# B A – Mass Communication  (2017)

| Course Code | Course Title | L T P | Cr | ES | Course Code | Course Title | L T P | Cr | ES | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **SEMESTER 1** | | | | | **SEMESTER 2** | | | | |
| 15ENG101 | Communicative English | 2 0 2 | 3 | A | 15ENG231 | Indian Thought through English | 1 0 2 | 2 | A | |
| | Language Paper I | 2 0 0 | 2 | B | | Language Paper II | 1 0 2 | 2 | B | |
| 15CMJ101 | Critical Orientation to Communication | 4 0 0 | 4 | C | 15CMJ111 | Communication Theories | 4 0 0 | 4 | C | |
| 15CMJ102 | Writing | 1 1 2 | 3 | D | 15CMJ112 | Writing for Media | 2 1 2 | 4 | D | |
| 15CMJ103 | World History: Key Perspectives | 3 0 0 | 3 | E | 15CMJ113 | Indian Constitution and Media Laws | 3 0 0 | 3 | E | |
| 15CMJ110 | Current Affairs Analysis I | 1 0 0 | 1 | G | 15CMJ120 | Current Affairs Analysis II | 1 0 0 | 1 | G | |
| 15SSK101 | Self-Awareness and Personal Growth | 1 0 0 | 1 | H | 15ENV300 | Environmental Science and Sustainability | 3 0 0 | 3 | H | |
| 15CMJ181 | Computer and Web Application | 0 1 4 | 3 | L1 | 15CMJ185 | Web Design and Development Lab. I | 0 1 4 | 3 | L1 | |
| 15CUL101 | Cultural Education I | 2 0 0 | 2 | F | 15CUL111 | Cultural Education II | 2 0 0 | 2 | F | |
| | TOTAL | | **22** | | | TOTAL | | **24** | | |
| | | | | | | | | | | |
| | **SEMESTER 3** | | | | | **SEMESTER 4** | | | | |
| 15CMJ201 | Advertising and Communication | 3 1 0 | 4 | A | 15CMJ211 | Beat Reporting and Editing | 1 1 6 | 4 | A | |
| 15CMJ202 | Digital Photography and Videography | 1 0 4 | 3 | B | 15CMJ212 | Broadcast Journalism: Radio and Television | 2 0 4 | 4 | B | |
| 15CMJ203 | Reporting and Editing | 1 1 4 | 4 | C | 15CMJ213 | Corporate Branding and Event Management | 2 1 0 | 3 | C | |
| 15CMJ204 | Journalism Ethics | 4 0 0 | 4 | D | 15CMJ214 | Multimedia Storytelling | 2 1 0 | 3 | D | |
| 15CMJ210 | Current Affairs Analysis III | 1 0 0 | 1 | G | 15CMJ215 | Media, Technology and Society | 3 0 0 | 3 | E | |
| 15ECO201 | Economics | 3 0 0 | 3 | E | 15CMJ216 | Political Communication | 3 0 0 | 3 | H | |
| 15CMJ281 | Web Design and Development Lab. II | 0 1 4 | 3 | L1 | 15CMJ220 | Current Affairs Analysis IV | 1 0 0 | 1 | G | |
| 15AVP201 | Amrita Value Programme I | 1 0 0 | 1 | F | | Open Elective A* | 3 0 0 | 3 | J | |
| | TOTAL | | **23** | | 15CMJ285 | Web Application Architectures Lab. | 0 1 4 | 3 | L1 | |
| | | | | | 15AVP211 | Amrita Value Programme II | 1 0 0 | 1 | F | |
| | | | | | | TOTAL | | **28** | | |
| | | | | | | | | | | |
| | **SEMESTER 5** | | | | | **SEMESTER 6** | | | | |
| 15CMJ301 | Approaches to Media and Communication Research | 4 0 0 | 4 | A | 15CMJ311 | Digital Content Marketing | 3 1 0 | 4 | A | |
| 15CMJ302 | In-depth Journalism and Editing | 1 1 6 | 4 | B | 15CMJ312 | Newspaper and Magazine Production | 2 0 4 | 4 | B | |
| 15CMJ303 | Sociology of Media Coverage | 3 0 0 | 3 | C | 15CMJ313 | Film Studies | 2 0 2 | 3 | C | |
| 15CMJ304 | Programme Production in Radio and Television | 1 1 6 | 4 | D | 15CMJ320 | Current Affairs Analysis VI | 1 0 0 | 1 | G | |
| 15CMJ305 | Visual Design in Media | 1 0 4 | 3 | E | 15CMJ398 | Media Project | | 4 | P1 | |
| 15CMJ306 | Corporate Social Responsibility | 3 0 0 | 3 | F | 15CMJ399 | Research Project | | 4 | P | |
| 15CMJ310 | Current Affairs Analysis V | 1 0 0 | 1 | G | | TOTAL | | **20** | | |
| | Open Elective B* / Live-in-Lab.@ | 3 0 0 | 3 | J | | | | | | |
| **18CMJ001** | **Data Analysis Techniques for  Qualitative Research** | 0 0 2 | 1 | | | | | | | |
| **18CMJ002** | **Data Analysis Techniques for  Quantitative Research** | 0 0 2 | 1 | | | | | | | |
| 15CMJ392 | Internship | | P/F | P1 | | | | | | |
| | TOTAL | | **27** | | | **TOTAL** | **144** | | | |
| | | | | | | | | | | |
| | **LANGUAGES** | | | | | | | | | |
| | **Paper I** | | | | | **Paper Ii** | | | | |
| 15HIN101 | Hindi I | 2 0 0 | 2 | B | 15HIN111 | Hindi II | 1 1 0 | 2 | B | |
| 15KAN101 | Kannada I | 2 0 0 | 2 | B | 15KAN111 | Kannada II | 1 1 0 | 2 | B | |
| 15MAL101 | Malayalam I | 2 0 0 | 2 | B | 15MAL111 | Malayalam II | 1 1 0 | 2 | B | |
| 15SAN101 | Sanskrit I | 2 0 0 | 2 | B | 15SAN111 | Sanskrit II | 1 1 0 | 2 | B | |
| 15TAM101 | Tamil I | 2 0 0 | 2 | B | 15TAM111 | Tamil II | 1 1 0 | 2 | B | |
| | Open Elective A | | | | | Open Elective B | | | | |
| 15OEL278 | Documenting Social Issues | 3 0 0 | 3 | J | 18OEL233 | Citizen Journalism | 3 0 0 | 3 | | |
| 15OEL279 | Reporting Rural Affairs | 3 0 0 | 3 | | 18OEL236 | Development Journalism | 3 0 0 | 3 | | |

@ **Live-in-Labs** - This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after 2nd semester or 4th semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

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