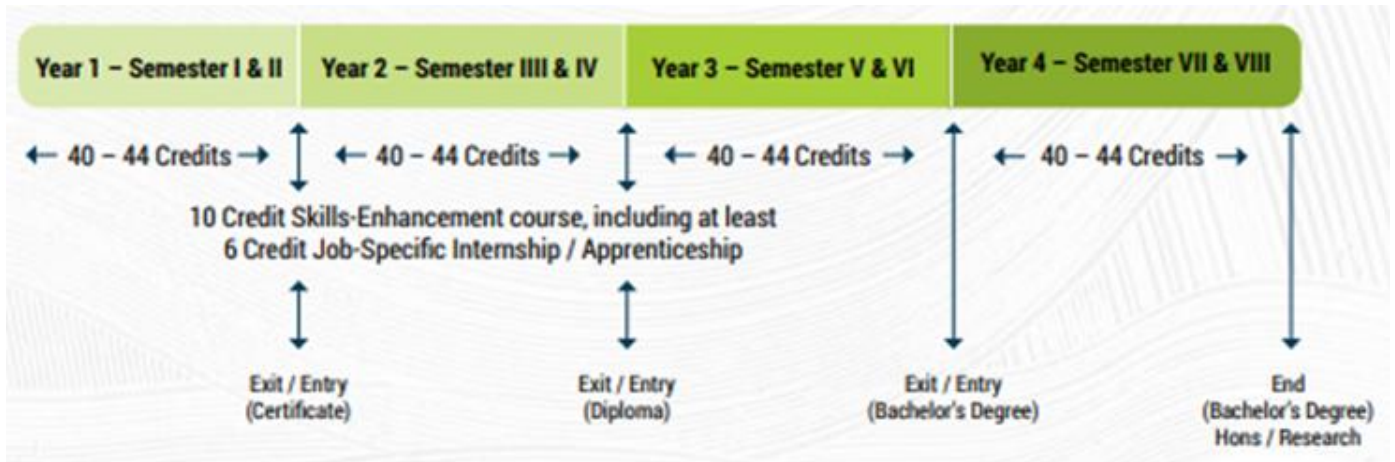


B.A. Journalism and Mass Communication

(4 Years Undergraduate Degree Programme as per NEP 2020)

Tentative Semester wise Course List



Year I : Semester I

- Introduction to Mass Communication
- Fundamentals of Journalism
- Fundamentals of Digital Marketing
- Photojournalism
- Visual Communication
- Understanding Indian Polity & Issues
- Public Speaking
- Field Work

Year I : Semester II

- History of Mass Media
- Socio-Economics
- Content Management & Marketing
- Mobile Content Production
- World View & Current Affairs
- Environmental Studies
- Social Connect

Year II : Semester III

- Media Psychology and Anthropology
- Advertising and Public Relations
- Social Media Marketing
- Film Appreciation
- Media Tools I
- Debating Skills
- VU Level-Constitutional Values, Gender, Diversity and Inclusion
- Community Engagement I

Year II : Semester IV

- Development Communication
- Media Laws & Ethics
- Marketing Analytics
- Understanding Public Policies
- Media Tools II
- Constitution of India
- Media Literacy
- Community Engagement II

Year III – Semester V

- New Media and Convergence
- Broadcast Production / Copywriting / News Reporting and Editing I
- Research Methodology
- Post Production
- Ethics & Values
- Mini Internship

Year III – Semester VI

- Media Management
- Advance Post Production / Corporate Communication / News Reporting and Editing II
- Minor Track Project
- Radio & Podcast Production
- Soft Skills
- Field Project (AD/ PR/ Journalism/ New Media/ Broadcast/ Research)

Year IV - Honours degree – Semester VII

- Media Entrepreneurship
- Documentary Production I / Brand Management / Specialised Reporting I
- Artificial Intelligence and Data Visualisation in Media
- Major Project

Year IV - Honours degree – Semester VIII

- Portfolio Management
- Documentary Production II / Integrated Marketing Communication / Specialised Reporting II
- Web Portal Management
- Internship

Year IV - Research Degree – Semester VII & VIII

- Research Seminar
- Research Project/Dissertation
- Research Internship

Specialization Offered :

Specializations	Sem V	Sem VI	Sem VII	Sem VIII
Broadcast :-	Broadcast Production	Advance Post Production	Documentary Production I	Documentary Production II
Advertising & Public Relations :-	Copywriting	Corporate Communication	Brand Management	Integrated Marketing Communication
Journalism :-	News Reporting and Editing I	News Reporting and Editing II	Specialised Reporting I	Specialised Reporting II