



Course Code: I404

Course Name: B.A. (Hons.) – Journalism

Course Structure under Choice Based Credit System (2016-17)

Details of Course: B.A. (Hons.) - Journalism

Course Structure		Credits
		Theory + Tutorial
I	Core Courses (14 Papers)	
	Core Course Tutorials	14 x 05 = 70 14 x 01 = 14
II	Elective Courses (08 Papers)	
a.	Discipline Specific Electives DSE (04 Papers)	05 x 04 = 20
	Discipline Specific Elective Tutorials	04 x 01 = 04
b.	Generic Electives/ Interdisciplinary (04 Papers)	05 x 04 = 20
	Generic Electives/ Interdisciplinary Tutorials	04 x 01 = 04
III	Ability Enhancement Courses	
	Ability Enhancement Courses Compulsory AECC (02 Papers of 02 credits each)	02 x 02 = 04
	Ability Enhancement Courses Electives AECE (Skill based) (02 Papers of 02 credits each)	02 x 02 = 04
Total Credits		= 140

PDM UNIVERSITY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
COURSE: B.A. (Hons.) Journalism
Scheme of course as per choice based credit system

SEMESTER	MODULE TYPE	MODULE NAME	CREDITS
I	AEC-I	ENGLISH COMMUNICATION	2
	CORE-I	INTRODUCTION TO JOURNALISM	6
	CORE-II	INTRODUCTION TO MEDIA AND COMMUNICATION	6
	GE-I	GENERAL ELECTIVE-I	6
II	AEC-II	ENVIRONMENTAL SCIENCE	2
	CORE-III	REPORTING AND EDITING FOR PRINT	6
	CORE-IV	MEDIA AND CULTURAL STUDIES	6
	GE-II	GENERAL ELECTIVE-II	6
III	CORE-V	INTRODUCTION TO BROADCAST MEDIA	6
	CORE-VI	HISTORY OF THE MEDIA	6
	CORE-VII	ADVERTISING AND PUBLIC RELATIONS	6
	GE-III	GENERAL ELECTIVE-III	6
	SEC-I	SKILL ENHANCEMENT COURSE-I	2
IV	CORE-VIII	INTRODUCTION TO NEW MEDIA	6
	CORE-IX	DEVELOPMENT COMMUNICATION	6
	CORE-X	MEDIA ETHICS AND THE LAW	6
	GE-IV	GENERAL ELECTIVE-IV	6
	SEC-II	SKILL ENHANCEMENT COURSE-II	2
V	CORE-XI	GLOBAL MEDIA AND POLITICS	6
	CORE-XII	ADVANCED BROADCAST MEDIA	6
	DSE-I	DISCIPLINE SPECIFIC ELECTIVE-I	6
	DSE-II	DISCIPLINE SPECIFIC ELECTIVE-II	6
VI	CORE-XIII	ADVANCED NEW MEDIA	6
	CORE-XIV	COMMUNICATION RESEARCH AND METHODS	6
	DSE-III	DISCIPLINE SPECIFIC ELECTIVE-III	6
	DSE-IV	DISCIPLINE SPECIFIC ELECTIVE-IV	6
Total Credits			140

List of Core modules (Each module consists 6 credits, Theory + Lab or Tutorial)

JOUR4001 & JOUR4002: Introduction to Journalism & Lab or Tutorial
 JOUR4003 & JOUR4004: Introduction to Media and Communication & Lab or Tutorial
 JOUR4005 & JOUR4006: Reporting and Editing for Print & Lab or Tutorial
 JOUR4007 & JOUR4008: Media and Cultural Studies & Lab or Tutorial
 JOUR4009 & JOUR4010: Introduction to Broadcast Media & Lab or Tutorial
 JOUR4011 & JOUR4012: History of the Media & Lab or Tutorial
 JOUR4013 & JOUR4014: Advertising and Public Relations & Lab or Tutorial
 JOUR4015 & JOUR4016: Introduction to New Media & Lab or Tutorial
 JOUR4017 & JOUR4018: Development Communication & Lab or Tutorial
 JOUR4019 & JOUR4020: Media Ethics and the Law & Lab or Tutorial
 JOUR4021 & JOUR4022: Global Media and Politics & Lab or Tutorial
 JOUR4023 & JOUR4024: Advanced Broadcast Media & Lab or Tutorial
 JOUR4025 & JOUR4026: Advanced New Media & Lab or Tutorial
 JOUR4027 & JOUR4028: Communication Research and Methods & Lab or Tutorial

List of Discipline Specific Elective modules (Each module consists of 6 credits, Theory + Lab or Tutorial)

Choose four of the following (DSE-I & DSE-IV)

JOUR4101 & JOUR4102: Media Industry and Management I and/or Media Industry and Management II & Lab or Tutorial
JOUR4103 & JOUR4104: Print Journalism and Production & Lab or Tutorial
JOUR4105 & JOUR4106: Photography & Lab or Tutorial
JOUR4107 & JOUR4108: Media Gender and Human Rights & Lab or Tutorial
JOUR4109 & JOUR4110: Multimedia Journalism & Lab or Tutorial
JOUR4111 & JOUR4112: Introduction to Film Industry

List of General Elective modules (The student has to take 04 papers of any one discipline, each module consists of 6 credits, Theory + Tutorial) GE-I to GE-IV

Multi Media & Mass Communication

MMMC4201 & MMMC4202: Advertisement and Media & Tutorial
MMMC4203 & MMMC4204: Social Media & Tutorial
MMMC4205 & MMMC4206: Public Service Broadcasting & Tutorial
MMMC4207 & MMMC4208: Media Moments in History & Tutorial

English Literature

ENGL4201 & ENGL4202: Academic Writing and Composition & Tutorial
ENGL4203 & ENGL4204: Media and Communication Skills & Tutorial
ENGL4205 & ENGL4206: Text and Performance & Tutorial
ENGL4207 & ENGL4208: Language and Linguistics & Tutorial
ENGL4209 & ENGL4210: Contemporary India: Women and Empowerment & Tutorial
ENGL4211 & ENGL4212: Language, Literature and Culture & Tutorial

List of Skill Enhancement Modules (SEC-I & SEC-II) Choose any 2

SKIL1001: Basics of Information Technology
SKIL1002: Competitive Examination Preparedness
SKIL1003: Business Communication & Creative Writing
SKIL1004: Finance & Accounting Skills
SKIL1005: New Venture Planning (Entrepreneurship)
SKIL1006: Personality Development
SKIL1007: Basic Workshop
SKIL1008: Electrical Circuits & Network
SKIL1009: Mobile Application Development
SKIL1010: E-Commerce (Principles & Practices)
SKIL1011: Leadership Strategy & Organizational Behavior