

SISTER NIVEDITA UNIVERSITY
SYLLABUS
FOR
THREE YEARS B.A. (DEGREE) COURSE
IN
MASS COMMUNICATION & JOURNALISM
UNDER
UGC-CBCS SYSTEM



2022-2023

National Education Policy

The NEP 2020 envisages a broad based, multi-disciplinary, holistic Under Graduate and Post Graduate education with flexible curricula, creative combinations of subjects, integration of vocational education with appropriate certification.

The UG curriculum is a three-year course divided into six semesters with appropriate certification within this period. While the PG is a two-year course divided in four segments with appropriate certification within this period.

The course has been set with the aim for recognizing, identifying, and fostering the unique capabilities of each student, by sensitizing teachers as well as parents to promote each student's holistic development in both academic and non-academic spheres.

Since this is a multi-disciplinary course it aims at holistic education across all subjects. The prime emphasis is on conceptual understanding rather than rote learning and learning-for-exams and aimed at bring out the creativity and critical thinking to encourage logical decision-making and innovation.

The three pivots on which the course stands are:

- The course details are rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high-quality education to all, and thereby making India a global knowledge superpower.
- The curriculum and pedagogy aims at developing a deep sense of respect towards the fundamental duties and Constitutional values, bonding with one's country, and a conscious awareness of one's roles and responsibilities in a changing world.

To instil a deep-rooted pride in being Indian, not only in thought, but also in spirit, intellect, and deeds, as well as to develop knowledge, skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

Semester – I						
Category	Course name	Code	Credit	Teaching Scheme		
				L	T	P
CC – 1	Introduction to Mass Communication	123211	4	3	0	2
CC – 2	Basics of Journalism	123212	4	3	0	2
CC – 3	Media & Society	123213	4	3	0	2
DSE – 1	Writing for Mass Media	123214	4	3	0	2
GE – 1	Generic Elective- I	*	4	3	1	0
AECC – 1	Communicative English- I	121115	2	2	0	0
USC – 1	Foreign Language – I (German/ Spanish/ Japanese)	127111/ 127112/ 127113	2	2	0	0
Total Credit = 24						
Semester – II						
CC – 4	Reporting and Editing for Print and Online Journalism	123221	4	3	0	2
CC – 5	Basics of Advertising & PR	123222	4	3	0	2
CC – 6	Media and Culture Studies	123123	4	3	1	0
DSE – 2	Photography and Mobile as a tool of Journalism	123224	3	2	0	2
GE – 2	Generic Elective-II	*	4	3	1	0
AECC – 2	Communicative English- II		2	2	0	0
SEC – 1	Mentored Seminar – I	123321	1	1	0	0
USC – 2	Foreign Language – II (German/ Spanish/ Japanese)	127121/ 127122/ 127123	2	2	0	0
Total Credit = 24						
Semester – III						
CC – 7	Introduction to Broadcast Media	123231	4	3	0	2
CC – 8	Corporate Communication	123232	4	3	0	2
CC – 9	Video Editing	123333	1	0	0	2
CC – 10	Radio Production	123235	3	2	0	2
DSE – 3	Film Appreciation and Review	123136	3	2	1	2
AECC – 3	Environmental Science -I		2	2	0	0
GE – 3	Generic Elective-III	*	4	3	1	0
USC -3	Foreign Language – III (German/ Spanish/ Japanese)		2	2	0	0
SEC – 2	Mentored Seminar – II (Media Literacy)	123331	1	1	0	0
Total Credit = 24						
Semester – IV						
CC – 11	Introduction to New Media	123141	4	3	0	2
CC – 12	Digital Designing	123142	4	3	0	2
CC – 13	Media Laws and Ethics	123143	2	2	0	0
CC – 14	Internship	123342	2	0	2	0
DSE – 4	Documentary Production	123245	3	2	0	2
AECC – 4	Environmental Science -II		2	2	0	0
USC-4	Foreign Language – IV (German/ Spanish/ Japanese)		2	2	0	0
GE – 4	Generic Elective-IV	*	4	3	0	2
SEC – 3	Mentored Seminar – III	123341	1	1	0	0
Total Credit = 24						
Semester – V						
CC – 15	Development Communication	123151	4	3	1	0
CC – 16	Global Media Scenario	123152	4	3	1	0
CC- 17	Community Outreach		2	0	0	4
CC- 18	Photo Compositing		3	2	0	2
DSE – 5	News Production and Management/ Event Management	123253/ 123254	5	4	0	2
DSE – 6	Digital Media Marketing and Promotion/ Cinematography	123255/ 123256	5	4	0	2
SEC – 4	Mentored Seminar – IV		1	1	0	0
Total Credit = 24						
Semester – VI						
CC – 19	Advanced New Media	123161	4	3	0	2
CC – 20	Communication Research and Method	123162	4	3	1	0
DSE – 7	Multimedia Studies/ PR & Planning/ Media Entertainment and	123263/	5	4	0	2
DSE – 8	Fashion Trends – Any Two	123264/ 123265	5	4	0	2
CC – 20	Project Training	123363	6	0	6	0
Total Credit = 24				Teaching Hour =		