

Syllabus for
Bachelor of Arts (HONS)
Journalism and Mass Communication
based on CBCS with LOCF
(Three Years/ Six Semesters)

**(To be implemented from the Academic Session: 2022-
2023)**

Degree: B.A. (HONS) in Journalism and Mass Communication

**Department of Journalism and Mass
Communication
School of Studies of Arts
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.) – 495009**

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12/05/2023

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12/05/2023

Semester Wise Courses

Semester	Course	Course Code	Course Name	Credits	L/T/P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
I	C1	JMUATT1	Introduction to Journalism	5	4+1+0	30	70
	C2	JMUATT2	Introduction to media and Communication	5	4+1+0	30	70
	GE1	JMUATG1	Basics of Journalism	5	4+1+0	30	70
	AEC1	JMUATA1 JMUATA2	Photography Radio Production	2	2+0+0	30	70
	SEC1	JMUATL1 JMUATL2	Media Industry and Management Media, Gender and Human Rights	2	2+0+0	30	70
	Additional Credit Course						
	Total			19			
II	C3	JMUBTT3	Reporting and Editing for Print	5	4+1+0	30	70
	C4	JMUBTT4	Media and Cultural Studies	5	4+1+0	30	70
	GE2	JMUBTG2	Photography	5	4+1+0	30	70
	AEC2	JMUBTA2	Offered from the pool	2	2+0+0	30	70
	SEC2	JMUBTL2	Documentary Production	2	2+0+0	30	70
	Additional Credit Course						
	Total			19			
III	C5	JMUCTT5	Introduction to Broadcast Media	5	4+1+0	30	70
	C6	JMUCTT6	History of the Media	5	4+1+0	30	70
	C7	JMUCTT7	Advertising and Public Relations	5	4+1+0	30	70
	GE3	JMUCTG3	Film Appreciation	5	4+1+0	30	70
	AEC3	JMUCTA3	News Reporting	2	2+0+0	30	70
	Additional Credit Course						
	Total			22			
	C8	JMUDDT8	Introduction to new media	5		30	70
	C9	JMUDDT9	Development	5		30	70

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IV			Communication				
	C10	JMUDTT10	Media Ethics and the law	5		30	70
	GE4	JMUDTG4	Documentary Production	5		30	70
	AEC4	JMUDTA4	Public Relations	2		30	70
	Internship*			6**			
	Additional Credit Course						
	Total			22 + 6			
V	C11	JMUETT11	Global media and Politics	5		30	70
	C12	JMUETT12	Advanced Broadcast Media	5		30	70
	DSE1	SS/EC/DSE-501A	A. Media Industry and Management B. Print Journalism and Production	5		30	70
	DSE2	SS/EC/DSE-501B	A. Photography B. Media, Gender and Human Rights	5		30	70
	AEC5	JMUETA5	Corporate Communication	2		30	70
	Additional Credit Course						
	Total			22			
VI	C13	JMUFTT13	Advanced New Media	5		30	70
	C14	JMUFTT14	Communication Research and Methods	5		30	70
	DSE3	SS/EC/DSE-502A	A. Multimedia Journalism B. Introduction to Film Studies	5		30	70
	Seminar			2			100
	Dissertation/Project	JMUFD1		6			100
	Additional Credit Course						
	Total			23			
MOOC's				2-5			

* May be offer during summer

** Technical and Professional Programs may opt for internship or apprenticeship in full semester as a 24 credits course in lieu of course C13, C14, DSE3, DSE4/ Dissertation. Dissertation/Project and Internship would be of 100 marks.

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*** MOOC's courses should be offered at least one time during entire UG programme in lieu of Core Course. If the core is not available any course similar to Generic elective, Discipline specific elective, AEC course, Skill enhancement course may be offered on MOOC's platform. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

The above syllabus is based on CBCS system with LOCF.

Pos(Programme Outcomes):

PO1. To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

PO2. To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

PO3. To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

PSOs(Programme Specific Outcome):

PSO1. Students will learn the concept of journalism and different aspects of mass communication

PSO2. Students will acquaint with the required skills and practices of the journalism and the mass communication

PSO3. Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

PSO4. Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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