

BACHELOR OF ARTS MASS COMMUNICATION

CURRICULUM

for 2015 admissions onwards

CURRICULUM

BA - Mass Communication

2015 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat.	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practicals
T	-	Tutorial

DISCIPLINES

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

SEMESTER I

Course Code	Course Title	L-T-P	Cr	ES
15ENG101	Communicative English	2 0 2	3	A
	Language Paper I	1 0 2	2	B
15CMJ101	Critical Orientation to Communication	4 0 0	4	C
15CMJ102	Writing	1 1 2	3	D
15CMJ103	World History: Key Perspectives	3 0 0	3	E
15CMJ110	Current Affairs Analysis I	1 0 0	1	G
15SSK101	Self-Awareness and Personal Growth	1 0 0	1	H
15CMJ181	Computer and Web Application	0 1 4	3	L1
15CUL101	Cultural Education I	2 0 0	2	F
TOTAL			22	

SEMESTER II

Course Code	Course Title	L-T-P	Cr	ES
15ENG231	Indian Thought through English	1 0 2	2	A
	Language Paper II	1 0 2	2	B
15CMJ111	Communication Theories	4 0 0	4	C
15CMJ112	Writing for Media	2 1 2	4	D
15CMJ113	Indian Constitution and Media Laws	3 0 0	3	E
15CMJ120	Current Affairs Analysis II	1 0 0	1	G
15ENV300	Environmental Science and Sustainability	3 0 0	3	H
15CMJ185	Web Design and Development Lab. I	0 1 4	3	L1
15CUL111	Cultural Education II	2 0 0	2	F
TOTAL			24	

SEMESTER III

Course Code	Course Title	L-T-P	Cr	ES
15CMJ201	Advertising and Communication	3 1 0	4	A
15CMJ202	Digital Photography and Videography	1 0 4	3	B
15CMJ203	Reporting and Editing	1 1 4	4	C
15CMJ204	Journalism Ethics	4 0 0	4	D
15CMJ210	Current Affairs Analysis III	1 0 0	1	G
15ECO201	Economics	3 0 0	3	E
15CMJ281	Web Design and Development Lab. II	0 1 4	3	L1
15AVP201	Amrita Values Programme I	1 0 0	1	F
TOTAL			23	

SEMESTER IV

Course Code	Course Title	L-T-P	Cr	ES
15CMJ211	Beat Reporting and Editing	1 1 6	4	A
15CMJ212	Broadcast Journalism: Radio and Television	2 0 4	4	B
15CMJ213	Corporate Branding and Event Management	2 1 0	3	C
15CMJ214	Multimedia Storytelling	2 1 0	3	D
15CMJ215	Media, Technology and Society	3 0 0	3	E
15CMJ216	Political Communication	3 0 0	3	H
15CMJ220	Current Affairs Analysis IV	1 0 0	1	G
	Open Elective A*	3 0 0	3	J
15CMJ285	Web Application Architectures Lab.	0 1 4	3	L1
15AVP211	Amrita Values Programme II	1 0 0	1	F
TOTAL			28	

SEMESTER V

Course Code	Course Title	L-T-P	Cr	ES
15CMJ301	Approaches to Media and Communication Research	4 0 0	4	A
15CMJ302	In-depth Journalism and Editing	1 1 6	4	B
15CMJ303	Sociology of Media Coverage	3 0 0	3	C
15CMJ304	Programme Production in Radio and Television	1 1 6	4	D
15CMJ305	Visual Design in Media	1 0 4	3	E
15CMJ306	Corporate Social Responsibility	3 0 0	3	F
15CMJ310	Current Affairs Analysis V	1 0 0	1	G
15CMJ390	Live-in-Lab. [@] / Open Elective B*	3 0 0	3	J
15CMJ392	Internship		P/F	P1
TOTAL			25	

SEMESTER VI

Course Code	Course Title	L-T-P	Cr	ES
15CMJ311	Digital Content Marketing	3 1 0	4	A
15CMJ312	Newspaper and Magazine Production	2 0 4	4	B
15CMJ313	Film Studies	2 0 2	3	C
15CMJ320	Current Affairs Analysis VI	1 0 0	1	G
15CMJ398	Media Project		4	P1
15CMJ399	Research Project		4	P
TOTAL			20	

Total credits for the programme = 142

LANGUAGE - Paper I

Course Code	Course Title	L-T-P	Cr	ES
15HIN101	Hindi I	1 0 2	2	B
15KAN101	Kannada I	1 0 2	2	B
15MAL101	Malayalam I	1 0 2	2	B
15SAN101	Sanskrit I	1 0 2	2	B
15TAM101	Tamil I	1 0 2	2	B

LANGUAGE - Paper II

Course Code	Course Title	L-T-P	Cr	ES
15HIN111	Hindi II	1 0 2	2	B
15KAN111	Kannada II	1 0 2	2	B
15MAL111	Malayalam II	1 0 2	2	B
15SAN111	Sanskrit II	1 0 2	2	B
15TAM111	Tamil II	1 0 2	2	B

* Two Open Elective courses are to be taken by each student, one each in the fourth and fifth semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

OPEN ELECTIVES (3 0 0 3)

15OEL231	Advertising
15OEL232	Basic Statistics
15OEL233	Citizen Journalism
15OEL234	Creative Writing for Beginners
15OEL235	Desktop Support and Services
15OEL236	Development Journalism
15OEL237	Digital Photography
15OEL238	Emotional Intelligence
15OEL239	Essence of Spiritual Literature
15OEL240	Film Theory
15OEL241	Fundamentals of Network Administration
15OEL242	Gender Studies
15OEL243	Glimpses of Indian Economy and Polity
15OEL244	Graphics and Web-designing Tools
15OEL245	Green Marketing
15OEL246	Healthcare and Technology
15OEL247	History of English Literature
15OEL248	Indian Writing in English
15OEL249	Industrial Relations and Labour Welfare
15OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom
15OEL251	Introduction to Computer Hardware

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15OEL252	Introduction to Event Management
15OEL253	Introduction to Media
15OEL254	Introduction to Right to Information Act
15OEL255	Introduction to Translation
15OEL256	Linguistic Abilities
15OEL257	Literary Criticism and Theory
15OEL258	Macro Economics
15OEL259	Managing Failure
15OEL260	Media Management
15OEL261	Micro Economics
15OEL262	Micro Finance, Small Group Management and Cooperatives
15OEL263	Negotiation and Counselling
15OEL264	New Literatures
15OEL265	Non-Profit Organisation
15OEL266	Personal Effectiveness
15OEL267	Perspectives in Astrophysics and Cosmology
15OEL268	Principles of Marketing
15OEL269	Principles of Public Relations
15OEL270	Science, Society and Culture
15OEL271	Statistical Analysis
15OEL272	Teamwork and Collaboration
15OEL273	The Message of Bhagwad Gita
15OEL274	Understanding Travel and Tourism
15OEL275	Videography
15OEL276	Vistas of English Literature
15OEL277	Web-Designing Techniques