

DEVI AHILYA VISHWAVIDYALAYA, INDORE

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Programme Code: MC4A

Programme Title: B.A. (Journalism)

Age: No upper age limit.

Eligibility: 10+2 in any stream with 50% marks.

Duration: 3 years

No. of Seats: 70

FEE STRUCTURE (2020-23):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	8000	6500	3300	3111	2500	20300	20111
Second	8000	6500	2911	2722	2500	19911	19722
Third	8000	6500	3300	3111	2500	20300	20111
Fourth	8000	6500	2911	2722	2500	19911	19722
Fifth	8000	6500	3300	3111	2500	20300	20111
Sixth	8000	6500	2911	2722	2500	19911	19722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-101	English	4-0-0
MC4A-103	Hindi	4-0-0
MC4A-105	Introduction to mass communication	2-0-2
MC4A-107	Economic Developments & Planning in India	4-0-0
MC4A-109	History of media	4-0-0
MC4A-111	Photo Journalism	2-0-2

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MC4A-151	Comprehensive Viva-Voce	4
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SECOND SEMESTER:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-102	Communicative English	4-0-0
MC4A-104	English for Business	4-0-0
MC4A-106	Theories & models of communication	2-0-2
MC4A-108	German	4-0-0
MC4A-110	Introduction to general psychology	4-0-0
MC4A-112	Public Administration	2-0-2
MC4A-152	Comprehensive Viva-Voce	4

THIRD SEMESTER:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-201	Reporting	4-0-0
MC4A-203	Editing	4-0-0
MC4A-205	Indian Government Politics and International Relations	2-0-2
MC4A-207	Introductions to Sociology	4-0-0
MC4A-209	Printing Technologies	4-0-0
MC4A-211	German	2-0-2
MC4A-251	Comprehensive Viva-Voce	4

FOUR SEMESTER:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-202	Media Law & Ethics	4-0-0
MC4A-204	Media management	4-0-0
MC4A-206	Advertising	2-0-2
MC4A-208	Public Relations	4-0-0
MC4A-210	Editorial & Feature Writing	4-0-0
MC4A-212	Radio Production	2-0-2
MC4A-252	Comprehensive Viva-Voce	4

FIFTH SEMESTER:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-301	Indian Society, Mass media & culture	4-0-0
MC4A-303	Audio Visual Production	4-0-0
MC4A-305	Media Research	2-0-2
MC4A-307	Content writing	4-0-0
MC4A-309	Web Journalism	4-0-0
MC4A-311	Photoshop	2-0-2

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MC4A-351	Comprehensive Viva-Voce	4
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SIXTH SEMESTER:

Code	Title	Credits (L T P)
CORE COURSES		
MC4A-302	Film Aesthetics	4(4-0-0)
MC4A-304	Television Production	4(4-0-0)
MC4A-306	Development communication	4(2-0-2)
MC4A-308	Television Production Practical	4(4-0-0)
MC4A-310	Advance Advertising	4(2-0-2)
MC4A-312	Radio Production II	4(2-0-2)
MC4A-352	Comprehensive Viva-Voce	4

Outcome:

Journalism is the correspondence of information between the news and the general population. Journalism is fundamentally founded upon standards of truth, autonomy, and transparency. Mass communication tools such as radio, TV, portable, web-based social networking fall within the purview of mass communication.

A journalist or writer covers relevant information or data related to business, culture, governmental issues, financial matters, history, amusement, and games, etc.

B.A. Journalism & Mass Communication program is best suited for eligible candidates with interest in, and aptitude for investigation and reporting of happenings, issues, trends, and stories around the world to a vast audience through mediums like newspapers, magazine, television, internet, etc.

Such candidates would ideally possess the ability to think analytically, and write across platforms, including web writing and copy editing.

B.A. Journalism & Mass Communication course has been designed to train enrolled students in skills of editing, writing, photographing, etc. Such professionals are typically employed with newspapers, periodicals and magazines, central information services, press information bureaus, websites, AIR and TV channels.

Successful graduates of the course can also take up job positions involving writing for multimedia and the web, such as writing news and other articles. They must have the requisite skills for writing precise news stories adaptive to contexts and settings. Student must also be aware of media laws, ethics which are an important tool in this field as media works under the framework of certain social ethics.

Candidates have a lot of career opportunities in print and electronic media: editors, columnists, correspondents, freelance writers, news analysts, photojournalists, reporters. Other areas are newspapers, periodicals and magazines, central information service, press information bureau,

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websites, digital marketing, digital media, news channels, entertainment channels, acting, television production.

Students also find good jobs in radio production, public relations, nongovernmental organizations, publishing house, corporate sector and many other sectors. Teaching is also one of the best options with them after passing the course along with further study options.