



School of Humanities

Department of  
Journalism & Mass Communication

**BA(Hons.) JMC**  
(Semester I - VI)

Scheme of Study  
(w.e.f Batch 2020)



**ARKA JAIN**  
**University**  
Jharkhand

## SEMESTER -I

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Introduction to Mass Communication	Core	6	6	100	70	20	5	5
2	News Reporting and Writing	Core	6	6	100	60	20	15	5
3	Visual Communication	Core	6	6	100	60	20	15	5
4	Hindi	AECC	4	4	100	70	20	5	5
	<b>Total</b>		22	22	400	260	80	40	20

## SEMESTER –II

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	History of Mass Media	Core	6	6	100	70	20	5	5
2	Introduction to Photography	Core	6	6	100	60	20	15	5
3	Traditional Folk Media	Core	6	6	100	70	20	5	5
4	Environmental Studies	AECC	4	4	100	70	20	5	5
	<b>Total</b>		22	22	400	270	80	30	20

## SEMESTER –III

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Introduction to Cinema	Core	6	6	100	70	20	5	5
2	Introduction to New Media	Core	6	6	100	60	20	15	5
3	Media Management	Core	6	6	100	70	20	5	5
4	Business Communication	SECC	4	4	100	70	20	5	5
5	Social Entrepreneurship	GS	4	4	100	70	20	5	5
	<b>Total</b>	26	26	26	500	340	100	35	25

### SEMESTER –IV

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Media Law and Ethics	DSE	6	6	100	70	20	5	5
2	Introduction to Broadcast Journalism	Core	6	6	100	60	20	15	5
3	Video Editing Theory and Practice	Core	6	6	100	60	20	15	5
4	IT-Skills	SECC	4	4	100	70	20	5	5
5	Gender and Human Rights	GS	4	4	100	70	20	5	5
	Total		26	26	500	330	100	45	25

### SEMESTER –V

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Advertising	GS	6	6	100	60	20	15	5
2	Communication for Development	DSE	6	6	100	70	20	5	5
3	Documentaries and Film Theory	Core	6	6	100	60	20	15	5
5	Internship	DSE	6	6	100	70		30	
	Total		24	24	400	260	60	65	15

### SEMESTER –VI

Sl.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA*	Attendance
1	Public Relations	GS	6	6	100	60	20	15	5
2	Television Production	Core	6	6	100	60	20	15	5
3	Introduction to Communication Research	DSE	6	6	100	70	20	5	5
5	Projects/Dissertation	DSE	6	6	100	70	0	30	0
	Total		24	24	400	260	60	65	15

**Distribution of Credit across 6 semesters:**

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	13	78
2	Generic Paper	4	20
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	30
5	Skill Enhancement	2	8
	Total	26	144

**\*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

**GS-Generic Subject | AECC -Ability Enhancement Compulsory Course**

**SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective**