

# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### Bachelor of Arts (Journalism & Mass Communication) BA (JMC)

Ref. No. TIAS/BAJMC/2021-22/108

Dated: 14.08.2021

#### BA (JMC) LIST OF ALL COURSES #

S.No.	Courses	Course Code	Course Title
<b>FIRST SEMESTER</b>			
1	CCC1	BA (JMC) 101	Communication: Concepts & Processes
2	CCC2	BA (JMC) 103	Contemporary India: An Overview
3	CCC3	BA (JMC) 105	Basics of Design and Graphics
4	DSE1	BA (JMC) 107	Personality Development
5	DSE2	BA (JMC) 109	Writing Skills
6	DSE3	BA (JMC) 111	Indian Culture (For Foreign Students Only)*
7	AECC1	BA (JMC) 151	Communication Skills Lab
8	AECC2	BA (JMC) 153	Contemporary India: Issues and Debates (Seminars /Presentations)
9	AECC3	BA (JMC) 155	Design & Graphics Lab – I
10	SEC1	BA (JMC) 157	Personality Development Lab
11	SEC2	BA (JMC) 159	Writing Skills Lab
<b>SECOND SEMESTER</b>			
12	CCC4	BA (JMC) 102	Print Journalism
13	CCC5	BA (JMC) 104	Media Laws and Ethics
14	CCC6	BA (JMC) 106	Still Photography
15	DSE4	BA (JMC) 108	Health Communication
16	DSE5	BA (JMC) 110	Sports Journalism
17	AECC4	BA (JMC) 152	Print Journalism Lab
18	AECC5	BA (JMC) 154	Still Photography Lab
19	AECC6	BA (JMC) 156	Design and Graphics Lab – II
20	SEC3	BA (JMC) 158	Health Communication Lab
21	SEC4	BA (JMC) 160	Sports Journalism Lab
<b>THIRD SEMESTER</b>			
22	CCC7	BA (JMC) 201	Development Communication
23	CCC8	BA (JMC) 203	Basics of Radio Programming and Production
24	CCC9	BA (JMC) 205	Basics of Video Camera, Lights and Sound
25	DSE6	BA (JMC) 207	Radio Jockeying and News Reading
26	DSE7	BA (JMC) 209	Video Editing
27	AECC7	BA (JMC) 251	Radio Production Lab
28	AECC8	BA (JMC) 253	Video Production Lab
29	SEC5	BA (JMC) 257	Radio Jockeying and News Reading Lab
30	SEC6	BA (JMC) 259	Video Editing Lab
31	OEC1	BA (JMC) 255	Summer Training Report****

#### **FOURTH SEMESTER**

32	CCC10	BA (JMC) 202	Basics of Advertising
33	CCC11	BA (JMC) 204	Basics of Public Relations
34	CCC12	BA (JMC) 206	Television Programming and Production
35	DSE8	BA (JMC) 208	Television News: Reporting and Anchoring
36	DSE9	BA (JMC) 210	Corporate Communication
37	AECC10	BA (JMC) 252	Advertising Lab
38	AECC11	BA (JMC) 254	Public Relations Lab
39	AECC12	BA (JMC) 256	TV Production Lab
40	SEC7	BA (JMC) 258	Television News: Reporting and Anchoring Lab
41	SEC8	BA (JMC) 260	Corporate Communication Lab

#### **FIFTH SEMESTER**

42	CCC13	BA (JMC) 301	Basics of New Media
43	CCC14	BA (JMC) 303	Media Research
44	CCC15	BA (JMC) 305	Event Management
45	DSE10	BA (JMC) 307	Digital Media Marketing
46	DSE11	BA (JMC) 309	Film Appreciation
47	AECC13	BA (JMC) 351	New Media Lab
48	AECC14	BA (JMC) 353	Media Research Lab
49	AECC15	BA (JMC) 355	Event Management Lab
50	SEC9	BA (JMC) 359	Digital Media Marketing Lab
51	SEC10	BA (JMC) 361	Film Appreciation Lab
52	OEC2	BA (JMC) 357	Functional Exposure Report*****

#### **SIXTH SEMESTER**

53	CCC16	BA (JMC) 302	Media Management and Entrepreneurship
54	CCC17	BA (JMC) 304	Global Media: An Overview
55	CCC18	BA (JMC) 306	Environment Communication
56	OEC3	BA (JMC) 352	Final Project and Comprehensive Viva*****

# Extracted from the scheme of examination & syllabi of Bachelor of Arts (Journalism & Mass Communication) for Academic Session 2016 – 2017 onward; Guru Gobind Singh Indraprastha University Dwarka, New Delhi - 110 078 (INDIA); [www.ipu.ac.in](http://www.ipu.ac.in); w.e.f. Academic Session 2016-17.

CCC	:	CORE COMPULSORY COURSES
DSE	:	DISCIPLINE SPECIFIC ELECTIVE
AECC	:	ABILITY ENHANCEMENT COMPULSORY COURSE
SEC	:	SKILL ENHANCEMENT COURSE
OEC	:	OPEN ELECTIVE COURSE

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