



# BA-JMC Curriculum

## Semester - I

Sr. No.	Course Name
1	Introduction To Communication
2	Reporting & Editing
3	Introduction to Journalism
4	Studio: Computer fundamentals & Software training
5	Contemporary issues in media
6	Language / Additional English
7	English-1

## Semester-II

Sr. No.	Course Name
1	Advertising
2	Public relations and corporate communication
3	Photo Journalism
4	Theories of communication
5	Contemporary issues in media
6	English-2
7	Language/ Additional English

### Semester-III

Sr. No.	Course Name
1	Introduction to Audio
2	Introduction to Visual media
3	Print media
4	Graphic narrative
5	Language proficiency
6	Contemporary issues in media
7	ID elective
8	Elective                      Foreign language OR Theatre performing arts

### Semester-IV

Sr. No.	Course Name
1	Development communication
2	Media law and ethics
3	New media
4	Video Production Techniques
5	Interdisciplinary Elective
6	Environmental Studies
7	Business Journalism
8	Elective(Any1)                      personality development and leadership skills Media-Gender-Human Rights

### Semester-V

Sr. No.	Course Name
1	Documentary production
2	Research methodology in media related subjects
3	Khoj (IDcourse)
4	Film Study
5	DSE                      Global media AD/ PR/ CC
6	Elective (IS)* UGC/MOOC Swayam course
7	Internship

## Semester-VI

Sr. No.	Course Name
1	Media Management
2	Citizen Journalism
3	Contemporary Media
4	Elective ( Any 1)
5	Internship
6	Capstone Project: Dissertation

*\*UE: University Exam; CIA: Continous Internal Assessmen; DSE: Department specific Elective; ID: Interdisciplinary elective; IS: Independent studies*