

# **CURRICULUM**

**B.A. Honours in Journalism and Mass Communication  
and  
B.A Program in Journalism and Mass Communication**

**(w.e.f 2016-2017)**

**UNDER CHOICE BASED CREDIT SYSTEM**



**KAZI NAZRUL UNIVERSITY  
ASANSOL, WEST BENGAL**

# Kazi Nazrul University

## Curriculum and Syllabus for

### B. A. Honours in Journalism and Mass Communication and B. A. Program in Journalism and Mass Communication (6 Semesters Pattern)

With effect from 2016-2017 academic session and onwards



There will be six semesters in the three- year B.A Honours in Journalism and Mass Communication. The Curriculum consists of 14 Core Courses (C), 2 Ability Enhancement Compulsory Courses (AECC), 2 Skill Enhancement Courses (SEC) and 4 Discipline Specific Elective (DSE) Courses and 4 **Generic Elective (GE) courses** [to be taken from the pool of Generic Elective courses]. Each course is of 50 marks. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

#### B.A Honours in Journalism and Mass Communication: 1<sup>st</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Mass Communication	C-1	5 - 1 - 0	6	50
	Media Ethics and Human Rights	C-2	5 - 1 - 0	6	50
	<b>Choose from Pool of Generic Electives</b>	<b>GE-1</b>		<b>6</b>	<b>50</b>
	Environmental Studies	AECC-1	4 - 0 - 0	4	50
SEMESTER TOTAL:				22	200

#### B.A Honours in Journalism and Mass Communication: 2<sup>nd</sup> Semester

Course Title	Course type	(L-T-P)	Credit	Marks
Development Communication	C-3	5 - 1 - 0	6	50
Media and Governance	C-4	5 - 1 - 0	6	50
<b>Choose from Pool of Generic Electives</b>	<b>GE-2</b>		<b>6</b>	<b>50</b>
English / MIL	AECC-2	2 - 0 - 0	2	50
SEMESTER TOTAL:			20	200

### B.A Honours in Journalism and Mass Communication: 3<sup>rd</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Print Media	C-5	5 - 1 - 0	6	50
	Web Media	C-6	5 - 1 - 0	6	50
	Social Media	C-7	5 - 1 - 0	6	50
	<b>Choose from Pool of Generic Electives</b>	GE-3 (any one to be chosen)		6	50
	<b>Choose from Pool of Generic Electives</b>				
	Scripting for Audio- Visual Media	SEC-1 (any one to be chosen)	2 - 0 - 0	2	50
	Production of Lab Journalism				
SEMESTER TOTAL:				26	250

### B.A Honours in Journalism and Mass Communication: 4<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Television Journalism	C-8	5 - 1 - 0	6	50
	Radio Broadcasting	C-9	5 - 1 - 0	6	50
	Film Studies	C-10	5 - 1 - 0	6	50
	<b>Choose from Pool of Generic Electives</b>	GE-4 (any one to be chosen)		6	50
	<b>Choose from Pool of Generic Electives</b>				
	Data Analysis and Representation	SEC-2 (any one to be chosen)	2 - 0 - 0	2	50
	Media Research Methods				
SEMESTER TOTAL:				26	250

## B.A Honours in Journalism and Mass Communication: 5<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Advertising and Public Relations	C-11	5 - 1 - 0	6	50
	Media Management and Ownership	C-12	4 - 0 - 4	6	50
	<b>Any two from Group A (Given below)</b>	DSE-1	5 - 1 - 0	6	50
	DSE Group A	DSE-2	5 - 1 - 0	6	50
	Corporate Communication				
	Corporate Social Responsibility				
	Media Planning				
	Business Communication				
	Industrial Communication	Business Communication			
SEMESTER TOTAL:				24	200

## B.A Honours in Journalism and Mass Communication: 6<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	Community Out Reach Programme	C-13	5 - 1 - 0	6	50
	Dissertation	C-14	4 - 0 - 4	6	50
	<b>Any two from Group B (Given below)</b>	DSE-3	5 - 1 - 0	6	50
	<b>DSE Group B</b>	DSE-4	5 - 1 - 0	6	50
	Participatory Communication				
	NGOs Communication and Advocacy				
	Gender Studies and Media				
	Health Communication				
	Media and Environment				
SEMESTER TOTAL:				24	200
GRAND TOTAL:				<b>142</b>	1300



## B.A. Program in Journalism and Mass Communication

There will be six semesters in the three-year B.A Program in Journalism and Mass Communication. The Curriculum consists of 12 Core Courses (C) of which 4 core courses are to be taken from Discipline 1(the **program in the subject** selected by the candidate) ; 4 core courses are to be taken from Discipline 2(any subject other than Discipline 1) and 4 core courses are to be taken from AECC-Core. Apart from these, 2 Generic Elective courses (GE) [to be taken from the pool of Generic Elective courses], 2 Ability Enhancement Compulsory Courses (AECC-Elective), 4 Skill Enhancement courses (SEC) (from the **program in the subject** selected by the candidate) and 2 Discipline Specific Elective courses (DSE) from Discipline-1 and 2 such courses from Discipline-2 are to be taken. Each paper is of 50 marks. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

### B.A Program in Journalism and Mass Communication: 1<sup>st</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	Media Theories	C-1	5 - 1 - 0	6	50	
	<b>Discipline 2(Core 1)</b>	C-2	5 - 1 - 0	6	50	
	MIL-I	AECC-1(Core)	5 - 1 - 0	6	50	
	Environmental Studies	AECC-1(Elective)	4 - 0 - 0	4	50	
SEMESTER				TOTAL:	22	200

### B.A Program in Journalism and Mass Communication: 2<sup>nd</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	History of Journalism	C-3	5 - 1 - 0	6	50	
	<b>Discipline 2(Core 3)</b>	C-4	5 - 1 - 0	6	50	
	English-I	AECC-2(Core)	5 - 1 - 0	6	50	
	English/MIL	AECC-2(Elective)	2 - 0 - 0	2	50	
SEMESTER				TOTAL:	20	200

### B.A Program in Journalism and Mass Communication: 3<sup>rd</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	Reporting and Editing	C-5	5 - 1 - 0	6	50	
	<b>Discipline 2(Core 5)</b>	C-6	5 - 1 - 0	6	50	
	Online Writing	SEC- 1	2 - 0 - 0	2	50	
	MIL-II	AECC-3(Core)	5 - 1 - 0	6	50	
SEMESTER				TOTAL:	20	200

### B.A Program in Journalism and Mass Communication: 4<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks	
	Advertising and Public Relations	C-7	5 - 1 - 0	6	50	
	<b>Discipline 2(Core 7)</b>	C-8	5 - 1 - 0	6	50	
	Media Management	SEC- 2	2 - 0 - 0	2	50	
	English-II	AECC-4(Core)	5 - 1 - 0	6	50	
SEMESTER				TOTAL:	20	200

## B.A Program in Journalism and Mass Communication: 5<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	<b>DSE ( Any one from Discipline 1 and any one from Discipline 2 )</b>	DSE- 1		6	50
	<b>DSE Discipline 1</b>	DSE- 2		6	50
	TV				
	Radio		5 - 1 - 0		
	<b>DSE Discipline 2</b>		5 - 1 - 0		
	1.				
	2.				
	<b>GE (Any one)</b>	GE- 1		6	50
	<b>Choose from Pool of Generic Electives</b>				
	<b>Choose from Pool of Generic Electives</b>				
	<b>SEC ( Any one from Group C )</b>	SEC- 3		2	50
	Film Appreciation		1 - 0 - 2		
	Social Media		2 - 0 - 0		
<b>SEMESTER TOTAL:</b>				<b>20</b>	<b>200</b>

## B.A Program in Journalism and Mass Communication: 6<sup>th</sup> Semester

Course Code	Course Title	Course type	(L-T-P)	Credit	Marks
	<b>DSE ( Any one from Discipline 1 and any one from Discipline 2 )</b>	<b>DSE- 3</b>		6	50
		<b>DSE- 4</b>		6	50
	<b>DSE Discipline 1</b>				
	Field Survey on Local Community		5 - 1 - 0		
	Production of Lab Journal		5 - 1 - 0		
	<b>DSE Discipline 2</b>				
	1.				
	2.				
	<b>GE ( Any one from Group E )</b>	<b>GE- 2</b>		6	50
	<b>GE Group E</b>				
	<b>Choose from Pool of Generic Electives</b>		5 - 1 - 0		
	<b>Choose from Pool of Generic Electives</b>		5 - 1 - 0		
	<b>SEC ( Any one from Group F )</b>	<b>SEC-4</b>		2	50
	<b>SEC Group F</b>				
	Media and Society		2 - 0 - 0		
	Community Radio		2 - 0 - 0		
		SEMESTER	TOTAL:	20	200
		<b>GRAND</b>	<b>TOTAL:</b>	<b>122</b>	<b>1200</b>