

B.A. (HONOURS) IN MASS COMMUNICATION CURRICULUM

(Based on UGC CBCS Guidelines)

BASIC STRUCTURE: DISTRIBUTION OF COURSE

| | | | |
|---|--|---|------------|
| 1 | Core Course (CC) | 14 Papers of 6 Credit Hours each (Total Credits: 14 X 6 Hours) | 84 |
| 2 | Generic Elective (GE) | 4 Papers of 6 Credit Hours each (Total Credits: 4 X 6 Hours) | 24 |
| 3 | Ability Enhancement Compulsory Course (AECC) | 2 Papers of 2 Credit Hours each (Total Credits: 2 X 2 Hours) | 4 |
| 4 | Ability Enhancement Elective Course (AECC) | 2 Papers of 2 Credit Hours each (Total Credits: 2 X 2 Hours) | 4 |
| 5 | Discipline Specific Elective Paper (DSE) | 4 Papers of 6 Credit Hours each (Total Credits: 4 X 6 Hours) | 24 |
| 6 | Additional Compulsory Papers | 2 Papers of 1 Credit Hour each (Total Credits: 2 X 1 Hours) | 2 |
| | Co-curricular & extra-curricular activities (NCC, NSS, Sports, Human Rights Activities etc.) | | 2 |
| | TOTAL CREDITS | | 144 |

CURRICULUM

SEMESTER I

| Paper Code | Papers | Marks | Category | Credits |
|--------------|------------------------------------|------------|-----------------------------|-----------|
| | Introduction to Communication | 100 | CC | 6 |
| | Print Journalism (T+P) | 100 | CC | 6 |
| | Integrated Marketing Communication | 100 | GE | 6 |
| | English Communication I | 50 | AECC | 1 |
| | Environmental Studies I | 50 | AECC | 1 |
| | Foundation Course I | 50 | Additional Compulsory Paper | 1 |
| TOTAL | | 450 | | 21 |

SEMESTER II

| Paper Code | Papers | Marks | Category | Credits |
|--------------|-------------------------------------|------------|-----------------------------|-----------|
| | Advertising | 100 | CC | 6 |
| | Radio & Television Journalism (T+P) | 100 | CC | 6 |
| | Indian Polity | 100 | GE | 6 |
| | English Communication II | 50 | AECC | 1 |
| | Environmental Studies II | 50 | AECC | 1 |
| | Foundation Course II | 50 | Additional Compulsory Paper | 1 |
| TOTAL | | 450 | | 21 |

SEMESTER III

| Paper Code | Papers | Marks | Category | Credits |
|------------|------------------------------|-------|----------|---------|
| | Media History, Laws & Ethics | 100 | CC | 6 |
| | Public Relations | 100 | CC | 6 |
| | New Media (T+P) | 100 | CC | 6 |
| | International Communication | 100 | GE | 6 |
| | Still Photography (T+P) | 100 | AEEC | 2 |
| TOTAL | | 500 | | 26 |

SEMESTER IV

| Paper Code | Papers | Marks | Category | Credits |
|------------|--|-------|----------|---------|
| | Film Studies | 100 | CC | 6 |
| | Audio visual production (T+P) | 100 | CC | 6 |
| | Development Communication | 100 | CC | 6 |
| | Media Economics | 100 | GE | 6 |
| | Scripting for audio visual media (T+P) | 100 | AEEC | 2 |
| TOTAL | | 500 | | 26 |

SEMESTER V

| Paper Code | Papers | Marks | Category | Credits |
|------------|-----------------------------------|-------|----------|---------|
| | Communication Research & Theories | 100 | CC | 6 |
| | Media Management | 100 | CC | 6 |
| | DSE Paper 1 (Any 1 from Group A) | 100 | DSE | 6 |
| | DSE Paper 2 (Any 1 from Group A) | 100 | DSE | 6 |
| TOTAL | | 400 | | 24 |

SEMESTER VI

| Paper Code | Papers | Marks | Category | Credits |
|------------|----------------------------------|-------|----------|---------|
| | Advanced New Media (T+P) | 100 | CC | 6 |
| | Dissertation | 100 | CC | 6 |
| | DSE Paper 3 (Any 1 from Group B) | 100 | DSE | 6 |
| | DSE Paper 4 (Any 1 from Group B) | 100 | DSE | 6 |
| TOTAL | | 400 | | 24 |

DISCIPLINE SPECIFIC ELECTIVE PAPERS (DSE) FOR B.A (Hons.) MASS COMMUNICATION

| Semester V | Semester VI |
|--|--|
| Group A | Group B |
| 1. Radio Production (T+P) 2. Television Production (T+P) 3. Brand Management & corporate Communication | 1. Media & Human Rights 2. Event Management (T+P) 3. Graphic Designing (T+P) |

