

## BACHELOR OF ARTS (JOURNALISM &amp; MASS COMMUNICATION)

FIRST SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>				
<b>THEORY</b>				
BA (JMC) 101	Communication: Concepts & Processes	4	-	4
BA (JMC) 103	Contemporary India: An Overview	4	-	4
BA (JMC) 105	Basics of Design and Graphics	4	-	4
<b>PRACTICAL/SEMINARS/VIVA VOCE</b>				
BA (JMC) 151	Communication Skills Lab	-	2	2
BA (JMC) 153	Contemporary India: Issues and Debates(Seminars/ Presentations)	-	2	2
BA (JMC) 155	Design & Graphics Lab – I	-	2	2
<b>ELECTIVE COURSES (Select any one from the following)</b>				
BA (JMC) 107	Personality Development	4	-	4
BA (JMC) 109	Writing Skills	4	-	4
BA (JMC) 111	Indian Culture (For Foreign Students Only)*	4	-	4
<b>PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)</b>				
BA (JMC) 157	Personality Development Lab	-	2	2
BA (JMC) 159	Writing Skills Lab	-	2	2
<b>TOTAL</b>		16	8*2=16**	24***

\*Foreign students will study Course Code BA (JMC) 111, Course Title- Indian Culture as Elective Course along with Course Code BA (JMC) 157, Course Title- Personality Development Lab as Practical Course.

\*\*In practical courses, one credit equals two hours of teaching/ training/ learning.

\*\*\*Total number of credits include credits of compulsory three Core Courses along with credits of their respective labs and credits of one Elective Course along with credits of corresponding lab/ seminars/ presentations/ workshops.

SECOND SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>				
<b>THEORY</b>				
BA (JMC) 102	Print Journalism	4	-	4
BA (JMC) 104	Media Laws and Ethics	4	-	4
BA (JMC) 106	Still Photography	4	-	4
<b>PRACTICAL/VIVA VOCE</b>				
BA (JMC) 152	Print Journalism Lab	-	2	2
BA (JMC) 154	Still Photography Lab	-	2	2
BA (JMC) 156	Design and Graphics Lab – II	-	2	2
<b>ELECTIVE COURSES (Select any one from the following)</b>				
BA (JMC) 108	Health Communication	4	-	4
BA (JMC) 110	Sports Journalism	4	-	4
<b>PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)</b>				
BA (JMC) 158	Health Communication Lab	-	2	2
BA (JMC) 160	Sports Journalism Lab	-	2	2
<b>TOTAL</b>		16	8*2=16	24

Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report (STR) along with the DVD of multi-media presentation incorporating the work done during the training/internship, at least four weeks before the commencement of End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.

i. Approved in the BOS Meeting held on 27<sup>th</sup> June 2016 & AC Sub Committee Meeting held on 22<sup>nd</sup> July 2016.

ii. To be effective from the Academic Session 2016-17 onwards.

## BACHELOR OF ARTS (JOURNALISM &amp; MASS COMMUNICATION)

**THIRD SEMESTER EXAMINATION**

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>		<b>THEORY</b>		
BA (JMC) 201	Development Communication	4	-	4
BA (JMC) 203	Basics of Radio Programming and Production	4	-	4
BA (JMC) 205	Basics of Video Camera, Lights and Sound	4	-	4
<b>PRACTICAL/VIVA VOCE</b>				
BA (JMC) 251	Radio Production Lab	-	2	2
BA (JMC) 253	Video Production Lab	-	2	2
BA (JMC) 255	Summer Training Report****	-	-	4
<b>ELECTIVE COURSES (Select any one from the following)</b>				
BA (JMC) 207	Radio Jockeying and News Reading	4	-	4
BA (JMC) 209	Video Editing	4	-	4
<b>PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)</b>				
BA (JMC) 257	Radio Jockeying and News Reading Lab	-	2	2
BA (JMC) 259	Video Editing Lab	-	2	2
<b>TOTAL</b>		16	6*2=12	26

\*\*\*\* The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

**FOURTH SEMESTER EXAMINATION**

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>		<b>THEORY</b>		
BA (JMC) 202	Basics of Advertising	4	-	4
BA (JMC) 204	Basics of Public Relations	4	-	4
BA (JMC) 206	Television Programming and Production	4	-	4
<b>PRACTICAL/VIVA VOCE</b>				
BA (JMC) 252	Advertising Lab	-	2	2
BA (JMC) 254	Public Relations Lab	-	2	2
BA (JMC) 256	TV Production Lab	-	2	2
<b>ELECTIVE COURSES (Select any one from the following)</b>				
BA (JMC) 208	Television News: Reporting and Anchoring	4	-	4
BA (JMC) 210	Corporate Communication	4	-	4
<b>PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)</b>				
BA (JMC) 258	Television News: Reporting and Anchoring Lab	-	2	2
BA (JMC) 260	Corporate Communication Lab	-	2	2
<b>TOTAL</b>		16	8*2=16	24

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] along with the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

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## BACHELOR OF ARTS (JOURNALISM &amp; MASS COMMUNICATION)

**FIFTH SEMESTER EXAMINATION**

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>	<b>THEORY</b>			
BA (JMC) 301	Basics of New Media	4	-	4
BA (JMC) 303	Media Research	4	-	4
BA (JMC) 305	Event Management	4	-	4
<b>PRACTICAL/VIVA VOCE</b>				
BA (JMC) 351	New Media Lab	-	2	2
BA (JMC) 353	Media Research Lab	-	2	2
BA (JMC) 355	Event Management Lab	-	2	2
BA (JMC) 357	Functional Exposure Report*****	-	-	4
<b>ELECTIVE COURSES (Select any one from the following)</b>				
BA (JMC) 307	Digital Media Marketing	4	-	4
BA (JMC) 309	Film Appreciation	4	-	4
<b>PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)</b>				
BA (JMC) 359	Digital Media Marketing Lab	-	2	2
BA (JMC) 361	Film Appreciation Lab	-	2	2
<b>TOTAL</b>		16	8*2=16	28

\*\*\*\*\*The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit the hard & soft copy of the Final Project in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester. The project would be continuously monitored through tutorials and assignments and the record of the same would be submitted at the time of external examination duly certified by the internal faculty.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.

**SIXTH SEMESTER EXAMINATION**

Course Code	Course Title	L	T/P	Credits
<b>CORE COURSES</b>	<b>THEORY</b>			
BA (JMC) 302	Media Management and Entrepreneurship	4	-	4
BA (JMC) 304	Global Media: An Overview	4	-	4
BA (JMC) 306	Environment Communication	4	-	4
<b>PRACTICAL/VIVA VOCE</b>				
BA (JMC) 352	Final Project and Comprehensive Viva*****	-	-	16
<b>TOTAL</b>		12	-	28

\*\*\*\*\*The Final Project and Comprehensive Viva carries 100 Marks. It shall be evaluated by the Board of Examiners comprising of the Internal Examiner and External Examiner.

**Note:** The Board of Examiners shall comprise of the Director/ Principal or her/his nominee and two External Experts out of which one would preferably be from the corporate world i.e. media organisation operating in the country. The quorum shall be deemed to have met if two out of three members are present. The External Examiners shall be appointed by the Competent Authority.

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**BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)****SCHEME OF EXAMINATION****INTERNAL EVALUATION**

<b>Theory Courses</b>	<b>Allocation of Marks: 25</b>	
Class Test	There shall be one Class Test in each semester for each of the Courses	10
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	10
Internal Assessment	It shall be based on Seminars/Presentations & Class Room Performance	5

<b>Practical Courses</b>	<b>Allocation of Marks: 40</b>	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Lab Performance in each Semester	10

**EXTERNAL EVALUATION**

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e.75 marks in Theory courses and 60 marks in Practical courses.

**INSTRUCTIONS FOR PAPER SETTER/ MODERATOR  
THEORY COURSES**

Maximum Marks	75
Time	3 hours
Total Questions	5 questions of 15 marks each, out of which Question No. 1 will be compulsory.
Compulsory Question	The Paper Setter must ensure internal choice of 5 Short answer type questions of 3 marks each from all the four units.
Setting of Other Questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV alongwith internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.

**PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP**

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

**DISTRIBUTION OF CREDITS**

<b>Semester I</b>	<b>Semester II</b>	<b>Semester III</b>	<b>Semester IV</b>	<b>Semester V</b>	<b>Semester VI</b>	<b>Total</b>
24	24	26	24	28	28	154

**Note: Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 154. For the award of degree a student must secure 150 credits.**

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