



## B.A. (Journalism and Mass Communication)

### *PROGRAMME STRUCTURE*

#### Semester - I

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
BA JMC-101	History & Management of Print Media	3	–	3	–	3	70	30	100
BA JMC-102	History of Management of Broadcast Media	4	–	4	–	4	70	30	100
BA JMC-103	Principles of Communication	3	–	3	–	3	70	30	100
BA JMC-104	French	2	–	2	–	2	35	15	50
BA JMC-105	History & Management of Audio Visual Media	2	4	2	2	4	70	30	100
BA JMC-106	Writing Skills- English & Hindi	2	4	2	2	4	70	30	100
BA JMC-107	Fundamentals of Computer	2	4	2	2	4	70	30	100
BA JMC-108	Photography Project on Visit	1	4	1	2	3	70	30	100
BA JMC-109	Soft Skills and General Knowledge	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>595</b>	<b>255</b>	<b>850</b>

## Semester - II

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-201</b>	Print Journalism	4	–	4	–	4	70	30	100
<b>BA JMC-202</b>	Ethics & Morals	3	–	3	–	3	70	30	100
<b>BA JMC-203</b>	Project writing on any social or current issue	3	–	3	–	3	70	30	100
<b>BA JMC-204</b>	French	2	–	2	–	2	35	15	50
<b>BA JMC-205</b>	Broadcast Media - Operations	2	4	2	2	4	70	30	100
<b>BA JMC-206</b>	Audio Visual Media-Operations	2	4	2	2	4	70	30	100
<b>BA JMC-207</b>	Computer Graphics & Designing	2	4	2	2	4	70	30	100
<b>BA JMC-208</b>	Personality Development & Current Affairs	1	2	1	1	2	35	15	50
<b>BA JMC-109</b>	Advertising	2	4	2	2	4	70	30	100
<b>Total</b>		<b>21</b>	<b>18</b>	<b>21</b>	<b>9</b>	<b>30</b>	<b>560</b>	<b>240</b>	<b>800</b>

### Semester - III

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-301</b>	Mass & Development Communication	4	–	4	–	4	70	30	100
<b>BA JMC-302</b>	Indian Constitution & Economic Growth	4	–	4	–	4	70	30	100
<b>BA JMC-303</b>	Global Media Scenario & Current affairs	4	–	4	–	4	70	30	100
<b>BA JMC-304</b>	Writing & Reporting for Print Media	2	4	2	2	4	70	30	100
<b>BA JMC-305</b>	Radio Script writing , reporting & broadcasting	2	4	2	2	4	70	30	100
<b>BA JMC-306</b>	Writing & Reporting for Television	2	4	2	2	4	70	30	100
<b>BA JMC-307</b>	Computer Graphics	1	4	1	2	3	70	30	100
<b>BA JMC-308</b>	Research & Public Opinion + Project Presentation on social issues	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>560</b>	<b>240</b>	<b>800</b>

## Semester - IV

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-401</b>	Social & Environmental Media	4	–	4	–	4	70	30	100
<b>BA JMC-402</b>	Content Writing	4	–	4	–	4	70	30	100
<b>BA JMC-403</b>	Principle of Public Relation	4	–	4	–	4	70	30	100
<b>BA JMC-404</b>	E - Journalism	1	4	1	2	3	70	30	100
<b>BA JMC-405</b>	Radio Production	2	4	2	2	4	70	30	100
<b>BA JMC-406</b>	TV Production	2	4	2	2	4	70	30	100
<b>BA JMC-407</b>	Production Portfolio (Project)	1	2	1	1	2	35	15	50
<b>BA JMC-408</b>	Job Specific Skills	1	2	1	1	2	35	15	50
<b>BA JMC-409</b>	Computer Graphics	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>560</b>	<b>240</b>	<b>800</b>

## Semester - VI

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-601</b>	Editing & Reporting	4	–	4	–	4	70	30	100
<b>BA JMC-602</b>	Management of Media Organization & Commercial Planning	4	–	4	–	4	70	30	100
<b>BA JMC-603</b>	Media Issues	4	–	4	–	4	70	30	100
<b>BA JMC-604</b>	Radio Journalism	2	4	2	2	4	70	30	100
<b>BA JMC-605</b>	Television Journalism	2	4	2	2	4	70	30	100
<b>BA JMC-606</b>	New Media Project	2	4	2	2	6	70	30	100
<b>BA JMC-607</b>	Production with Graphics & Animation	1	4	1	2	3	70	30	100
<b>BA JMC-608</b>	Employment Enhancement & Viva Voce + Project presentation on specialization	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>32</b>	<b>560</b>	<b>240</b>	<b>800</b>

## Semester - V

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-501</b>	Media Laws	4	–	4	–	4	70	30	100
<b>BA JMC-502</b>	Cyber Journalism & Digital Media	4	–	4	–	4	70	30	100
<b>BA JMC-503</b>	Events & Exhibitions	4	–	4	–	4	70	30	100
<b>BA JMC-504</b>	Print Production- NP & Magazines	1	4	1	2	3	70	30	100
<b>BA JMC-505</b>	Production Radio Programme	2	4	2	2	4	70	30	100
<b>BA JMC-506</b>	Production of AV Media & Photo Journalism	2	4	2	2	4	70	30	100
<b>BA JMC-507</b>	Research Methodologies for Media (Project)	1	2	1	1	2	70	30	100
<b>BA JMC-508</b>	Mock Interviews & Viva + Presentation & Report on Internship	1	2	1	1	2	35	15	50
<b>BA JMC-509</b>	Computer ( Animation & Graphics)	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>595</b>	<b>255</b>	<b>850</b>

## Semester - VI

Paper Code	Title	Hrs./Week		Credit		Total Credit	Marks ESE	Marks CE	Total Marks
		L/T	PR	LT	PR				
<b>BA JMC-601</b>	Editing & Reporting	4	–	4	–	4	70	30	100
<b>BA JMC-602</b>	Management of Media Organization & Commercial Planning	4	–	4	–	4	70	30	100
<b>BA JMC-603</b>	Media Issues	4	–	4	–	4	70	30	100
<b>BA JMC-604</b>	Radio Journalism	2	4	2	2	4	70	30	100
<b>BA JMC-605</b>	Television Journalism	2	4	2	2	4	70	30	100
<b>BA JMC-606</b>	New Media Project	2	4	2	2	6	70	30	100
<b>BA JMC-607</b>	Production with Graphics & Animation	1	4	1	2	3	70	30	100
<b>BA JMC-608</b>	Employment Enhancement & Viva Voce + Project presentation on specialization	1	4	1	2	3	70	30	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>32</b>	<b>560</b>	<b>240</b>	<b>800</b>

