

## **STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME**

**SCHOOL NAME**                    - Royal School of Communications & Media

**DEPARTMENT NAME**        - Journalism & Mass Communication

**PROGRAMME NAME**        - BAJMC

<b>1<sup>st</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	JMC092M101	Human Communication	100	3	3-1-0
Major (Core)	JMC092M102	Journalism	100	3	3-0-2
Minor	JMC092N101	Basics of Print, Radio and TV	100	3	3-0-0
Interdisciplinary (IDC)	IKS992K101	Indian Knowledge System 1	100	3	3-0-0
Ability Enhancement course (AEC)	CEN982A101	Communicative English- I: Introduction to Effective Communication	100	1	1-0-0
Ability Enhancement course (AEC)		Behavioural Science-I	100	1	1-0-0
Skill Enhancement Course (SEC)	JMC092S111	Introduction to Photography	100	3	1-0-4
Value Added Course (VAC)	VAC992V1409	Film and Society: An Indian Perspective	100	3	3-1-0
Swayam Courses		Integrated Marketing Communication	100	3	2-1-0
<b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b>				<b>23</b>	
<b>2<sup>nd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	JMC092M202	Pre-Production (Radio &TV)	100	3	1-1-2
Major (Core)	JMC092M201	Media and Society	100	3	3-1-0
Minor	JMC092N211	Basics of Photography	100	3	1-1-2
IDC		Indian Knowledge System 2	100	3	3-0-0
AEC		Communicative English II	100	1	1-0-0

AEC		Behavioural Science II	100	1	1-0-0
SEC	MC092S211	Computer Application (Design & Graphics)	100	3	1-1-2
VAC	VAC992V2005	Film & society: An Indian Perspective	100	3	3-1-0
Swayam Courses		Digital Media Literacy	100	4	3-1-0
<b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b>				24	
<b>3<sup>rd</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	JMC092M301	Development Communication	200	4	4-1-0
Major (Core)	JMC092M302	Introduction to Film	200	4	4-1-0
Minor	JMC092N311	Videography and Editing	200	4	1-0-2
IDC	JMC092I311	Videography	200	3	1-0-2
AEC		Communicative English III	200	1	1-0-0
AEC		Behavioural Science III	200	1	1-0-0
SEC	JMC092S311	Production Radio & Television	200	3	2-1-2
Swayam Courses		Digital Media	200	4	3-1-0
<b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b>				24	
<b>4<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Major (Core)	JMC092M401	Media Management	200	4	3-1-0
Major (Core)	JMC092M402	Advance Communication Theories	200	4	3-1-0
Major (Core)	JMC092M403	Indian Values in Advertising & Public Relations	200	4	3-0-2
Minor	JMC092N411	Basics of Advertising	200	3	2-0-1
Minor	JMC092N412	News Reading and anchoring	200	3	1-0-2
AEC		Communicative English IV	200	1	1-0-0
AEC		Behavioural Science IV	200	1	1-0-0
Swayam Courses		Online Communication in Digital Age	200	3	2-1-0
<b>TOTAL CREDIT FOR 4<sup>th</sup> SEMESTER</b>				23	
<b>5<sup>th</sup> SEMESTER</b>					

COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	JMC092M501	Media Laws and Ethics	300	4	4-1-0
Major	JMC092M502	Introduction to New Media	300	4	3-0-2
Major (DSE)	JMC092M513/ JMC092M514	Filmmaking: Principles & Techniques / Videography & Editing	300	4	1-1-4
Minor	JMC092N501	Basics of Public Relations	300	4	3-0-0
Internship	JMC092I521	Internship	300	4	NA
Swayam Courses		Advertisement and Media	300	2	1-1-0
<b>TOTAL CREDIT FOR 5<sup>th</sup> SEMESTER</b>				22	
<b>6<sup>th</sup> SEMESTER</b>					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	JMC092M601	Media in Northeast	300	4	4-1-0
Major (Core)	JMC092M602	Understanding Media Audience	300	4	4-1-0
Major (Core)	JMC092M603/ JMC092M604	Digital Storytelling (Theory Practical) / Science, Environment and Health Communication	300	4	2-1-2
Major (Core)	JMC092M603/ JMC092M604	Media Entrepreneurship/ Event Management	300	4	3-0-2
Minor	JMC092N601	Introduction to New Media	300	4	3-0-2
Swayam Courses		Communication and extension for sustainable development	300	4	3-1-0
<b>TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER</b>				24	
<b>7<sup>th</sup> SEMESTER</b>					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	JMC092M701	International Communication	400	4	4-1-0
Major (Core)	JMC092M702	Media and Gender	400	4	4-1-0
Major (Core)	JMC092M703/ JMC092M 704	Rural Communication & Development/ Folk	400	4	4-1-0

		Media and community communication			
Major (Core)	JMC092M705	Media Research I	400	4	4-1-0
Minor	JMC092N701	Message Design for social media	400	4	3-0-0
<b>TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER</b>				20	
<b>8<sup>th</sup> SEMESTER</b>					
<b>COMPONENT</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>LEVEL</b>	<b>CREDIT</b>	<b>L-T-P</b>
Dissertation/Project	JMC092D821	Dissertation/ Research Project	400	12	NA
Minor	JMC092N801	Media Research	400	4	4-1-0
Major (Core)	JMC092M801	Media Analysis and Contemporary Issues	400	4	4-1-0
Major (Core)	JMC092M802	Information Warfare	400	4	4-1-0
Major (Core)	JMC092M803	Corporate Communication and Brand Management	400	4	3-0-2
Major (Core)	JMC092M804	Citizen Journalism	400	4	3-0-2
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>				20	

Link for Swayam Courses are shared below:

SEMESTER 1: Integrated Marketing Communication

[https://onlinecourses.nptel.ac.in/noc25\\_mg29/preview](https://onlinecourses.nptel.ac.in/noc25_mg29/preview)

SEMESTER 2: Digital Media Literacy

[https://onlinecourses.swayam2.ac.in/nou25\\_ge33/preview](https://onlinecourses.swayam2.ac.in/nou25_ge33/preview)

SEMESTER 3: Digital Media:

[https://onlinecourses.swayam2.ac.in/nou25\\_ge13/preview](https://onlinecourses.swayam2.ac.in/nou25_ge13/preview)

SEMESTER 4: Online Communication in Digital Age:

[https://onlinecourses.nptel.ac.in/noc25\\_hs59/preview](https://onlinecourses.nptel.ac.in/noc25_hs59/preview)

SEMESTER 5: Advertisement and Media

[https://onlinecourses.swayam2.ac.in/cec25\\_hs65/preview](https://onlinecourses.swayam2.ac.in/cec25_hs65/preview)

**SEMESTER 6: Advertisement and Media**