

**Jaypee Institute of Information Technology, Noida**

**Four-Years Bachelors Programme in Journalism and Mass Communication  
(Course Curriculum and Credit Framework as per NEP 2020)**

**Entry/exit options**

1. Three Years (Six Semesters) with a B.A. in Journalism and Mass Communication
2. Four Years (Eight Semesters) with a B.A. (Honours with Research) in Journalism and Mass Communication

**Abbreviations**

- MJ: Major Paper
- MN: Minor Paper
- SEC: Skill Enhancement Course
- VAC: Value Addition Course
- AEC: Ability Enhancement Course
- MDC: Multi-Disciplinary Course
- INT / APP / PRO – Internship / Apprenticeship / Project

**Semester I**

<b>Sr. No.</b>	<b>Nature of Course</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L-T-P</b>
1	Major	25B41HS111	Introduction to Mass Communication	4	4-0-0
2	Minor	25B41HS112	Fundamentals of Journalism	4	4-0-0
3	MDC	25B41HS113	Indian Polity & Society	3	3-0-0
4	AEC	25B48HS111	Language Skills- English / Hindi	3	1-0-4
5	SEC	25B48HS112	Print Media Reporting & Editing	4	2-0-4
6	VAC	25B46HS111	Environmental Studies	2	2-0-0
			<b>Total</b>	<b>20</b>	

**Semester II**

<b>Sr. No.</b>	<b>Nature of Course</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L-T-P</b>
1	Major	25B41HS114	Fundamentals of Advertising and Public Relations (Ad/PR)	4	4-0-0
2	Major	25B41HS115	Introduction to Broadcast Journalism (TV & Radio)	4	4-0-0
3	Minor (Vocational)	25B48HS113	Basics of Performing Arts	4	2-0-4
4	MDC	25B41HS116	Contemporary Issues	3	3-0-0
5	AEC	25B45HS111	Basics of Creative Writing	2	0-0-4
6	SEC	25B48HS114	AV Media Lab	3	1-0-4
7	VAC		-	-	-
8	INT / APP / PRO	25B47HS111	Summer Internship/ Apprenticeship/ Live Project (optional but recommended for students)	-	-
			<b>Total</b>	<b>20</b>	

**Semester III**

<b>Sr. No.</b>	<b>Nature of Course</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L-T-P</b>
1	Major	25B41HS217	Development Communication	4	4-0-0
2	Major	25B48HS215	Introduction to Editing (Audio & Video)	4	2-0-4

3	Minor	25B48HS216	Basics of Newswriting & Screenwriting	4	2-0-4
4	MDC	25B41HS218	Media, Gender and Human Rights	3	3-0-0
5	AEC	25B48HS216	Basics of Photography	2	1-0-2
6	SEC	25B48HS217	TV Journalism	3	1-0-4
7	VAC		-	-	-
			<b>Total</b>	<b>20</b>	

#### Semester IV

Sr. No.	Nature of Course	Course Code	Course Title	Credits	L-T-P
1	Major	25B48HS218	Digital Journalism	4	2-0-4
2	Major	25B41HS219	Media Laws & Ethics	4	4-0-0
3	Major	25B48HS219	Graphics, Design & Layout	4	2-0-4
4	Minor (Vocational)	25B48HS220	Event Management	4	2-0-4
5	MDC		-	-	-
6	AEC	25B45HS212	Radio Jockeying and News Anchoring	2	0-0-4
7	SEC		-	-	-
8	VAC	25B45HS213	Science of Happiness	2	0-0-4
9	INT / APP / PRO	25B47HS212	Summer Internship/ Apprenticeship/ Live Project (optional but recommended for students)	-	-
			<b>Total</b>	<b>20</b>	

#### Semester V

Sr. No.	Nature of Course	Course Code	Course Title	Credits	L-T-P
1	Major	25B48HS321	Media Literacy and Fake News	4	2-0-4
2	Major	25B48HS322	Corporate Communication	4	3-0-2
3	Major	25B48HS323	Media Management	4	3-0-2
4	Major	25B48HS324	Ethics and Intellectual Property Rights (IPR)	4	3-0-2
5	Minor	25B48HS325	Film Appreciation	4	2-0-4
6	MDC		-	-	-
7	AEC		-	-	-
8	SEC		-	-	-
9	VAC		-	-	-
			<b>Total</b>	<b>20</b>	

**Semester VI**

Sr. No.	Nature of Course	Course Code	Course Title	Credits	L-T-P
1	Major	25B41HS320	Communication Research - 1	4	4-0-0
2	Major	25B48HS326	Specialised Journalism (Health Communication / Sports Journalism/ Political Reporting/ Rural Journalism)	4	2-0-4
3	Major	25B48HS327	Content Creation for New Media (Podcast, YouTube, OTT, Online Platforms)	4	2-0-4
4	Minor (Vocational)	25B48HS328	Photojournalism	4	2-0-4
5	MDC		-	-	-
6	AEC		-	-	-
7	SEC		-	-	-
8	VAC		-	-	-
9	INT / APP / PRO	25B47HS313	Internship & Portfolio Making/ Apprenticeship/ Live Project (compulsory for all students)	4	0-0-8
			<b>Total</b>	<b>20</b>	

- Bachelor's Degree to be awarded after earning 120 credits and after completion of Semester VI.
- For each lab course/project, students would have to submit a minor project and maintain a lab journal throughout the semester.
- Minimum CGPA of 7.5 and no backlog is required for a student to be promoted to 4<sup>th</sup> year for obtaining Honours with Research Degree.

**Semester VII**

Sr. No.	Nature of Course	Course Code	Course Title	Credits	L-T-P
1	Major	25B41HS421	Communication Research - 2	4	4-0-0
2	Major	25B48HS429	Communication & Social Work	4	3-0-2
3	Major	25B41HS422	Global Media and International Communication	4	4-0-0
4	Major	25B48HS430	Introduction to Digital Marketing	4	2-0-4
5	Minor	25B41HS423	Data Journalism	4	4-0-0

			<b>Total</b>	<b>20</b>	
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### Semester VIII

<b>Sr. No.</b>	<b>Nature of Course</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>L-T-P</b>
1	Major	25B48HS431	Mobile Journalism (MOJO) and Multimedia Storytelling	4	2-0-4
2	Major	25B41HS424	Media Research Methods & Analysis	4	4-0-0
3	Major	25B48HS431	Art, Culture and Lifestyle Communication	4	3-0-2
4	Minor (Vocational)	25B45HS414	Advanced Cinematography (Project)	4	0-0-8
5	Dissertation	25B47HS414	Dissertation	4	0-0-8
			<b>Total</b>	<b>20</b>	

- Degree of Bachelors of Journalism and Mass Communication (Honours with Research) is to be awarded if a student earns 160 credits in 8 semesters, and completes the dissertation.