

Programme Structure

Name of School: School of Creative Art Design and Media Studies

Name of the Department: Mass Communication

Name of the Programme: BA (Journalism & Mass Communication)

Brief Overview of the Programme: With the growth of avenues in Mass Communication and massive expansion of media and entertainment sector, there is a dire need for a trained and qualified workforce in different aspects of it (including Written and Spoken Language, News and Contemporary Affairs, Journalism, Visuals, Sound/Radio Production and Broadcast, Digital Media, Public Relations, Advertising, Corporate Communication, Films Production and Cinema Appreciation, Event Management, Video Production and Broadcast, Media Organizational Management, Development communication, Media Research and Entrepreneurship, Print Media etc.). After completing BA (J&MC) program, the student will be ready to take up any challenges in these fields and beyond, showcasing them as employable workforce with the news and media industry ready skills and their application.

I. Course Scheme:

S.No.	Course Code	Course Title	L	T	P	Credits
Term 1						
1	ENG102	Functional English-I	2	-	-	2
2	EVS106	Environmental Science	3	-	-	3
3	BJM111	Communication: Concepts and Process	2	1	-	3
4	BJM113	Introduction to Social Sciences - I	2	-	-	2
5						

		<u>PRACTICAL / JURY</u>				
6	ENP102	Functional English Lab-I	-	-	2	1
7	BJM121	Art of Writing and Editing	1	1	2	3
8	BJM122	Basic Computer and IT Skills	-	1	2	2
9	BJM123	Speech and Personality	-	2	-	2
10	BJM124	News and Contemporary Issues	-	3	-	3
	Credits in Term 1					23
S.No.	Course Code	Course Title	L	T	P	Credits
Term 2						
1	ENG103	Functional English-II	-	2	-	2
2	BJM211	Introduction to Social Sciences II	2	1	-	3
3	BJM212	History and Evolution of Media	3	-	-	3
4	BJM213	News Reporting and Writing	2	2	-	4
5	BJM214	Advertising Principles and Practices	1	2	-	3
		<u>PRACTICAL / JURY</u>				
6	ENP103	Functional English Lab-II	-	1	-	1
7	BJM221	Still Photography and Visual Communication	-	2	2	3
8	BJM222	Animation and Multimedia Skills	-	2	2	3
	Credits in Term 2					24

S.No.	Course Code	Course Title	L	T	P	Credits
Term 3						
1	BJM311	Media Laws and Ethics	3	1	-	4
2	BJM312	Public Relations and Corporate Communication	2	2	-	4
3	BJM313	Cinema Appreciation	2	2	-	4
4	BJM314	Introduction to Digital Media	1	1	2	3
		<u>PRACTICAL / JURY</u>				
5	BJM321	Summer Project Report	-	3	-	3
6	BJM322	Event Management	1	-	4	3
7	BJM323	Layout and Design	-	1	4	3
	Credits in Term 3					24
S.No.	Course Code	Course Title	L	T	P	Credits
Term 4						
1	BJM411	Introduction to Broadcast Journalism	2	2	-	4
2	BJM412	Media: Organizational Setup and Management	2	1	-	3
3	BJM413	International Communication	2	2	-	4

4	BJM414	Development Communication	2	2	-	4
		<u>PRACTICAL / JURY</u>				
5	BJM421	Writing for Broadcast Media	1	1	2	3
6	BJM422	Radio Production and Programming	-	2	4	4
7	BJM423	Anchoring and News Presentation	-	1	2	2
	Credits in Term 4					24
Term 5						
1	BJM511	Media Research I	2	2	-	4
2	BJM512	Entrepreneurship	2	2	-	4
		<u>PRACTICAL / JURY</u>				
3	BJM521	Summer Training / Project Report	-	4	-	4
4	BJM522	Specialization: (any one)	-	5	10	10
		Broadcast Media				
		Digital Media				
		Print Media				
		Advertising, PR, Corporate Communication,				

		Events					
	Credits in Term 5						22
Term 6							
1	BJM621	Dissertation	-	12	-	12	
2	BJM622	On Job Training / PROJECT	-	12	-	12	
	Credits in Term 6						24

Total Credits: 141

Minimum Credits essential for the Programme: 141

II. Syllabus for the Courses:

Term 1

ENG102: Functional English is a compulsory subject, where students learn to read, write better English as media persons.

EVS106: Environmental Science is a compulsory subject for all the students of bachelors degree to be aware about the environment related issues and contribute towards them.

BJM111: Communication: Concepts and Process is the subject that includes basic understanding of communication and explores different dimensions and types of communication.

BJM113: Introduction to Social Sciences – I is the subject that provides introduction to the concepts of social sciences to enrich their knowledge towards society and the concept of societies in general.

ENP102: Functional English Lab-I is a practical subject, where students spend their time practicing spoken and written English through various exercises.

BJM121: Art of Writing and Editing is the subject that enables students to enrich their writing skills for different fields of media including print, online TV and radio.

BJM122: Basic Computer and IT Skills enables the students to learn the advanced information technology skills and basic skills of computer operations include MS Office and other tools.

BJM123: Speech and Personality aims at improving the presentation skills of students by picking the right ways of expressing themselves through right words and gestures.

BJM124: News and Contemporary Issues includes studies of national and international contemporary affairs.

Term 2

ENG103: Functional English-II is advanced level English learning. Students improve their English communication and presentation skills in reading, writing and speech.

BJM211: Introduction to Social Sciences II is the advanced study of social sciences and role of media & communication in advancing the society towards betterment.

BJM212: History and Evolution of Media provides students the knowledge about how media started and evolved from its very beginning till today.

BJM213: News Reporting and Writing is the subject, which empowers students with the knowledge of writing and reporting the news on different platforms.

BJM214: Advertising Principles and Practices is the subject that introduces students to the creative and engaging world of advertising. It enables the students to understand how the advertising industry functions and prepares them for the same.

ENP103: Functional English Lab-II is the advanced learning practical approach to improve spoken and written English of students.

BJM221: Still Photography and Visual Communication is a subject, where students learn to click pictures and explore different dimensions of visual communication.

BJM222: Animation and Multimedia Skills is a practical subject, enabling students to develop the basic skills as animators and learn to operate animation software & tools.

Term 3

BJM311: Media Laws and Ethics is the subject that makes the students aware about the legal limitations and rights of media as an entity.

BJM312: Public Relations and Corporate Communication empowers the students to learn public relation and corporate communication skills as per the industry requirements.

BJM313: Cinema Appreciation enables the students to learn appreciating cinema on various parameters including direction, writing, script, lighting, cinematography, music, acting and a lot more factors.

BJM314: Introduction to Digital Media is the subject about latest media including social media, marketing strategies for Internet based media and more.

BJM321: Soon after the Second Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation.

BJM322: Event Management is a jury subject, where students learn to basics of managing events of different genres through practical exposure.

BJM323: Layout and Design enables the students to learn designing the layout, look and feel of posters, newspapers and magazines in practical sessions.

Term 4

BJM411: Introduction to Broadcast Journalism is about Television and Radio Journalism. The students are introduced to the basics of broadcast journalism including all the concepts and tools involved.

BJM412: Media: Organizational Setup and Management enables the students to understand how media organizations function. The students learn Media Organizational Management skills through this subject.

BJM413: International Communication enables the students to deal with international affairs and learn to develop the right strategies for global level communication.

BJM414: Development Communication talks about the Sustainable Development Goals, policies and plans of the government for national development and media's role to it.

BJM421: Writing for Broadcast Media is a practical subject, where students learn to write scripts for different TV and radio programmes including documentary, fiction, news bulletin and talk shows etc.

BJM422: Radio Production and Programming is dedicated towards radio production and broadcasting, enabling students to write and record for radio programmes.

BJM423: Anchoring and News Presentation is a specific lab subject, enabling students to learn newsroom functioning and recording anchoring programmes for TV.

Term 5

BJM511: Media Research is the subject that talks about basics of research and role of research in modern media, enabling the students to build an analytical mindset.

BJM512: Entrepreneurship is the subject sharing knowledge to the students about how to become entrepreneurs and seed their own business ideas.

BJM521: Soon after the Fourth Semester End-Term Examination, students will undergo Summer Project and submit a comprehensive Summer Project Report along with a Power Point Presentation.

BJM522: Specialization: In the fifth semester students are entitled to choose one specialization out of Broadcast Media, Digital Media, Print Media or Advertising, PR, Corporate Communication/Events.

Term 6

BJM621: Dissertation- This program deals with project work and dissertation that would be undertaken by the student in one medium (traditional, print, electronic and new media) using the research steps and framework suggested in course work. The project will be executed in any medium of their area of interest and specialization.

BJM622: On Job Training / PROJECT- Soon after the Fifth Semester End Term Examination, each student will undergo On Job Training (OJT) or Final Project related to their area of preference. The students will submit a detailed report on their OJT or final report for period of sixteen weeks in Radio/ Television/ Advertising / Public Relations along with the Power point Presentation containing the actual experiential learning.
