



Scheme of Study of the Program

**BA Journalism & Mass
Communication**

Semester-I, II, III, IV, V & VI
(w.e.f Batch 2018)

SEMESTER-I

S. No	Name of the Subjects	Credits	Contact hours per week	Total Marks	End Term Theory	End Term Practical Exam	CIA	Attendance
1	Introduction to Mass Communication*	4	4	100	60	20	15	5
2	Editing*	4	4	100	60	20	15	5
3	News Writing*	4	4	100	60	20	15	5
4	Business Organization▲	4	4	100	70	20	5	5
5	English∞	2	2	50	35	10	2.5	2.5
6	Environmental Science ∞	2	2	50	35	10	2.5	2.5
Total		20	20	500	320	100	55	25

SEMESTER-II

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	History of Mass Media*	4	4	100	70	20	5	5
2	Introduction to Photography*	4	4	100	60	20	15	5
3	Traditional Folk Media ◊	4	4	100	70	20	5	5
4	Business Communication▲	4	4	100	70	20	5	5
5	Hindi∞	2	2	50	35	10	2.5	2.5
6	IT Skills∞	2	2	50	35	10	2.5	2.5
Total		20	20	500	340	100	35	25

SEMESTER-III

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	Introduction to Cinema *	5	5	100	70	20	5	5
2	Introduction to New Media *	5	5	100	60	20	15	5
3	Media Management *	5	5	100	70	20	5	5
4	Media and Globalization ◊	5	5	100	70	20	5	5
5	Entrepreneurship Development ▲	5	5	100	70	20	5	5
Total		25	25	500	340	100	35	25

SEMESTER-IV

S.No	Name of the Subjects	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Media Laws and Ethics*	5	5	100	70	20	5	5
2	Advanced Reporting Đ	5	5	100	60	20	15	5
3	Introduction to Broadcast Media*	5	5	100	60	20	15	5
4	Marketing Management▲	5	5	100	70	20	5	5
5	Research Methodology▲	5	5	100	70	20	5	5
	Total	25	25	500	330	100	45	25

SEMESTER-V

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	Communication for Development *	5	5	100	70	20	5	5
2	Advertising *	5	5	100	60	20	15	5
3	Documentaries and Film Theory *	5	5	100	60	20	15	5
4	Video Editing Theories and Practices Đ	5	5	100	60	20	15	5
5	Internship Đ	5	5	100	70	20	5	5
	Total	25	25	500	320	100	55	25

SEMESTER-VI

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	TV Production *	5	5	100	60	20	15	5
2	Radio Programme Production *	5	5	100	60	20	15	5
3	Public Relations *	5	5	100	70	20	5	5
4	Media Research Đ	5	5	100	70	20	5	5
5	Projects/Dissertation Đ	5	5	100	70	20	5	5
	Total	25	25	500	330	100	45	25

*Core Subjects ▲ Generic Subjects Đ Elective Discipline Specific (DSE)

Note: Approved by BOS on dated 23.04.2018 & Approved by Academic Council on Dated 01.05.2018