**Syllabus**

Bachelor of Journalism and Mass Communication

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 1 -- SEMESTER: AUTUMN – 1**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core (UC)** |  |  |  |  |  |  |  |
| 1 | EN-103 | Language English-1 | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 2 |  | Ethic & value | 1 |  |  |  |  |  |  |
| 3 | PC 101 | Proficiency & CO curricular Activities-I | **2** |  |  |  | - | 100 |  |
| 4 | EN-155 | Language English Lab | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Program Core(PC)** |  |  |  |  |  |  |  |
| 4 | JM-101 | Indian Polity & Issues | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | PC - 107 | Principles of Communication | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
|  |  | **Open Elective (OE)** |  |  |  |  |  |  |  |
| 8 | ES 113 | environment study | **4** | **2** | **1** | **1** | 3 | 40 | 60 |
| 6 | JM-153 | Computer Applications for Media (Lab) | 2 |  |  | 2 |  | 60 | 40 |
| 9 | CA 115 | Computer Applications for Media | **4** | **2** | **1** | **1** | 3 | 40 | 60 |
|  |  | **Total** | **27** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  | - |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 1 -- SEMESTER: SPRING 2**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core(UC)** |  |  |  |  |  |  |  |
| 1 | JM-110 | Hindi / English Journalism & Language Skills | 3 | 2 | 1 | 1 | 3 | 40 | 60 |
| 2 | EM-102 | Employability skills-I | 1 |  |  |  |  |  |  |
| 3 | FD102-104 | Foundation Course | 3 |  |  | 2 |  | 50 | 150 |
| 4 | PC 102 | Proficiency & CO curricular Activities-II | **2** |  |  |  | - | 100 |  |
|  |  | **Program Core (PC)** |  |  |  |  |  |  |  |
| 4 | JM-102 | Print Media Trends with Photoshop | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | JM-106 | Communication & Development | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 6 | PM-112 | Print Media Trends with Photoshop Lab | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Open Elective (OE)** |  |  |  |  |  |  |  |
| 8 | ER 117 | Indian Economy & Reforms | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
|  |  | **Program Elective** |  |  |  |  |  |  |  |
| 9 | JM-108 | News Reporting & Editing | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
|  |  | **Total** | **27** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  |  |  |  |  |

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 2 -- SEMESTERS: AUTUMN 3**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core(UC)** |  |  |  |  |  |  |  |
| 1. | EM-201 | Employability skills-II | 1 |  |  |  |  |  |  |
| 2 | PC 201 | Proficiency & CO curricular Activities-III | **2** |  |  | - | - | 100 |  |
| 3 | FD102-104 | Foundation Course | 3 |  |  | 2 |  | 50 | 150 |
|  |  | **Program Core (PC)** |  |  |  |  |  |  |  |
| 3. | JM-201 | Advertising: Concepts & Execution | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 4. | JM-203 | Radio Policies, Practices & Production | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | JM-207 | Research & Media Studies | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 9 | CA 215 | Computer base 2d animation | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
| 6 | CAL 209 | Computer base 2d animation Lab | 2 |  |  | 2 |  | 60 | 40 |
| 7 | AE 211 | Advertising: Concepts & Execution Lab | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Total** | **27** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  |  |  |  |  |

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 2 -- SEMESTER: SPRING 4**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core(UC)** |  |  |  |  |  |  |  |
| 1 | EM-202 | Employability skills-III | 1 |  |  |  |  |  |  |
| 2 | PC 202 | Proficiency & CO curricular Activities-III | **2** |  |  | - | - | 100 |  |
|  |  | **Program Core (PC)** |  |  |  |  |  |  |  |
| 3 | JM-202 | Public Relations: Principles & Practices – I | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 4 | JM-204 | TV News & Programs | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | VE 206 | Visual effect and editing | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 6 | VEL 210 | Visual effect and editing Lab | 2 |  |  | 2 |  | 60 | 40 |
| 9 | SP 216 | Still photography | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
| 7 | SPL 212 | Still photography Lab | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Total** | **27** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  |  |  |  |  |

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 3 -- SEMESTERS: AUTUMN 5**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core(UC)** |  |  |  |  |  |  |  |
| 1 | EM-301 | Employability skills-IV | 1 |  |  |  |  |  |  |
| 2 | PC 301 | Proficiency & CO curricular Activities-IV | **2** |  |  | - | - | 100 |  |
|  |  | **Program Core (PC)** |  |  |  |  |  |  |  |
| 3 | JM-303 | History of Art, Culture & Heritage | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 4 | JM-305 | Internet and mobile technology | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | JM-301 | Media research and current affairs | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 6 | OJ 317 | Social Media & Online Journalism | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
| 7 | JM-353 | Social Media & Online Journalism Lab | 2 |  |  | 2 |  | 60 | 40 |
| 8 | IM 355 | Internet and mobile technology | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Open Elective (OE)** |  |  |  |  |  |  |  |
| 9 | HRM 315 | basic of human resource management | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
|  |  | **Total** | **27** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  |  |  |  |  |

**SURESH GYAN VIHAR UNIVERSITY**

**Teaching and Examination Scheme for BA in J.M.C. (Regular)**

**(3 Year Program) Edition 2017-18**

**YEAR: 3 -- SEMESTER: SPRING 6**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Course Code** | **Course Name** | **Credits** | **Contact Hrs/Wk.** | | | **Exam Hrs.** | **Weight age (in %)** | |
| **L** | **T/S** | **P** | **CE** | **ESE** |
|  |  | **University Core(UC)** |  |  |  |  |  |  |  |
| 1 |  | Employability skills-III | 1 |  |  |  |  |  |  |
| 2 | PC 301 | Proficiency & CO curricular Activities-IV | **2** |  |  | - | - | 100 |  |
|  |  | **Program Core (PC)** |  |  |  |  |  |  |  |
| 3 | JM-302 | Video Documentary | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 4 | JM-306 | Event Planning & Management | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 5 | JM-304 | Creative and Non-Fiction Writing | 4 | 2 | 1 | 1 | 3 | 40 | 60 |
| 6 | JM-353 | Event Planning & Management Lab | 2 |  |  | 2 |  | 60 | 40 |
| 7 | JM-351 | Video Documentary Lab | 2 |  |  | 2 |  | 60 | 40 |
|  |  | **Open Elective (OE)** |  |  |  |  |  |  |  |
| 8 | JM-308 | Public relations & Corporate Communication | **4** | **2** | **1** | 1 | 3 | 40 | 60 |
|  |  | **Total** | **23** |  |  |  |  |  |  |
|  |  | **Total Teaching Load** |  |  |  |  |  |  |  |

**L = Lecture T = Tutorial CE = Continuous Evaluation**

**S = Seminar P = Practical ESE = End Semester Examination**