

## **B.A. (Journalism and Mass Communication)**

(For AY2026-27 onwards)

### **Curriculum Version 1.00**

**Credit distribution among baskets  
(Minimum credits to be earned = 120)**

<b>Sl. No.</b>	<b>Baskets</b>	<b>Credit Distribution</b>
1	School Core	23
2	Program Core	45
3	Discipline Elective	46
	Common Electives Basket	28
	Specialized Elective Baskets*	18
4	Open Elective	6
	<b>Total Credits</b>	<b>120</b>

### **Specialized Elective Baskets\***

<b>Sl.No.</b>	<b>Name of the Basket</b>	<b>Minimum Credit Requirement</b>
1	Specialization in Journalism	3
2	Audio-Visual Production and Film Studies	3
3	Media Research and Analytics	3
4	Advertising and Public Relations	3
5	Digital Media and Content Creation	3
6	Specialization in Photography	3
	<b>Total*</b>	<b>18</b>

**\* Remaining Credits, if any, to satisfy Specialized Elective Baskets credit requirement, can be taken from any Specialized Elective Basket**

Sl. No	Course Code	Course Title	L	P	Credits
<b>A. School Core - Minimum Credits to be earned from this basket (A+B+C+D+E+F) =</b>					<b>23</b>
1	BIT1002	Basic Human Nutrition	2	0	2
2	CSE1016	Introduction to Information Technology	2	2	3
3	JMC3001	Media Management and Entrepreneurship	3	0	3
4	JMC3002	Capstone Project	-	-	4
5	JMC3003	Industry Internship	0	0	3
<b>B. English Basket - Min. credits to be earned from this basket =</b>					<b>2</b>
1	ENG1004	Functional English	0	2	1
2	ENG1005	Advance English	0	2	1
<b>C. Foreign Languages Basket - Min. credits to be earned from this basket =</b>					<b>1</b>
1	FRE1002	Communicative French	0	2	1
2	GER1002	Communicative German	0	2	1
3	SPA1001	Basic Spanish	0	2	1
<b>D. Behavioural Science Basket (All Courses in this basket are mandatory) - Minimum Credits to be earned from this basket =</b>					<b>2</b>
1	PSY1001	Understanding Self for Effectiveness	0	2	1
2	PSY1002	Dynamics of Human Behaviour	0	2	1
<b>E. Soft Skills Basket (All Courses in this basket are mandatory) - Minimum Credits to be earned from this basket =</b>					<b>3</b>
1	SSK2002	Being Corporate Ready	0	2	1
2	SSK3001	Problem Solving through Aptitude	0	2	1
3	SSK3002	Public Speaking and Personality Development	0	2	1
<b>F. Non-Credit Pass/ Fail Type Core Courses</b>					<b>0</b>
1	CHE1001	Environmental Studies	2	-	0
2	CEA1001	Co-/ Extra-curricular Activities	-	-	0
3	POS1022	Ethics and Social Responsibility	2	-	0
<b>G. Program Core (All Courses in this basket are mandatory) - Minimum Credits to be earned from this basket =</b>					<b>45</b>
1	JMC1001	Introduction to Journalism and Mass Communication	3	0	3
2	JMC1002	Communication Models and Theories	3	0	3
3	JMC1003	Advertising and Media Planning	3	0	3
4	JMC1004	Indian Polity and Constitution	3	0	3
5	JMC1005	Introduction to Print Media	3	0	3
6	JMC1006	Writing for Media	0	2	1
7	JMC1007	Reporting and Editing	2	2	3
8	JMC1008	Foundations of Visual Communication	2	2	3
9	JMC2001	Media Laws and Ethics	3	0	3
10	JMC2002	Public Relations	2	2	3
11	JMC2003	Broadcast Journalism	2	2	3
12	JMC2004	Design and Layout	2	2	3
13	JMC3004	Development Communication	3	0	3
14	JMC3005	Film Studies and World Cinema	2	2	3

15	JMC3006	Digital Photography and Photojournalism	2	2	3
16	JMC3007	Strategic Event Planning and Production	0	4	2

**H. Discipline Electives - Minimum Credits to be earned from both Common and Specialized elective baskets (I+J) =** **46**

**I. Common Electives Basket - Minimum Credits to be earned from this basket =** **28**

1	JMC1009	Media and Intercultural Communication	3	0	3
2	JMC3008	Documenting the City	0	4	2
3	JMC2005	Media and Psychology	3	0	3
4	JMC2006	Media Literacy and Identifying Deepfakes	2	2	3
5	JMC2007	Animation for Media	2	2	3
6	JMC2008	Radio Documentary Production	2	2	3
7	JMC2009	Podcasting and Audio Narratives	0	4	2
8	JMC2010	Film Appreciation and Screen Criticism	0	4	2
9	JMC2011	Political Communication and Media Spin	3	0	3
10	JMC2012	Crisis Communication and Media Ethics	3	0	3
11	JMC2013	Mobile Journalism (MoJo)	0	4	2
12	JMC2014	Visual Culture and Media Semiotics	2	2	3
13	JMC2015	Immersive Media	2	2	3
14	JMC2016	Indigenous Media and Alternative Voices	2	2	3
15	JMC2017	Environmental Journalism	2	2	3
16	JMC2018	Comedic writing and Children's programs	2	2	3
17	JMC2019	Digital Journalism and Web Production	2	2	4
18	JMC3009	Media and Human Rights	3	0	3
19	JMC3010	Gender, Media and Representation	3	0	3
20	JMC3011	Branding, Identity and Digital Influence	2	2	3
21	JMC3012	Art of Storytelling	2	2	3
22	JMC3013	Influencer and Affiliate Marketing	3	0	3

**J. Specialized Electives Baskets - Minimum Credits to be earned from these baskets (K+L+M+N+O+P)=** **18**

**K. Specialization in Advanced Journalism Studies Basket - Minimum Credits to be earned from this basket =** **3**

1	JMC2020	Business, International and Financial Journalism	2	2	3
2	JMC2021	Contemporary Media Challenges and Policy	2	2	3
3	JMC2022	Reporting Conflict and Humanitarian Crises	2	2	3
4	JMC2023	Investigative Journalism	2	2	3
5	JMC2024	Sports and Health Journalism	2	2	3

**L. Audio-Visual Production and Film Studies Basket - Minimum Credits to be earned from this basket =** **3**

1	JMC3014	Short Film Production	2	2	3
2	JMC3015	Cinematography and Lighting	2	2	3
3	JMC3016	Scriptwriting and Storyboarding	2	2	3

**M. Media Research and Analytics Basket - Minimum Credits to be earned from this basket =** **3**

1	JMC3017	Media Research Methods (Qualitative and Quantitative)	2	2	3
2	JMC3018	Media Research and Data Analysis	2	2	3
3	JMC3019	Content Analysis and Impact Studies	2	2	3

<b>N. Advertising and Public Relations Basket - Minimum Credits to be earned from this basket =</b>					<b>3</b>
1	JMC3020	Media Buying and Planning	2	2	<b>3</b>
2	JMC3021	Branding and Consumer Psychology	2	2	<b>3</b>
3	JMC3022	Artificial Intelligence in Advertising	2	2	<b>3</b>
<b>O. Digital Media and Content Creation Basket - Minimum Credits to be earned from this basket =</b>					<b>3</b>
1	JMC3024	Blogging, Podcasting, and Vlogging	2	2	<b>3</b>
2	JMC3025	Analytics for Digital Platforms	2	2	<b>3</b>
3	JMC3026	AI in Digital Content Creation	2	2	<b>3</b>
4	JMC3027	Multimedia Storytelling and Production	2	2	<b>3</b>
<b>P. Specialization in Photography - Minimum Credits to be earned from this basket =</b>					<b>3</b>
1	JMC2025	Photojournalism and Documentary Photography	2	2	<b>3</b>
2	JMC2026	Portrait and Studio Photography	2	2	<b>3</b>
3	JMC2027	Wedding and Events Photography	2	2	<b>3</b>
<b>Open Elective basket - Minimum Credits to be earned from this basket =</b>					<b>6</b>
Any course from <b>another</b> 'eligible' curriculum					
Any <b>unused</b> Discipline Elective from his/ her 'own' curriculum					
Any <b>stand-alone</b> course declared as "Open Elective" by School/ Dept. for a specific 'eligible' degree program					
School approved NPTEL/ Swayam courses for a maximum of 3-credits					