

| Sl. No | Course Code | Title of the Course | Course Type | Credit Pattern and Value | | | | Weekly Contact Hours |
|----------------|-------------|---|-------------|--------------------------|---|---|-------|----------------------|
| | | | | L | T | P | Total | |
| FIRST SEMESTER | | | | | | | | |
| 1 | B23JN0101 | Contemporary Trends in Mass Media | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23AD0102 | Reporting and Editing | DCC | 2 | 1 | 0 | 3 | 3 |
| 3 | B23AD0103 | Lab Journal Production | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23AD0104 | Visual Communication (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 5 | B23AD0105 | Visual Communication (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 6 | B23JNS111 | Social Media Storytelling (Theory) | DSE | 2 | 0 | 0 | 2 | 2 |
| | B23JNS112 | Brand Ecology (Theory) | | | | | | |
| 7 | B23JNS113 | Social Media Storytelling (Practical) | DSE | 0 | 0 | 1 | 1 | 2 |
| | B23JNS114 | Brand Ecology (Practical) | | | | | | |
| 8 | B23AH0101 | SEC1 (Digital Humanities & Artificial Intelligence) | SEC | 2 | 0 | 0 | 2 | 2 |
| 9 | B23AH0102 | SEC1-Digital Humanities and Artificial Intelligence Lab | SEC | 0 | 0 | 1 | 1 | 2 |
| 10 | B23AHE101 | Communicative English – I | AEC | 3 | 0 | 0 | 3 | 3 |
| 11 | B23AHK101 | Language – II: Kannada - I | AEC | 3 | 0 | 0 | 3 | 3 |
| | B23AHH101 | Language – II: Hindi - I | | | | | | |
| | B23AHA101 | Language – II: Additional English - I | | | | | | |

| | | | | | | | | |
|--|--|----------------------|--|-----------|----------|----------|-----------|-----------|
| | | Total Credits | | 18 | 3 | 4 | 25 | 29 |
|--|--|----------------------|--|-----------|----------|----------|-----------|-----------|

SECOND SEMESTER

| | | | | | | | | |
|----|-----------|---|-----|-----------|----------|----------|-----------|-----------|
| 1 | B23AD0201 | Science Communication | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23AD0202 | Multimedia Production (Theory) | DCC | 2 | 1 | 0 | 3 | 3 |
| 3 | B23AD0203 | Multimedia Production (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23AD0204 | Broadcast Journalism (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 5 | B23AD0205 | Broadcast Journalism (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 6 | B23AD0206 | Audio-video Editing | SEC | 2 | 0 | 0 | 2 | 2 |
| 7 | B23AD0207 | Lab- Audio-video Editing | SEC | 0 | 0 | 1 | 1 | 2 |
| 8 | B23AHE201 | Communicative English – II | AEC | 3 | 0 | 0 | 3 | 3 |
| 9 | B23AHK201 | Language – II: Kannada - II | AEC | 3 | 0 | 0 | 3 | 3 |
| | B23AHH201 | Language – II: Hindi - II | | | | | | |
| | B23AHA201 | Language – II: Additional English - II | | | | | | |
| 10 | B22AS0207 | Tree Plantation in Tropical Region: Benefits and Strategic Planning | VAC | 0 | 0 | 1 | 1 | 2 |
| | | Total Credits | | 17 | 3 | 4 | 23 | 27 |

Students exiting the program after securing 48 credits will be awarded UG Certificate in Arts (Journalism & Mass Communication) provided they secure 4 credits in work-based vocational courses offered during summer term internship/apprenticeship in addition to 6 credits from skill-based courses earned during 1st and 2nd semesters.

THIRD SEMESTER

| | | | | | | | | |
|---|-----------|---------------------------------------|-----|---|---|---|---|---|
| 1 | B23AD0301 | Corporate Communication | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23AD0302 | Photography Techniques (Theory) | DCC | 2 | 1 | 0 | 3 | 3 |
| 3 | B23AD0303 | Photography Techniques (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23AD0304 | Principles of Advertising (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 5 | B23AD0305 | Principles of Advertising (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 6 | B23ADS311 | Business Journalism | DSE | 2 | 1 | 0 | 3 | 3 |

| | | | | | | | | |
|---|-----------|---|-----|-----------|----------|----------|-----------|-----------|
| | B23ADS312 | Media and Human Rights | | | | | | |
| 7 | B23AD0306 | Digital Composition | SEC | 2 | 0 | 0 | 2 | 2 |
| | B23AD0307 | Digital Composition Lab | SEC | 0 | 0 | 1 | 1 | 2 |
| 8 | B23AHK301 | Language – II: Kannada - III | AEC | 3 | 0 | 0 | 3 | 3 |
| | B23AHH301 | Language – II: Hindi - III | | | | | | |
| | B23AHA301 | Language – II: Additional English - III | | | | | | |
| 9 | B23ASM301 | Environmental Science | VAC | 2 | 0 | 0 | 2 | 2 |
| | | Total Credits | | 17 | 4 | 3 | 24 | 27 |

FOURTH SEMESTER

| | | | | | | | | |
|---|-------------------------|--------------------------------------|-----|-----------|----------|----------|-----------|-----------|
| 1 | B23AD0401 | Media Laws and Ethics | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23AD0402 | UI and UX (Theory) | DCC | 2 | 1 | 0 | 3 | 3 |
| 3 | B23AD0403 | UI and UX (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23AD0404 | Documentary Production (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 5 | B23AD0405 | Documentary Production (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 6 | B23AD0406 | Leadership Essentials (Economics) | IDC | 2 | 1 | 0 | 3 | 4 |
| 7 | B23AHK401 | Language II: Kannada - IV | AEC | 3 | 0 | 0 | 3 | 3 |
| | B23AHH401 | Language II: Hindi - IV | | | | | | |
| | B23AHA401 | Language II: Additional English - IV | | | | | | |
| 8 | B23LSM401 | Indian Constitution and Human Rights | VAC | 2 | 0 | 0 | 2 | 2 |
| 9 | B23HSS411/ B23HSS412 | Yoga/ Health and Wellness | VAC | 0 | 0 | 1 | 1 | 2 |
| | | Total Credits | | 15 | 4 | 3 | 22 | 26 |

Students exiting the program after securing 94 credits will be awarded UG Diploma in Arts (Journalism & Mass Communication) provided they secure 4 credits in work-based vocational courses offered during summer term internship/apprenticeship offered during 1st year or 2nd year summer term.

FIFTH SEMESTER

| | | | | | | | | |
|---|-----------|--------------------------------------|-----|---|---|---|---|---|
| 1 | B23AD0501 | Digital Humanities and Cyber Culture | DCC | 3 | 1 | 0 | 4 | 4 |
|---|-----------|--------------------------------------|-----|---|---|---|---|---|

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|---|-----------|------------------------------|-----|-----------|----------|----------|-----------|-----------|
| 2 | B23AD0502 | 2D Animation (Theory) | DCC | 2 | 1 | 0 | 3 | 3 |
| 3 | B23AD0503 | 2D Animation (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23AD0504 | Event Management (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 5 | B23AD0505 | Event Management (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 6 | B23ADS511 | Sports Communication | DSE | 2 | 1 | 0 | 3 | 3 |
| | B23ADS512 | Media, Society and Culture | | | | | | |
| 7 | B23AHM501 | Consumer Psychology | IDC | 2 | 1 | 0 | 3 | 4 |
| 8 | B21AH0502 | Soft Skills Training | SEC | 0 | 0 | 1 | 1 | 2 |
| | | Total Credits | | 12 | 5 | 3 | 20 | 24 |

SIXTH SEMESTER

| | | | | | | | | |
|---|-------------------------|------------------------------------|--------|-----------|----------|----------|-----------|-----------|
| 1 | B23AD0601 | Introduction to Media Psychology | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23AD0602 | Peace and Conflict Studies | DCC | 3 | 1 | 0 | 4 | 4 |
| 3 | B23AD0603 | Film Appreciation (Theory) | DCC | 3 | 1 | 0 | 4 | 4 |
| 4 | B23AD0604 | Film Appreciation (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 5 | B23JN0603 | Integrated Marketing Communication | IDC | 2 | 1 | 0 | 3 | 4 |
| 6 | B23AD0606 | Social Media Marketing | SEC | 1 | 0 | 0 | 1 | 1 |
| 7 | B23AD0607 | Lab- Social Media Marketing | SEC | 0 | 0 | 1 | 1 | 2 |
| 8 | B23AHS611/ B23AHS612 | Internship/ Research Project | Int/RP | 0 | 0 | 4 | 4 | 8 |
| | | Total Credits | | 12 | 4 | 6 | 22 | 29 |

Students opting for exit in 3rd year with Bachelor of Arts - BA in Journalism & Mass Communication - JMC (With the completion of Courses equal to a minimum of 134 Credits) OR Continue studies to earn BA Honors / BA Honors with Research Degree

Note: Students who secure 75% and above marks in the first six semesters and wish to undertake Research at the Undergraduate level can choose a Research stream in the fourth year and such students will be awarded BA Degree (Honours with Research)

SEVENTH SEMESTER

| | | | | | | | | |
|---|-----------|--|-----|-----------|----------|----------|-----------|-----------|
| 1 | B23JN0701 | Media Research | DCC | 4 | 0 | 0 | 4 | 4 |
| 2 | B23JN0702 | Mass Communication Theories | DCC | 4 | 0 | 0 | 4 | 4 |
| 3 | B23JN0703 | Entrepreneurship in Media | DCC | 3 | 1 | 0 | 4 | 4 |
| 4 | B23JNS711 | Feature and Magazine Writing (Theory) | DSE | 1 | 1 | 0 | 2 | 2 |
| | B23JNS712 | Content Creation for the Web (Theory) | | | | | | |
| 5 | B23JNS713 | Feature and Magazine Writing (Practical) | DSE | 0 | 0 | 1 | 1 | 2 |
| | B23JNS714 | Content Creation for the Web (Practical) | | | | | | |
| 6 | B23JNS721 | Data Journalism | DSE | 3 | 0 | 0 | 3 | 3 |
| | B23JNS722 | Corporate Social Responsibility | | | | | | |
| 7 | B23JN0704 | Research Paper Writing (Journalism) | RP | 0 | 0 | 2 | 2 | 4 |
| | | Total Credits | | 15 | 2 | 3 | 20 | 23 |

EIGHTH SEMESTER

| | | | | | | | | |
|---|-----------|-------------------------------------|-----|-----------|----------|----------|-----------|-----------|
| 1 | B23JN0801 | Media and Globalization | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23JN0802 | Development Communication | DCC | 3 | 1 | 0 | 4 | 4 |
| 3 | B23JN0803 | Digital Media Marketing (Theory) | DCC | 3 | 0 | 0 | 3 | 3 |
| 4 | B23JN0804 | Digital Media Marketing (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 5 | B23JNS811 | Political Economy of Media | DSE | 2 | 0 | 0 | 2 | 2 |
| | B23JNS812 | Subaltern Narratives in Media | | | | | | |
| 6 | B23JN0805 | Major Research Project | RP | 0 | 0 | 6 | 6 | 12 |
| | | Total Credits | | 11 | 2 | 7 | 20 | 27 |

Award of Bachelor of Arts Degree with Honours in Journalism & Mass Communication (with the completion of Courses equal to a minimum of 176 Credits) OR Continue studies for Masters' Degree

Note: The students opting for BA Honours with Research shall have to choose following courses during Eighth Semester

EIGHTH SEMESTER

Honours with Research in Journalism & Mass Communication

| | | | | | | | | |
|---|-----------|----------------------------------|-----|---|---|---|---|---|
| 1 | B23JN0802 | Development Communication | DCC | 3 | 1 | 0 | 4 | 4 |
| 2 | B23JN0803 | Digital Media Marketing (Theory) | DCC | 3 | 0 | 0 | 3 | 3 |

| | | | | | | | | |
|---|-----------|-------------------------------------|-----|----------|----------|-----------|-----------|-----------|
| 3 | B23JN0804 | Digital Media Marketing (Practical) | DCC | 0 | 0 | 1 | 1 | 2 |
| 4 | B23JN0805 | Major Research Project | RP | 0 | 0 | 12 | 12 | 24 |
| | | Total Credits | | 6 | 1 | 13 | 20 | 33 |
| Award of Bachelor of Arts Degree - BA (Honors with Research) in Journalism & Mass Communication with the completion of courses equal to a minimum of 176 credits OR continue studies for Master's degree | | | | | | | | |

Semester-wise Summary of Credit Distribution

| Semesters | No. of Credits |
|----------------------|----------------|
| First Semester | 25 |
| Second Semester | 23 |
| Third Semester | 24 |
| Fourth Semester | 22 |
| Fifth Semester | 20 |
| Sixth Semester | 22 |
| Seventh Semester | 20 |
| Eighth Semester | 20 |
| Total Credits | 176 |

Distribution of Credits Based on Type of Courses

| Semester | DCC | DSE | MC | AECC/AEC | SEC | Internship/ Research Project | VAC | Credits |
|------------|-----|-----|----|----------|-----|------------------------------------|-----|---------|
| I | 13 | 3 | 0 | 6 | 3 | 0 | 0 | 25 |
| II | 13 | 0 | 0 | 6 | 3 | 0 | 1 | 23 |
| III | 13 | 3 | 0 | 3 | 3 | 0 | 2 | 24 |
| IV | 13 | 0 | 3 | 3 | 0 | 0 | 3 | 22 |
| V | 13 | 3 | 3 | 0 | 1 | 0 | 0 | 20 |

| | | | | | | | | |
|------------------------|---------------|--------------|----------|-----------|-----------|--------------|----------|------------|
| VI | 13 | 0 | 3 | 0 | 2 | 4 | 0 | 22 |
| VII | 12 | 6 | 0 | 0 | 0 | 2 | 0 | 20 |
| VIII (Hons) | 12 | 2 | 0 | 0 | 0 | 6 | 0 | 20 |
| VIII (Res) | 8 | 0 | 0 | 0 | 0 | 12 | 0 | |
| Total | 102/98 | 17/15 | 9 | 18 | 12 | 12/18 | 6 | 176 |

DCC – Discipline Specific Core Courses

DSE – Discipline Specific Electives

IDC – Interdisciplinary Courses

AEC – Ability Enhancement Courses

SEC – Skill Enhancement Courses

VAC – Value-Added Course

Distribution of Credits Based on L:T:P

| Semester | L | T | P | Credits |
|-----------------|----------|----------|----------|----------------|
| I | 18 | 3 | 4 | 25 |
| II | 16 | 3 | 4 | 23 |
| III | 17 | 4 | 3 | 24 |
| IV | 15 | 4 | 3 | 22 |
| V | 12 | 5 | 3 | 20 |
| VI | 12 | 4 | 6 | 22 |
| VII | 15 | 2 | 3 | 20 |
| VIII | 11/6 | 2/1 | 7/13 | 20 |

| | | | | |
|--------------|----------------|--------------|--------------|------------|
| Total | 116/111 | 27/26 | 33/39 | 176 |
|--------------|----------------|--------------|--------------|------------|