



Scheme of Study of the Program

**BA Journalism & Mass
Communication**
Semester-I, II, III, IV, V & VI
(w.e.f Batch 2019)

SEMESTER-I

S. No	Name of the Subjects	Credits	Contact hours per week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Introduction to Mass Communication*	4	4	100	70	20	5	5
2	News Reporting and Writing*	4	4	100	60	20	15	5
3	Editing for Print Media*	2	2	50	35	10	2.5	2.5
4	Visual Communication	2	2	50	35	10	2.5	2.5
5	Business Organization▲	4	4	100	70	20	5	5
6	English∞	2	2	50	35	10	2.5	2.5
7	Environmental Science ∞	2	2	50	35	10	2.5	2.5
	Total	20	20	500	320	100	30	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 ∅	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 ∅	5	5	100	60	20	15	5
5	Internship ∅	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 ∅	5	5	100	70	20	5	5
5	Projects/Dissertation ∅	5	5	100	70	20	5	5
	Total	25	25	500	330	100	45	25

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

Note: Approved by BOS on dated 28.06.2019& Approved by Academic Council on Dated 19.07.2019