

Course Outline for BA - Journalism and Mass Communication

Semester I

Core Courses:

1. Introduction to Mass Communication
2. Writing for Media
3. Fundamentals of Indian Society and Economy
4. Reporting and Editing
5. Media History

Allied Course: Communication Skills

Practical: Media Analysis

Semester II

Core Courses:

1. Print Journalism
2. Environmental Studies
3. Photo Journalism
4. IT for Media
5. International Relations

Allied Courses: Graphic and Design

Practical: Lab Newspaper

Semester III

Core Courses:

1. Advertising
2. Public Relations
3. Event Management
4. Fundamentals of Radio
5. Fundamentals of TV

Practical: Advertising Lab, Event Management Lab

Semester IV

Core Courses:

1. Media Research
2. Development Communication
3. New Media
4. International Communication
5. Media Laws and Ethics

Practical: Radio Production, TV Production, Project I

Semester V

Specialization Electives (choose any three):

1. Film Communication
2. Animation
3. Health Communication
4. Sports Journalism
5. Business Journalism
6. Media Issues

Practical: Case Study on any relevant media issue, Project II

Semester VI

1. **Production Portfolio**
2. **Internship**
3. **Viva**