



BACHELOR OF ARTS - JOURNALISM & MASS COMMUNICATION

USA, UK & CANADA ACCREDITATIONS

CONTENTS

- Message from Chairman
- Message from Vice Chancellor
- Message from Director
- About Amity University Online
- About the program
- Program curriculum
- Program Faculty
- Accreditations
- Amity University Online advantages
- Alumni working at
- Contact

MESSAGE FROM **CHAIRMAN**



Mr. Ajit Chauhan
Hon'ble Chairman,
Amity University Online,

I am delighted to extend a warm welcome to all of you who have chosen to embark on your educational journey at Amity University Online.

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

The modern landscape of higher education is evolving, and so are we. Our dedicated faculty members, staff, and state-of-the-art technology are here to support your educational journey. You'll find a wealth of resources at your disposal, from interactive online courses to digital libraries, forums for academic discourse, and innovative tools to facilitate your learning experience. As you embark on your studies, I encourage you to engage with your peers and faculty, ask questions, seek out challenges, and embrace the opportunities that this digital age offers.

Remember, your education is an investment in your future. Each lesson learned, each assignment completed, and each milestone achieved brings you closer to your goals. It is my hope that your time at Amity will not only equip you with knowledge and skills but also empower you to be a positive force in the world, contributing to the betterment of society.

I encourage you to seize this opportunity and make the most of your time here. Stay curious, stay engaged, and never stop striving for excellence. I wish you a successful and rewarding educational experience and look forward to celebrating your achievements in the years to come.

MESSAGE FROM **VICE CHANCELLOR**



Prof. Dr. Balvinder Shukla
Vice Chancellor, Amity University Online

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.

MESSAGE FROM **DIRECTOR**



Prof. Abhinash Kumar
Director, Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.

ABOUT AMITY UNIVERSITY ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.

A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG & PG programs across various disciplines in education.



175,000

Students



225,000

Online Students



6,000+

Faculty



120,000

Alumni Worldwide



1,200

Acres of Campuses

UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- MOHALI
- LUCKNOW
- MUMBAI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT

ABOUT PROGRAM

BACHELOR OF ARTS

JOURNALISM & MASS COMMUNICATION

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 126

An exhaustive three year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in journalism and mass communication.

The course covers important concepts, trends, and practises in the field, ranging from advertising, electronic communication, print media, news writing, public relations, corporate communication, editing, photo journalism, event management, reporting, writing, audio-visual communication, cyber journalism, and press law and media ethics to TV production, the Internet, new media, and media ecology. The program provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screenings, and group readings. The program includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen on gaining in-depth knowledge in the subject area.

PROGRAM

CURRICULUM

SEMESTER 1

- Mass Communication Models & Theory
- Print Journalism
- Graphics & Visual Communication
- Business Communication

SEMESTER 2

- Introduction to Radio & Audio Technique
- Photography theory & Practice
- Media Ethics and Laws
- Environmental Studies

SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence & Social Dynamic

SEMESTER 4

- Online Journalism & Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

SEMESTER 6

- Major Project
- Camera Operations
- PR & Campaign Planning
- Digital Marketing & Content Development
- Ad. Production & Campaign Planning

PROGRAM FACULTY



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK



Dr Jasbir Kaur Grewal

Ph.D, from Rajasthan, University Jaipur
Associate Professor, Amity University Online.



Dr Coral Jasmine Barboza

Ph.D, Tumkur University
Dy Director (Academics), Associate Professor,
Amity University Online.



Dr Apurva Chauhan

Ph.D, Banasthali Vidyapeeth
Assistant Professor cum Course Coordinator,
Amity University Online.



Dr Divya Bansal

Ph.D, Jain University
Assistant Professor, Amity University Online



Prof. Vandana Chandel

Anchor/Radio Jockey
(All India Radio, Discovery, BBC, Jamia, IBN7, Bada Business Pvt. Ltd.)
MA Mass Communication (S-Electronic Media) GJU.

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

ACCREDITED. RESPECTED. TRUSTED.



Programmes Recognised
by Distance Education
Bureau (DEB) UGC



Amity's Online MBA has been
ranked by **QS as #37 Worldwide**
In 2021 ranking.



Asia's only not-for-profit
university to get
US regional accreditation



Accredited by
National Assessment And
Accreditation Council (NAAC)
Grade 'A+'



Amity's Online MBA & BBA are
the 1st and only EOCCS certified
programmes in India



Accredited Member of Accreditation
Council for Business School and
Programme (ACBSP), USA



Association of
Indian Universities



Recognised by
World Education Services

TESTIMONIAL

"As an aspiring journalist, the print specialisation here gave me an insight into various fundamental aspects of reporting, editing, and also the aesthetics of page design. It has definitely helped me in my professional life."

Reeti Banerjee

Editor And Content Writer, Absolute Reports Pvt. Ltd.

AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive
lectures by expert
faculty



Web Proctored Mode
for the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
& industry professionals



Learn from the
leading global
faculty



Regular webinars
by industry
leaders



Placement
drive & career
assistance



International
collaborations with
Ivy League universities



Easy-to-use LMS
accessible anytime,
anywhere



Strong alumni
network



Exemplary employer
rating of various
programs

ALUMNI WORKING AT



