

BA Mass Communication

CURRICULUM FOR 2018 ADMISSION ONWARDS Incorporating Changes Introduced up to Jun 2019

SEMESTER I

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18ENG102	English	English I	1 0 2	2
2.	-	Language	Language – Paper I	1 0 2	2
3.	18CMJ101	Core Module	Critical Orientation to Communication	4 0 0	4
4.	18CMJ102	Print Stream	Writing	1 1 2	3
5.	18CMJ103	Humanities	World History: Key Perspectives	3 0 0	3
6.	18CMJ110	Core Module	Current Affairs Analysis I	1 0 0	1
7.	18SSK101		Self Awareness and Personal Growth	1 0 0	1
8.	18CMJ181	New Media Stream	Computer and Web Application	0 1 4	3
9.	18CUL101		Cultural Education I	2 0 0	2
Total 21					

SEMESTER II

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18ENG111	English	English II	1 0 2	2
2.		Language	Language paper II	1 0 2	2
3.	18CMJ111	Core Module	Communication Theories	4 0 0	4
4.	18CMJ112	Core Module	Indian Constitution and Media Laws	3 0 0	3
5.	18CMJ113	Print Stream	Writing for Media	1 1 2	3
6.	18CMJ120	Core Module	Current Affairs Analysis: II	1 0 0	1
7.	18ENV300	Humanities	Environmental Science and Sustainability	3 0 0	3
8.	18CMJ185	New Media Stream	Web Design and Development: Lab I	0 1 4	3
9.	18CUL111		Cultural Education II	2 0 0	2
Total 23					

SEMESTER III

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ201	Core Module	Journalism Ethics	4 0 0	4
2.	18CMJ202	Core Module	Political Communication	3 0 0	3
3.	18CMJ203	Print Stream	Reporting and Editing	1 1 4	4
4.	18CMJ204	Broadcast Stream	Digital Photography and Videography	1 0 4	3
5.	18CMJ205	IMC Stream	Advertising and Communication	3 1 0	4
6.	18CMJ210	Core Module	Current Affairs Analysis III	1 0 0	1
7.	18ECO201	Humanities	Economics	3 0 0	3
8.	18CMJ281	New Media Stream	Web Design and Development Lab II	0 1 4	3
9.	18AVP201		Amrita Values Programme I	1 0 0	1
Total 26					

Winter Internship**

SEMESTER IV

S.No.	Course Code	Structural Framework	Courses Title	L-T-P	Credits
1.	18CMJ211	Core Module	Approaches to Media and Communication Research	4 0 0	4
2.	18CMJ212	Print Stream	Multi-media Reporting	1 1 4	4
3.	18CMJ213	Broadcast Stream	Broadcast Journalism: Radio and Television	2 0 2	3
4.	18CMJ214	IMC Stream	Corporate Branding and Event Management	2 1 0	3
5.	18CMJ215	New Media Stream	Multimedia Storytelling	2 1 0	3
6.	18CMJ220	Core Module	Current Affairs Analysis IV	1 0 0	1
7.			Open Elective A	1 1 2	3
8.	18CMJ285	New Media Stream	Web Application Architectures Lab	0 1 4	3
9.	18CMJ001		Data Analysis Techniques for Qualitative Research	0 0 2	1
10.	18AVP211		Amrita Values Programme II	1 0 0	1
Total					26

Summer Internship**

SEMESTER V

S.No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ301	Core Module	Media, Technology and Society	3 0 0	3
2.	18CMJ302	Core Module	Sociology of Media Coverage	3 0 0	3
3.	18CMJ303	Print Stream	In Depth Journalism and Editing	1 1 4	4
4.	18CMJ304	Broadcast Stream	Programme Production: Radio and Television	1 1 4	4
5.	18CMJ305	IMC Stream	Visual Design in Media	1 0 4	3
6.	18CMJ306	IMC Stream	Corporate Social Responsibility	3 0 0	3
7.	18CMJ310	Core Module	Current Affairs Analysis V	1 0 0	1
8.			Open Elective B	1 1 2	3
9.	18CMJ002		Data Analysis Techniques for Quantitative Research	0 0 2	1
10.	18CMJ392	Industry Practice	Internship		P/F
Total 25					

SEMESTER VI

S.No	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ311	Core Module	Film Studies	2 0 2	3
2.	18CMJ312	Print Stream	Newspaper and Magazine Production	2 0 4	4
3.	18CMJ313	New Media Stream	Digital Content Marketing	3 1 0	4
4.	18CMJ320	Core Module	Current Affairs Analysis VI	10 0	1
5.	18CMJ398	Core Module	Media Project		4
6.	18CMJ399	Core Module	Research Project and Viva Voce		4
Total 20					

Total credits for the programme:141

**** 30 days of Internship in a media organization is a requisite for qualifying the degree**

LANGUAGE – PAPER I

Course Code	Course Title	L – T – P	Cr.	ES
18HIN102	Hindi I	1 0 2	2	B
18MAL102	Malayalam I	1 0 2	2	B
18TAM102	Tamil I	1 0 2	2	B

LANGUAGE – PAPER II

Course Code	Course Title	L – T – P	Cr.	ES
18HIN112	Hindi II	1 0 2	2	B
18MAL111	Malayalam II	1 0 2	2	B
18TAM111	Tamil II	1 0 2	2	B

Open Elective A (IV Semester)

S.No	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18OEL281		Documenting Social Issues	1 1 2	3
2.	18OEL293		Reporting Rural Affairs	1 1 2	3

Open Elective B (V Semester)

S.No	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18OEL233		Citizen Journalism	1 1 2	3
2.	18OEL236		Development Journalism	1 1 2	3