

BACHELOR OF ARTS (HONS./HONS. WITH RESEARCH) JOURNALISM & MASS COMMUNICATION SCHEME FOR – 2024-28

Proposed Credit Distribution @ SMC, MUJ (As per NEP)

Course Type	UGC 2023	3 years	4 years
	Credits	Credits	Credits
Major Core	80	72	88
Minor	32	24	40
Multidisciplinary	09	09	09
Ability Enhancement Courses (AEC)	08	08	08
Skill Enhancement Courses (SEC)	09	09	09
Value Added Courses (VAC)	6-8	06	06
Summer Internship	2-4	04	04
Research Project/Dissertation	12	--	12
Total Credits	160 +	132	176

Year	FIRST SEMESTER						SECOND SEMESTER					
	Sub. Code	Subject Name	L	T	P	C	Sub. Code	Subject Name	L	T	P	C
I	JC1101	Introduction to Journalism (Major)	3	1	0	4	JC1201	Reporting and Editing for Print Media (Major)	2	0	4	4
	JC1102	Introduction to Media and Communication (Major)	3	1	0	4	JC1202	Fundamentals of Radio (Major)	2	0	4	4
	JC1103	Basics of Photography (Major)	1	1	4	4	JC1203	Fundamentals of TV Journalism (Major)	2	0	4	4
		Indian Polity & Governance (Multidisciplinary-1)	3	0	0	3		Indian Economy and Policy (Multidisciplinary-2)	3	0	0	3
		Communicative English-1 (AEC-1)	2	0	0	2		Hindi Bhasha Evam Media (AEC-2)	2	0	0	2

	*****	Skill Enhancement Compulsory Course – 1	1	0	4	3	*****	Skill Enhancement Compulsory Course – 2	1	0	4	3	
		Environmental Science (VAC-1)	2	0	0	2		Science, Technology & Mass Media- (VAC-2)	2	0	0	2	
			15	3	8	22			14	0	16	22	
		THIRD SEMESTER					FOURTH SEMESTER						
	JC2101	Radio Programme Production (Major)	2	0	4	4	JC2201	Media Issues and Trends (Major)	3	1	0	4	
	JC2102	Basics of Advertising (Major)	2	1	2	4	JC2202	Television Program Production (Major)	2	0	4	4	
	JC2103	Understanding New Media (Major)	2	1	2	4	JC2203	Basics of Public Relations (Major)	2	1	2	4	
	*****	Discipline Specific Elective – 1 (Minor)	3	1	0	4	*****	Discipline Specific Elective – 2 (Minor)	3	1	0	4	
II		Communicative English -2 (AEC-3)	0	1	2	2		Public Speaking (AEC-4)	1	0	2	2	
		Introduction to Indian Society (Multidisciplinary-3)	3	0	0	3	*****	Skill Enhancement Compulsory Course - 3	1	0	4	3	
	JC2170	Summer Internship – I (Social Responsibility and Engagement)	0	0	0	2		Indian Culture and Cinema (VAC-3)	2	0	0	2	
			12	4	10	23			14	3	12	23	
		FIFTH SEMESTER					SIXTH SEMESTER						
III	JC3101	Media Laws, Values and Ethics (Major)	3	1	0	4	JC3201	Media & Cultural Studies (Major)	3	1	0	4	
	JC3102	Development Communication (Major)	3	1	0	4	JC3202	Reporting and Anchoring for TV (Major)	2	0	4	4	
	JC3103	Film Studies and Appreciation (Major)	2	0	4	4	JC3203	Media Research (Major)	2	1	2	4	

	*****	Discipline Specific Elective – 3 (Minor)	3	1	0	4	*****	Discipline Specific Elective – 5 (Minor)	3	1	0	4
	*****	Discipline Specific Elective – 4 (Minor)	3	1	0	4	*****	Discipline Specific Elective – 6 (Minor)	3	1	0	4
	JC3170	Summer Internship-II (Industry Internship)	0	0	0	2						
						22						20

Honours

		SEVENTH SEMESTER					EIGHTH SEMESTER					
IV	JC4101	Media and Society (CORE)	3	1	0	4	JC4201	Fake News and Fact Checking (CORE)	2	0	4	4
	JC4102	Media Management and Entrepreneurship (CORE)*	2	1	2	4	JC4202	Global Media and Politics (CORE)	3	1	0	4
		Minor Specialisation - A/Minor Specialisation - B	3	1	0	4		Minor Specialisation - A/Minor Specialisation – B	3	1	0	4
		Minor Specialisation - A/Minor Specialisation – B	3	1	0	4		Minor Specialisation - A/Minor Specialisation – B	3	1	0	4
	*****	Media Project – 1	0	0	0	6	*****	Media Project – 2	0	0	0	6
						22						22

Honours with Research

		SEVENTH SEMESTER					EIGHTH SEMESTER					
IV	JC4101	Media and Society (Major)	3	1	0	4	JC4201	Fake News and Fact Checking (Major)	2	0	4	4

JC4103	Advanced Research Methodology (Major)	2	1	2	4	JC4202	Global Media and Development (Major)	3	1	0	4
	Minor Specialisation - A/Minor Specialisation - B	3	1	0	4		Minor Specialisation - A/Minor Specialisation – B	3	1	0	4
	Minor Specialisation - A/Minor Specialisation – B	3	1	0	4		Minor Specialisation - A/Minor Specialisation – B	3	1	0	4
JC4104	Dissertation (Research Plan & Presentation)	0	0	0	6	JC4203	Dissertation (Final Submission)	0	0	0	6
					22						22

Total Credits: 176

Sub. Code	Subject Name	Sub. Code	Subject Name
Discipline Specific Elective – 1		Discipline Specific Elective – 2	
JC2140	Introduction to Corporate Communication	JC2240	Intercultural Communication
JC2141	Mobile Journalism	JC2241	Digital Media and Society
Discipline Specific Elective – 3		Discipline Specific Elective – 4	
JC3140	Advertising Copywriting & Creative Strategies	JC3240	Media, Gender and Human Rights
JC3141	Writing and Reporting for Digital Media	JC3241	Social Media Marketing
Discipline Specific Elective – 5		Discipline Specific Elective – 6	
JC3142	Visual Communication	JC3242	Political Communication
JC3143	Podcasting	JC3243	Data Journalism
Seventh Semester			
Minor Specialisation – A (Advertising & Public Relations)		Minor Specialisation – B (Digital Media)	
(JC4140)	Online Reputation Management	(JC4141)	Digital Humanities
(JC4142)	Media Planning & Buying	(JC4143)	Transmedia Storytelling
Eighth Semester			
(JC4240)	Corporate Social Responsibility	(JC4241)	Digital Media Marketing
(JC4242)	Integrated Marketing Communication	(JC4243)	AI & Digital Media

Sub. Code	Subject Name	Sub. Code	Subject Name
Skill Enhancement Compulsory Course – 1		Skill Enhancement Compulsory Course – 3	
JC1140	Computer Applications & Desktop Publishing	JC2250	Documentary Production
JC1141	Design and Graphics for Media	JC2251	Film Production
Skill Enhancement Compulsory Course – 2		Media Project 1	
JC1250	Event Management	JC4160	Radio Project
JC1251	Multi-Media Journalism	JC4161	New Media Project
		Media Project 2	
		JC4270	Television Project
		JC4271	Film Project
		JC4272	Print Project

* SUMMER INTERNSHIP I & II: Students should do the summer internships after the completion of II Semester and IV semester respectively. Students are required to complete an internship of 4 to 6 weeks as intern in an organization related to media or society and evaluation of the same will be carried out in III and V semester, respectively.

*Minor discipline helps a student gain a broader understanding beyond the major discipline. If a student pursuing a Journalism and Mass Communication major obtains a minimum of 12 credits from a bunch of courses in Advertising & Public Relations or Digital Media, then the student will be awarded B.A. degree in Journalism and Mass Communication with a Minor in Advertising and Public Relations or Digital Media, respectively.

Requirements for award of degree:

- 3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded Bachelor of Arts in Journalism and Mass Communication after successful completion of three years and securing 132 credits.
- 4-year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with 176 credits.
- 4-year UG Degree (Honours with Research): Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline.

Duration	Nomenclature
3 Years	Bachelor of Arts (Journalism & Mass Communication)
4 Years	Bachelor of Arts (Honours) Journalism & Mass Communication
	Bachelor of Arts (Honours with Research) Journalism & Mass Communication

Assessment:

1. The academic performance of a student is assessed by the course instructor/s concerned.
2. The student performance in each theory course is evaluated out of 100 marks, of which 60 marks are for in-semester assessments and 40 marks are for end-semester assessments.

3. The in-semester assessment in theory courses is based on one Mid-term examination of 30 marks. Further, CWS examination of 30 marks (may contain assignments, quizzes, case presentations, seminars etc.) will be conducted by the course instructor as part of the in-semester examination.

Theory Exams:

Exam Duration (Hrs)		Relative Weightage (%)		
End Semester	MTE	CWS	MTE I	ETE
3	1.5	30	30	40

Practical Exams:

Exam Duration (Hrs)		Relative Weightage (%)		
End Semester	PRS	CWS	PRS	PRE
3	1.5	30	30	40