

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

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B41HS111	Introduction to Mass Communication	4	0	0	4	4
2	Minor	25B41HS112	Fundamentals of Journalism	4	0	0	4	4
3	MDC	25B41HS113	Indian Polity & Society	3	0	0	3	3
4	AEC	25B48HS111	Language Skills- English / Hindi	1	0	4	5	3
5	SEC	25B48HS112	Print Media Reporting & Editing	2	0	4	6	4
6	VAC	23B12BT111	Environmental Studies	2	0	0	2	2
Total								20

Semester II

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B41HS114	Fundamentals of Advertising and Public Relations (Ad/PR)	4	0	0	4	4
2	Major	25B41HS117	Introduction to Radio Broadcast Production	2	0	4	6	4
3	Minor (Vocational)	25B48HS113	Basics of Performing Arts	1	0	4	5	3
4	MDC	25B41HS116	Contemporary Indian & Global Issues	3	0	0	3	3
5	AEC	25B45HS119	Introduction to Creative Writing	1	1	0	2	2
6	SEC	25B45HS120	Principles of Marketing Management	2	0	0	2	2

7	Project	25B45HS121	Project	1	1	0	2	2
			Total					20

Semester III

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	26B41HS211	Development Communication	3	1	0	4	4
2	Major	26B48HS211	TV Journalism & Production	2	0	4	6	4
3.	Minor	26B41HS212	Basics of Newswriting & Screenwriting	3	0	0	3	3
4	MDC	25B41HS218	Media, Gender and Human Rights	3	0	0	3	3
5	AEC	25B48HS216	Basics of Photography	1	0	2	3	2
6	SEC	26B45HS211	Introduction to Editing (Audio & Video)	0	0	4	4	2
7	Internship	26B47HS211	Internship (4 weeks)	0	0	0	0	2
			Total					20

Semester IV

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B48HS218	Digital Journalism	2	0	4	6	4
2	Major	25B41HS219	Media Laws & Ethics	4	0	0	4	4
3	Major	25B48HS219	Graphics, Design & Layout	2	0	4	6	4
4	Minor (Vocational)	25B48HS220	Event Management	2	0	4	6	4
6	AEC	25B45HS212	Radio Jockeying and News Anchoring	0	0	4	4	2
8	VAC	25B45HS213	Emotional health and wellbeing	0	0	4	4	2
Total								20

Semester V

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B48HS321	Media Literacy and Fake News	2	0	4	6	4
2	Major	25B48HS322	Corporate Communication	3	0	2	5	4
3	Major	25B48HS323	Media Management	3	0	0	3	3
4	Major	25B48HS324	Ethics and Intellectual Property Rights (IPR)	3	0	2	5	4
5	Minor		Computer Applications for Media	2	0	2	4	3
6	INT / APP / PRO	25B47HS313	Summer Internship-2 / Project (compulsory for all students)	0	0	4	4	2
Total								20

Semester VI

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B41HS320	Communication Research – 1	4	0	0	4	4
2	Major	25B48HS326	Specialized Journalism (Health Communication / Sports Journalism/ Political Reporting/ Rural Journalism)	2	0	4	6	4
3	Major	25B48HS327	Content Creation for New Media (Podcast, YouTube, OTT, Online Platforms)	2	0	4	6	4
4	Minor (Vocational)	25B48HS328	Photojournalism	2	0	4	6	4
5	Minor	25B48HS325	Film Appreciation	2	0	4	6	4
6	Portfolio Making/Internship/		Just Submission by students	0	0	0	0	0
Total								20

- 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 4th year to obtain Honors with Research Degree.
- During the internship students must work on Portfolio Creation which needs to be submitted by the end of sixth semester.
- In case of opting for exit option after 6th semester student must submit portfolio or product (4 credit)

Semester VII

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B41HS421	Communication Research – 2	4	0	0	4	4

2	Major	25B48HS429	Communication & Social Work	2	0	4	6	4
3	Major	25B41HS422	Global Media and International Communication	2	0	4	6	4
4	Major	25B48HS430	Introduction to Digital Marketing	2	0	4	6	4
5	Minor	25B41HS423	Data Journalism	2	0	4	6	4
			Total					20

Semester VIII

Sr. No.	Nature of Course	Course Code	Course Title	Contact Hours				Credits
				L	T	P	Total	
1	Major	25B48HS431	Mobile Journalism (MOJO) and Multimedia Storytelling	2	0	4	6	4
2	Major	25B41HS424	Media Research Methods & Analysis	4	0	0	4	4
3	Major	25B48HS431	Art, Culture and Lifestyle Communication	3	0	2	4	4
4	Minor (Vocational)	25B45HS414	Advanced Cinematography (Project)	0	0	8	8	4
5	Dissertation	25B47HS414	Dissertation	0	0	8	8	4
			Total					20

- 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.