

AMRITA VISHWA VIDYAPEETHAM

DEPARTMENT OF MASS COMMUNICATION



B.A. MASS COMMUNICATION

**CURRICULUM AND SYLLABUS FOR THE 2021 ADMISSIONS
(BA.MCN)**

**AMRITA VISHWA VIDYAPEETHAM
ETTIMADAI, COIMBATORE**

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Programme Educational Objectives (PEOs)

The students graduating from the Mass communication program will be able to:

PEO1 [Critical Thinking] - Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PEO2 [Effective Communication] - Clearly and coherently use spoken and written words, and visuals for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PEO3 [Social Interaction] - Comprehend and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

PEO4 [Effective Citizenship] - serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote news literacy

PEO5 [Ethics] - Understand and apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PEO6 [Environment and sustainability] - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PEO7 [Self-directed and lifelong learning] - Education for life *not* living.

Programme Specific Outcome (PSOs)

The students of the Mass Communication program will be able to:

PSO1: Comprehend, synthesize and employ Communication theories, perspectives, principles, and concepts to create messages appropriate to the audience, purpose, and context

PSO2: Demonstrate the ability to critically analyze messages and apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PSO3: Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in Communication inquiry

B.A. Mass Communication CURRICULUM

SEMESTER I

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21ENG102	English/Print stream	English I	1 0 2	2
2.	-	Language	Language – Paper I	1 0 2	2
3.	21CMJ101	Core Module	Critical Orientation to Communication – Concepts	2 0 2	3
4.	21ENV200	Humanities	Environmental Science and Sustainability	3 0 0	3
5.	21CMJ181	Core Module	*Seminar	0 0 2	1
6.	21CMJ102	Core Module	Current Affairs Analysis I	1 0 0	1
7.	21SSK103		Self Awareness and Personal Growth	1 0 0	1
8.	21CMJ103	New Media/Design Stream	Computer and Web Application	0 1 4	3
9.	21CUL101		Cultural Education I	2 0 0	2
Total					18

SEMESTER II

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21ENG113	English/Print stream	English II– Writing for media	1 0 2	2
2.		Language	Language paper II	1 0 2	2
3.	21CMJ111	Humanities	Economics	3 0 0	3
4.	21CMJ112	Core Module	Indian Constitution and Media Laws	3 0 0	3
5.	21CMJ113	Broadcast stream	Digital Photography and Videography	2 0 2	3
6.	21CMJ114	Core Module	Current Affairs Analysis: II	1 0 0	1
7.	21CMJ115	IMC Stream	Advertising and Communication	2 0 2	3
8.	21CMJ182	Design Stream	Design and Development: Lab I	0 1 4	3
9.	21CUL111		Cultural Education II	2 0 0	2
10.	21CMJ183		*Seminar	0 0 2	1
Total					23

SEMESTER III

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21CMJ201	Core Module	Media Ethics	2 1 2	4
2.	21CMJ202	Core Module	Political Communication	2 0 2	3
3.	21CMJ203	Print Stream	Reporting and Editing	1 1 4	4
4.	21CMJ204	Broadcast Stream	Film Studies	1 0 4	3
5.	21CMJ281	Core Module	Data Analysis Techniques for Qualitative Research	0 1 2	2
6.	21CMJ282	Core Module	Data Analysis Techniques for Quantitative Research	0 1 2	2
7.	21CMJ205	Core Module	Current Affairs Analysis III	1 0 0	1
8.	21CMJ206	Core Module	Applied Media and Communication Research	3 0 2	4
9.	21CMJ283	Design Stream	Design and Development Lab II	0 1 4	3
10.	21CMJ284		*Seminar	0 0 2	1
11.	21AVP201		Amrita Values Programme I	1 0 0	1
Total					28

SEMESTER IV

S.No.	Course Code	Structural Framework	Courses Title	L-T-P	Credits
1.	21CMJ211	Print Stream	Multi-Media Reporting and Editing (Print)	21 6	6
2.	21CMJ213	IMC Stream	Public Relations and Event Management	2 1 2	4
3.	21CMJ214	Core Module	Current Affairs Analysis IV	1 0 0	1
4.	21CMJ215	IMC Stream	Corporate Social Responsibility	2 0 2	3
5.	21CMJ285	New Media	Web Application Architectures Lab	0 1 4	3
6.	21CMJ286	Core Module	*Seminar	0 0 2	1
7.	21CMJ215	Design Stream	Visual Design in Media	1 0 4	3
8.	21AVP211		Amrita Values Programme II	1 0 0	1
9.			#Open Elective 1	1 1 2	3
Total					25

SEMESTER V

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21CMJ390	Core Module	Research Project and Viva Voce		4
2.	21CMJ301	New Media Stream	Digital Content Marketing	3 0 2	4
3.	21CMJ302	Print Stream	Newspaper and Magazine Production	2 0 4	4
4.	21CMJ303	Print Stream	In Depth Journalism and Editing	1 1 4	4
5.	21CMJ304	Broadcast Stream	Programme Production: Radio and Television	1 1 4	4
6.	21CMJ305	Core Module	Current Affairs Analysis V	1 0 0	1
7.			##Open Elective 2	1 1 2	3
8.	21CMJ391	Core Module	Media Project		4
Total					28

SEMESTER VI

21CMJ399 --INTERNSHIP - 10 credits with regular monitoring (once a month with the Industry rep) and report presentation and Viva Voce. Certificate from organization interned in is mandatory. Industry representatives to review the internship reports prior to student submission and send in an approval letter to internship co-coordinator. Grades will be awarded on submission of Internship report and Viva Voce.

LANGUAGE – PAPER I

Course Code	Course Title	L – T – P	Credits	ES
21HIN103	Hindi I	1 0 2	2	B
21MAL103	Malayalam I	1 0 2	2	B
21TAM103	Tamil I	1 0 2	2	B

LANGUAGE – PAPER II

Course Code	Course Title	L – T – P	Credits	ES
21HIN113	Hindi II	1 0 2	2	B
21MAL113	Malayalam II	1 0 2	2	B
21TAM113	Tamil II	1 0 2	2	B

#Open Elective 1 offered BY sister Departments(IV Semester)

S.No	Course Code	Course Title	L-T-P	Credits
1.	21OEL243	Emotional Intelligence	3 0 0	3

##Open Elective 2 (choice of any one from the ones listed below) offered BY sister Departments (V Semester)

S.No	Course Code	Course Title	L-T-P	Credits
1.	21OEL271	Personal Effectiveness	3 0 0	3
2.	21OEL260	Introduction to Translation	3 0 0	3

Open Elective A offered TO sister Departments (V Semester)

S.No	Course Code	Course Title	L-T-P	Credits
1.	21OEL331	Documenting Social Issues	1 1 2	3
2.	21OEL299	Reporting Rural Affairs	1 1 2	3

Open Elective B offered TO sister Departments (IV Semester)

S.No	Course Code	Course Title	L-T-P	Credits
1.	21OEL332	Citizen Journalism	1 1 2	3
2.	21OEL333	Development Journalism	1 1 2	3

***Seminars-** Introduction of the Seminar Component (1 credit) across the first 4 semesters, Students present a seminar on a current topic for 10 minutes (group presentation) followed by a review. The idea is to improve students' Time Management, Planning and Prioritization - Attitude, Verbal and Nonverbal Skills - Effective Communication Skills - Group Discussion and Team Building Skills - Etiquette and Interview Skills. Students are encouraged to connect with an NGO, Corporate, Media organization and the like for quality ideas for presentation. This 'Student to Corporate' Connect' would be optional for the first two semesters, and mandatory for the 3rd to 4th semesters. This would also help build student portfolio and networking.