 st Merit list)	12-21 June, 2017
Admission Period (Waiting List)	22-30 June, 2017

The applicant will be informed of his/her admission roll number and detail of the examination through email. Candidates may also obtain the information by telephone and website of NIMC. The admit card will be posted to the candidate accordingly. Duplicate admission card is available upon showing the money receipt. No one will be allowed to sit for admission test without an admit card issued by DSBJ

Further information on admission (if needed) can be obtained from DSBJ Office. Address of DSBJ Office is given below:

Dhaka School of Broadcast Journalism (DSBJ)
National Institute of Mass Communication
125/A, A. W Chowdhury Road, Darus Salam, Dhaka-1216.
Tel: +8802-55079438-42 ; Fax: +8802-55079443
Email : netaibb@gmail.com ; dewanremon@gmail.com

Registration:

Applicants finally selected for the programme should obtain the prescribed forms of admission and registration from the DSBJ office. They have to submit the following documents along with their admission & registration forms and the required tuition & other fees.

- a. Attested photocopies of mark sheets and certificates of the SSC/O Level/equivalent and HSC/A Level/equivalent examinations.
- b. Attested photocopies of mark sheet/grade and certificate of the Bachelor degree.
- c. Attested photocopies of mark sheet/grade and certificate of the Master's degree or equivalent examination, where applicable.
- d. Permission from the employer to attend the PGDBJ course (for the candidates who are in service).
- e. Two copies of recently taken attested photographs.
- f. Photocopy of National Identity (NID) card.
- g. Attested photocopy of the Equivalent certificate for the degree(s) obtained from foreign university (equivalence has to be determined by the University of Dhaka).

[Note: Attestation of all documents/photographs and certification of character must be done by a first class gazetted officer/University teacher or a bank officer not below the rank of AGM/AVP]

N.B: A student is required to complete registration in accordance with the guidelines issued by DSBJ and the University of Dhaka before starting academic classes. Students are required to submit Migration certificates from their concern Universities. No registration procedure is required for the students of University of Dhaka.

COURSE OUTLINE

Introduction to Communication & Journalism (PGDBJ 001)

This course discusses the fundamental concepts, principles and processes of communication, interpersonal and mass communication; development communication; history & concepts of journalism; laws and ethics of media/journalism; National Broadcasting policy 2014 & draft online Media policy 2013. It also deals with the composition and nature of media audience, media support system & tools, process of media effects, media structure and performance.

Mass Media in Bangladesh (PGDBJ 002)

This course gives an overview of history, emergence & constitution of Bangladesh; three pillars of the state (executive, legislative & Judiciary); people & nature; culture; development issues, socio-economic perspective and different media in Bangladesh.

Radio as a Mass Medium (PGDBJ 003)

This course provides an understanding of the features of audio medium and area of state owned radio, FM/AM radio, Private radio and community radios. The participants have to know the various formats of programme e.g. interview, talk show, radio feature, documentary, drama, sports, magazine & ad-making. It also focuses on the following topics-types of radio programme, programme planning, script writing, sound & audio tech, use of microphone, recoding, editing and presentation technique; children programme and outside/live broadcast.

Radio Programme: Practical (PGDBJ 004)

The course aims to provide the participants practical skills in the field of radio production. This is a completely practical oriented course for which participants work various formats like interview. Talk show, Documentary, Drama, Feature and Magazine Programme. They are exposed to the latest practices of radio jockeys and new broadcasting technology. Voice training and presentation patterns are the key components of the course.

Media Language (PGDBJ 005)

This course focuses on history and contemporary print, film, radio, television & web media; creativity & creative works; language as a medium of communication; media language; Bangla; media language; English; basic media writing; common mistakes in Bangla & English; how to speak in radio & television giving emphasis on construction, pronunciation & voice casting and expression.

Media Management (PGDBJ 006)

This course focuses on different media (such as print, film, radio & television) organizations, structure and management. It also covers public relations (PR) & crisis PR; management concepts; unique characteristics of advertisement; media companies & their missions and goals, planning and decision making, leadership style, marketing perspective for the media, market analysis; media operation, product planning, promotion and/or advertisement; human resource development for media organizations and financial management (budgeting).

New Media Journalism (PGDBJ 007)

This course deals with web journalism and social media along with challenges of print & electronic media & differences. The participants will learn writing for the web and the basics of web publishing, planning and designing a news site; producing and publishing text, photos, graphics, audio & video internet initiatives for casting media product; audience research; nature and scope of internet radio & television will also be included in the course.

Television as a Mass Medium (PGDBJ 008)

This course provides students with an understanding of features of audio-visual medium and techniques of television programme production i.e. introduction; what is video/television production; ad-making; various types/ formats of television programme; steps of pre production- production-post production/ script/screenplay writing; camera & lighting; audio-visual techniques; set design; music and editing. The course also deals with programme costing i.e. budgeting, advertisement and sponsorship apart from marketing; children programme; outside/live broadcast.

Broadcast News Patterns (PGDBJ 009)

This course gives the participant, basic of news; in depth understanding of current affairs; time management; writing television & radio news, editing and reporting. This course will familiarize the participant with working in a newsroom environment. They will gather ideas, hold editorial meetings, plan output, research stories, set up interviews and subsequently record and edit interviews for bulletins and packaged pieces. Participants are required to film their

own news stories with professional digital cameras and edit them in the Institutes video lab. It covers the technique of reporting and editing news for radio and television.

Television Programme: Practical (PGDBJ 010)

The course is designed to give students an intensive training in television programme production. This is completely practical oriented course for which participants work on various formats like interview, Talk show, Documentary, Drama, Feature and Magazine Programme. This course has a strong practical component.

Course Administration of DSBJ

DIRECTOR GENERAL , NIMC

Md. Rafiquzzaman, Additional Secretary
MSc. (Physics), Dhaka University.

DIRECTOR, DSBJ

Mohd. Waliur Rahman
Master of Science (Pharmacology), International Diploma in Educational Planning
and Administration (INDIA).

COURSE ADVISOR

Sufi Zakir Hossain
MA (Eng.), DU; MBA, M. Accounting (Australia)

COURSE DIRECTOR, DSBJ

Netai Kumer Bhattacharjee
MPP (Seoul, South Korea); M.Sc. (Geography), DU

COURSE DIRECTOR, DSBJ

Rawnak Jahan
M P PG, NSU; MSS(Public Administration), DU

COURSE COORDINATOR, DSBJ

Dewan Ashraful Islam
Master in (IT), DU, Bsc. Engg (EEE), AIUB

COURSE COORDINATOR, DSBJ

Sumona Parvin
MSS (Political Science), RU

COURSE COORDINATOR, DSBJ

Md. Sohel Parvez
MA, History, DU

COURSE COORDINATOR, DSBJ

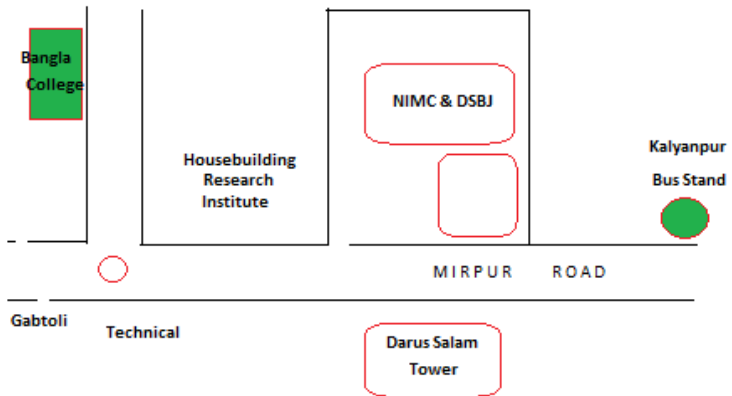
Md. Jasim Uddin
MBA (Accounting & Information Systems), DU

Faculty Members of DSBJ

**Renowned Professors and Professionals in the areas of
Communication, Media and Broadcast Journalism will
conduct the sessions.**



Picture: Campus of Dhaka School of Broadcast Journalism



Picture: Map of NIMC & DSBJ

Routine of Semester-1

Day	Period-1	Period-2	Period-3
Saturday			
Tuesday			

Routine of Semester-2

Day	Period-1	Period-2	
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			

