



FACULTY OF ARTS

COURSE STRUCTURE & SYLLABUS

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Aegis: Charutar Vidya Mandal (Estd.1945)

Effective from Academic Year: 2023-24



Faculty Name: B.A. / B.A. (Hons.)

Programme Name: Journalism and Mass Communication

Programme Structure Summary

SEMESTER 1											
Course Group	Course Name	Cr	Teaching Scheme				Components of Marks				Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs per Week	Continuous & Comprehensive Evaluation (CCE)		Semester End Evaluation (SEE)		
							Theory	Practical	Theory	Practical	
							Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	Principals of Mass Communication and Journalism	4	4	0	0	4	50/18		50/18		100/36
	Print Journalism – Reporting, Writing and Editing	4	4	0	0	4	50/18		50/18		100/36
Multidisciplinary	Indian Constitution in Practice	4	4	0	0	4	50/18		50/18		100/36
Minor (Any One)	Introduction to Political Concepts	4	4	0	0	4	50/18		50/18		100/36
	Introduction to Psychology	4	4	0	0	4	50/18		50/18		100/36
	Introduction to English Prose	4	4	0	0	4	50/18		50/18		100/36
	Principles of Micro Economics	4	4	0	0	4	50/18		50/18		100/36
Ability Enhancement Course	Language Skills	2	2	0	0	2	25/9		25/9		50/18
Skill Enhancement Course	Basic Computer Skills	2	0	4	0	4		25/9		25/9	
Indian Knowledge System	Indian Ethos and Value System	2	2	0	0	2	25/9		25/9		50/18

SEMESTER 2											
Course Group	Course Name	Cr	Teaching Scheme				Components of Marks				Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs per Week	Continuous & Comprehensive Evaluation (CCE)		Semester End Evaluation (SEE)		
							Theory	Practical	Theory	Practical	
							Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	Theories and Models of Mass Communication	4	4	0	0	4	50/18		50/18		100/36
	Digital Photography and Newspaper Production (Practical)	4	2	4	0	6	25/9	25/9		50/18	100/36
Multidisciplinary	Climate Change and Sustainable Development	4	4	0	0	4	50/18		50/18		100/36
Minor (Any One)	Government and Governance	4	4	0	0	4	50/18		50/18		100/36
	Fields of Psychology	4	4	0	0	4	50/18		50/18		100/36
	Analysis and Interpretation of Literary Genres	4	4	0	0	4	50/18		50/18		100/36
	Intermediate Macro Economics	4	4	0	0	4	50/18		50/18		100/36
Ability Enhancement Course	Communication Skills	2	2	0	0	2	25/9		25/9		50/18
Skill Enhancement Course	Advanced Computer Applications – MS Excel	2	0	4	0	4		25/9		25/9	50/18
Value Addition Course (Any One)	A Course of Liberal Arts -Painting	2	0	4	0	4		25/9		25/9	50/18
	A Course of Liberal Arts - Photography	2	0	4	0	4		25/9		25/9	50/18
	A Course of Liberal Arts -Media and Graphics	2	0	4	0	4		25/9		25/9	50/18
	A Course of Liberal Arts -Music	2	0	4	0	4		25/9		25/9	50/18
	A Course of Liberal Arts -Dramatics	2	0	4	0	4		25/9		25/9	50/18
	A Course of Liberal Arts - Contemporary Dance	2	0	4	0	4		25/9		25/9	50/18



Faculty Name: B.A. / B.A. (Hons.)

Programme Name: Journalism and Mass Communication

SEMESTER 3

Course Group	Course Name	Cr	Teaching Scheme				Components of Marks				Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs per Week	Continuous & Comprehensive Evaluation (CCE)		Semester End Evaluation (SEE)		
							Theory	Practical	Theory	Practical	
							Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	Introduction to Advertising	4	4	0	0	4	50/18		50/18		100/36
	Radio Programme and Podcasting Skills (Practical)	4	2	4	0	6	25/9	25/9		50/18	100/36
	Brand Management	4	4	0	0	4	50/18		50/18		100/36
Multidisciplinary	Digital Marketing (Practical)	4	2	4	0	6	25/9	25/9		50/18	100/36
Ability Enhancement Course	Business Communication	2	2	0	0	2	25/9		25/9		50/18
Skill Enhancement Course	Creativity, Problem Solving and Innovation	2	0	4	0	4		25/9		25/9	50/18
Indian Knowledge System	Indian Culture and Heritage	2	2	0	0	2	25/9		25/9		50/18

SEMESTER 4

Course Group	Course Name	Cr	Teaching Scheme				Components of Marks				Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs per Week	Continuous & Comprehensive Evaluation (CCE)		Semester End Evaluation (SEE)		
							Theory	Practical	Theory	Practical	
							Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	Principals of Marketing	4	4	0	0	4	50/18		50/18		100/36
	Television Programme and Production (Practical)	4	2	4	0	6	25/9	25/9		50/18	100/36
	Advertising and Marketing Research	4	4	0	0	4	50/18		50/18		100/36
Minor (Any One)	Introduction to Peace and Conflict Management	4	4	0	0	4	50/18		50/18		100/36
	Applied Social Psychology	4	4	0	0	4	50/18		50/18		100/36
	Reading and Understanding Fiction	4	4	0	0	4	50/18		50/18		100/36
	Indian Economy: Structure and Issues	4	4	0	0	4	50/18		50/18		100/36
Ability Enhancement Course	Corporate Communication	2	2	0	0	2	25/9		25/9		50/18
Skill Enhancement Course	Statistics	2	2	0	0	2	25/9		25/9		50/18
Value Addition Course (Any One)	NSS	2	0	4	0	4		25/9		25/9	50/18
	Physical Education and Sports	2	0	4	0	4		25/9		25/9	50/18



Faculty Name: B.A. / B.A. (Hons.)

Programme Name: Journalism and Mass Communication

Programme Outcomes

PO-1	Students will develop analytical and life-skills and can apply in any challenging role they further perceive.
PO-2	Students can make their career in the fields of Print Media as Reporters, Editors/Designers.
PO-3	Students can make their career in the fields of Radio, Television, and Cinema as Content Creators, Production Managers etc.
PO-4	Students can make their career in the fields of Advertising and Public Relations organizations.
PO-5	Students can make their career in the fields of Social Media, Data Journalism and Digital Marketing.
PO-6	Students can be entrepreneurs and can initiate start-ups in the fields of Print, Electronic, Digital media, Photography and Film Industry.
PO-7	Students can be freelance Journalists, bloggers, vloggers etc.
PO-8	Students can further perceive higher education like Ph.D. in the field of Journalism and Mass Communication by opting for research-based Honours programme.



Faculty Name: Faculty of Arts
 Programme Name: Bachelor of Arts in Journalism and Mass Communication
 Semester: I Academic Batch: 2023-2024

Course Group	Board of Studies	Course Code	Course Title	Contact Hrs Per Week*			Credits	Assessment/Evaluation Type		External Exam Duration (hrs)		Component of Marks				Grand Total / Passing
				L	P	T		Theory (T)	Pract. (P)	Theory	Pract.	Continuous & Comprehensive Evaluation(CCE)		Semester End Evaluation (SEE)		
												Theory	Practical	Theory	Practical	
												Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200101	Principles of Mass Communication and Journalism	4			4	T		2		50/18		50/18		100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200102	Print Journalism - Reporting, Writing and Editing	4			4	T		2		50/18		50/18		100/36
Minor (Any One)	SOCIAL SCIENCES (FACULTY OF ARTS)	104210101	Introduction to Political Concepts	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104180101	Introduction to Psychology	4			4	T		2		50/18		50/18		100/36
	LANGUAGE (FACULTY OF ARTS)	104190101	Introduction to English Prose	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104170101	Principles of Micro Economics	4			4	T		2		50/18		50/18		100/36
Multidisciplinary	SOCIAL SCIENCES (FACULTY OF ARTS)	104000121	Indian Constitution in Practice	4			4	T		2		50/18		50/18		100/36
Ability Enhancement Course	LANGUAGE (FACULTY OF ARTS)	104000122	Language Skills	2			2	T		1		25/9		25/9		50/18
Skill Enhancement Course	COMPUTER SCIENCE (FACULTY OF SCIENCE)	104000123	Basic Computer Skills		4		2		P		2		25/9		25/9	50/18
Indian Knowledge System	SOCIAL SCIENCES (FACULTY OF ARTS)	100009901	Indian Ethos and Value System	2			2	T		1		25/9		25/9		50/18

T = Theory, P = Practical, Tu = Tutorial

Name & Sign [Chairman / Chairperson - Board of Studies]:	Name & Sign [Dean / Director]:
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Faculty Name: Faculty of Arts
 Programme Name: Bachelor of Arts (Hons.) Journalism and Mass Communication
 Semester: II Academic Batch: 2023-2024

Course Group	Board of Studies	Course Code	Course Title	Contact Hrs Per Week*			Credits	Assessment/Evaluation Type		External Exam Duration (hrs)		Component of Marks				Grand Total / Passing
				L	P	T		Theory (T)	Pract. (P)	Theory	Pract.	Continuous & Comprehensive Evaluation(CCE)		Semester End Evaluation (SEE)		
												Theory	Practical	Theory	Practical	
												Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200201	Theories and Models of Mass Communication	4			4	T		2		50/18		50/18		100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200202	Digital Photography and Newspaper Production (Practical)	2	4		4		P		2	25/9	25/9		50/18	100/36
Minor (Any One)	SOCIAL SCIENCES (FACULTY OF ARTS)	104170201	Intermediate Macro Economics	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104180201	Fields of Psychology	4			4	T		2		50/18		50/18		100/36
	LANGUAGE (FACULTY OF ARTS)	104190201	Analysis and Interpretation of Literary Genres	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104210201	Government and Governance	4			4	T		2		50/18		50/18		100/36
Multidisciplinary	INTERDISCIPLINARY STUDIES (FACULTY OF SCIENCE)	104000221	Climate Change and Sustainable Development	4			4	T		2		50/18		50/18		100/36
Ability Enhancement Course	LANGUAGE (FACULTY OF ARTS)	104000222	Communication Skills	2			2	T		1		25/9		25/9		50/18
Skill Enhancement Course	COMPUTER SCIENCE (FACULTY OF SCIENCE)	104000223	Advanced Computer Applications - MS Excel		4		2		P		2		25/9		25/9	50/18
Value Addition Course (Any One)	FINE ARTS (FACULTY OF ARTS)	100009902	A Course on Liberal Arts - Painting	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18
	FINE ARTS (FACULTY OF ARTS)	100009903	A Course on Liberal Arts - Photography	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18
	FINE ARTS (FACULTY OF ARTS)	100009904	A Course on Liberal Arts - Media and Graphics	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18
	FINE ARTS (FACULTY OF ARTS)	100009905	A Course on Liberal Arts - Music	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18
	FINE ARTS (FACULTY OF ARTS)	100009906	A Course on Liberal Arts - Dramatics	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18
	FINE ARTS (FACULTY OF ARTS)	100009907	A Course on Liberal Arts - Contemporary Dance	0	4		2	-	P	0	2	-	25/9	-	25/9	50/18

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Name & Sign
 [Dean / Director]:



Faculty Name:

Faculty of Arts

Programme Name:

Bachelor of Arts in Journalism and Mass Communication

Semester:

III

Academic Batch:

2023-2024

Course Group	Board of Studies	Course Code	Course Title	Contact Hrs Per Week*			Credits	Assessment/Evaluation Type		External Exam Duration (hrs)		Component of Marks				Grand Total / Passing
				L	P	T		Theory (T)	Pract. (P)	Theory	Pract.	Continuous & Comprehensive Evaluation(CCE)		Semester End Evaluation (SEE)		
												Theory	Practical	Theory	Practical	
												Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200301	Introduction to Advertising	4			4	T		2		50/18		50/18		100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200302	Radio Programme and Podcasting Skills (Practical)	2	4		4		P	0	2	25/9	25/9		50/18	100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200303	Brand Management	4			4	T		2		50/18		50/18		100/36
Multidisciplinary	MANAGEMENT (FACULTY OF COMMERCE AND MANAGEMENT)	104000321	Digital Marketing	2	4		4		P	0	2	25/9	25/9		50/18	100/36
Ability Enhancement Course	LANGUAGE (FACULTY OF ARTS)	104000322	Business Communication	2			2	T		1		25/9		25/9		50/18
Skill Enhancement Course	MANAGEMENT (FACULTY OF COMMERCE AND MANAGEMENT)	100009908	Creativity, Problem Solving and Innovation		4		2		P		2		25/9		25/9	50/18
Indian Knowledge System	SOCIAL SCIENCES (FACULTY OF ARTS)	104000323	Indian Culture and Heritage	2			2	T		1		25/9		25/9		50/18

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Faculty Name: Faculty of Arts
 Programme Name: Bachelor of Arts in Journalism and Mass Communication
 Semester: IV Academic Batch: 2023-2024

Course Group	Board of Studies	Course Code	Course Title	Contact Hrs Per Week*			Credits	Assessment/Evaluation Type		External Exam Duration (hrs)		Component of Marks				Grand Total / Passing
				L	P	T		Theory (T)	Pract. (P)	Theory	Pract.	Continuous & Comprehensive Evaluation(CCE)		Semester End Evaluation (SEE)		
												Theory	Practical	Theory	Practical	
												Max. / Passing	Max. / Passing	Max. / Passing	Max. / Passing	
Major	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200401	Principles of Marketing	4			4	T		2		50/18		50/18		100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200402	Television Programme and Production (Practical)	2	4		4		P	0	2	25/9	25/9		50/18	100/36
	JOURNALISM & MASS COMMUNICATION (FACULTY OF ARTS)	104200403	Advertising and Marketing Research	4			4	T		2		50/18		50/18		100/36
Minor (Any One)	SOCIAL SCIENCES (FACULTY OF ARTS)	104210401	Introduction to Peace and Conflict Management	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104180401	Applied Social Psychology	4			4	T		2		50/18		50/18		100/36
	LANGUAGE (FACULTY OF ARTS)	104190401	Reading and Understanding Fiction	4			4	T		2		50/18		50/18		100/36
	SOCIAL SCIENCES (FACULTY OF ARTS)	104170401	Indian Economy: Structure and Issues	4			4	T		2		50/18		50/18		100/36
Ability Enhancement Course	LANGUAGE (FACULTY OF ARTS)	104000421	Corporate Communication	2			2	T		1		25/9		25/9		50/18
Skill Enhancement Course	MATHEMATICS (FACULTY OF SCIENCE)	104000422	Statistics	2			2	T		1		25/9		25/9		50/18
Value Addition Course (Any One)	HUMANITIES & SOCIAL WORK (FACULTY OF ARTS)	100009910	National Service Scheme		4		2		P		2		25/9		25/9	50/18
	PHYSICAL EDUCATION (FACULTY OF EDUCATION)	100009909	Physical Education and Sports		4		2		P		2		25/9		25/9	50/18

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CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)