COURSES

1. **Bachelors of Arts in Mass Communication**
   Duration: Three years (Six semesters) Choice-Based Credit System
   Intake: 60

SEMESTER I

Credit	Paper	Course Name	Course code
		Core Subjects	
04	I	Effective Communication –I	EC-101
04	II	Fundamentals of Mass Communication	FMC-102
04	III	History of Media	HM-103
		Elective Subjects (Any Two from Four)	
04	IV	Current Affairs	CA-104
04	V	Visual Communication	VC-105
04	VI	Writing and Editing Skills	WES-106
04	VII	Foundation Course I	FC-107
		Practical	
02	VIII	Practical	P-108
22			

SEMESTER II

Credit	Paper	Course Name	Course code
Core Subjects			
04	I	Effective communication –II	EC-201
04	II	Introduction to Journalism	IJ-202
04	III	Introduction to Advertising	IA-203
Elective Subjects (Any Two from Four)			
04	IV	Media, Gender & Culture	MGC-204
04	V	Content Writing	CW-205
04	VI	Features and Writing for Social Justice	FWWSJ-206
04	VII	Foundation Course II	FC-207
Practical			
02	VIII	Practical	P-208

22			

SEMESTER III

Core			
Credit	**Paper**	**Name of the Course**	**Course Code**
04	I	Electronic Media-I	EM-301
04	II	Corporate Communication and Public Relations	CCPR-302
04	III	Media Studies	MS-303
Elective Subjects (Any Two from Four)			
04	IV	Introduction to Photography	IP-304
04	V	Film Communication-I	FC-305
04	VI	Computers and Multimedia-I	CM-306
04	VII	Writing and Editing for Media	WEM-307
Practical			

02	VIII	**Practical**	P-308
22			

SEMESTER IV

Credit	**Paper**	**Name of the Course**	**Course Code**
Core			
04	I	Electronic Media-II	EM-401
04	II	Mass Media Research	MMR-402
04	III	Media Laws and Ethics	MLE-403
Elective Subjects (Select any two from four)			
04	IV	Film Communication II	FC-404
04	V	Computers and Multimedia-II	CM-405
04	VI	Environmental Communication	EC-406
04	VII	Television Journalism	TJ-407
Practical			

02	VIII	**Practical**	P-408
22			

SEMESTER V

Credit	**Paper**	**Name of the Course**	**Course Code**
Core			
04	I	Reporting	R-501
04	II	Copy Writing	CW-502
04	III	Mobile Journalism and New Media	MJNM-503
Elective Subjects (Select any two from four)			
04	IV	Business and Financial Journalism	BFJ-504
04	V	Brand Building	BB-505
04	VI	Social Media Management	SMM-506
04	VII	Fake News and fact Checking	FNFC-507

Practicals			
02	VIII	Practical	P-508
22			

SEMESTER VI

Credit	Paper	Name of the Course	Course Code
Core			
04	I	Digital Media	DM-601
04	II	Advertising Design	AD-602
04	III	Photo and Travel Journalism	PTJ-603
Elective			
Learner should choose **any three** out of following elective theory courses			
04	IV	Crime Reporting	CR-604
04	V	Brand Management	BM-605
04	VI	Rural Marketing and Advertising	RMA-606
04	VII	Documentary and Ad Film Making	DAFM-607
Practical			
02	VIII	Practical	P-608
22			

2. Master of Arts in Mass Communication (4-semester Programme)

Duration: Two years (four semesters) Choice-Based Credit System

Specialisation: Print, Electronic, Digital, Advertising, Public Relations

Intake: 30

Admission Eligibility: Bachelor's Degree of any statutory university or any other degree recognized as equivalent thereto with minimum 45% marks or equivalent grade (with a 5% relaxation for reserved categories) or a higher degree in Mass Communication/ Journalism..

List of Papers

Semester – I

Subject Code	**Paper**	**Title of the Paper**
Core Courses		
CC101	I	Principles of Mass Communication
CC102	II	Print Media (Reporting & Editing)
CC103	III	Electronic Media (Radio & Television)
Elective Courses (Any One)		
ELE101	IV	Public Relations & Corporate Communication
ELE102		Social Media
ELE103		Open Elective from SWAYAM/ MOOCS/ NPTEL
P101	V	**Practical**

Semester – II

Subject Code	**Paper**	**Title of the Paper**

Core Courses		
CC201	I	Development Communication
CC202	II	Research Methodology
CC203	III	Media Management & Ethics
Elective Courses (Any One)		
ELE201	IV	Photojournalism
ELE202		Web Design
ELE203		Open Elective from SWAYAM/ MOOCS/ NPTEL
P201	V	**Practical**
OJT201	VI	**On-the-Job Training/ Internship**

Exit Option: A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a **Post Graduate Diploma in Mass Communication**. This option will be available to those who have entered the PG programme after obtaining a Three-Year degree.

Semester – III

Subject Code	**Paper**	**Title of the Paper**
Core Courses		
CC301	I	Traditional Indian Communication
CC302	II	Advertising
CC303	III	Minor Project
Elective Courses (Any One)		
ELE301	IV	Media Laws
ELE302		Scripts Writing for Radio and TV
ELE303		Open Elective from SWAYAM/ MOOCS/ NPTEL
P301	V	**Practical**

Semester – IV

Subject Code	Paper	Title of the Paper
Core Courses		
CC401	I	New Media Applications
CC402	II	International Communication
CC403	III	Environmental Communication
CC404	IV	Major Project
Elective Courses (Any One)		
ELE401	V	Mobile Journalism
ELE402		Video Production
ELE403		Open Elective from SWAYAM/ MOOCS/ NPTEL