

Himachal Pradesh University
Department of Journalism and Mass Communication

Dated: 19th August 2016

IN view of certain academic exigencies, the members of the Board of Studies have recommended that the Hard Core Course 'New Media Communication' (Course code BJMC210401) may be re-designated as a Soft Core Course for candidates admitted in the Academic Session 2015. Therefore, the following modifications in the norms and structure for undergraduate studies in Journalism and Mass Communication are proposed for approval through circulation by the members of the Faculty of Social Sciences of Himachal Pradesh University:

Existing						Recommended						
An indicative Undergraduate Programme Course Structure for BA with Major in Journalism and Mass Communication (BJMC) (For the candidates to be admitted from the year 2013-14)						An indicative Undergraduate Programme Course Structure for BA with Major in Journalism and Mass Communication (BJMC) (For the candidates to be admitted in the year 2015)						
Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]	Semester	Course Code	Course Type	Course Name	Credits	Cumulated credits Category-wise [#]	
I (Odd)		Compulsory Course I	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23	I (Odd)		Compulsory Course I	To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23	
		Compulsory Course II (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3				Compulsory Course II (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3		
	BJMC110401	Major Core Course I	Principles of Communication	4				BJMC110401	Major Core Course I	Principles of Communication		4
	BJMC110402	Major Core Course II	Journalism, Ethics and Society	4				BJMC110402	Major Core Course II	Journalism, Ethics and Society		4
		Minor Elective Course I(a)	To be selected from list of Minor Elective subjects other than JMC	4					Minor Elective Course I(a)	To be selected from list of Minor Elective subjects other than JMC		4
		Minor Elective Course I(b)	To be selected from list of Minor Elective subjects other than JMC	4					Minor Elective Course I(b)	To be selected from list of Minor Elective subjects other than JMC		4
		GI&H Course I	To be selected from the list of	1					GI&H Course I	To be selected from the list of		1

II (Even)		Compulsory Course III	GI&H courses To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23	II (Even)		Compulsory Course III	GI&H courses To be selected from the list of Compulsory courses	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23	
		Compulsory Course IV (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3				Compulsory Course IV (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3		
	BJMC120405	Major Core Course III	Understanding Television	4				BJMC120405	Major Core Course III	Understanding Television		4
	BJMC120406	Major Core Course IV	Understanding Radio	4				BJMC120406	Major Core Course IV	Understanding Radio		4
		Minor Elective Course II(a)	To be selected from list of Minor Elective subjects other than JMC	4					Minor Elective Course II(a)	To be selected from list of Minor Elective subjects other than JMC		4
		Minor Elective Course II(b)	To be selected from list of Minor Elective subjects other than JMC	4					Minor Elective Course II(b)	To be selected from list of Minor Elective subjects other than JMC		4
		GI&H Course II	To be selected from the list of GI&H courses	1					GI&H Course II	To be selected from the list of GI&H courses		1
III (Odd)		Compulsory Course V	To be selected from the list of Compulsory courses (Skill based)	3	Compulsory – 6 Core – 12 Elective – 8 GI & H – 1 Total – 27	III (Odd)		Compulsory Course V	To be selected from the list of Compulsory courses (Skill based)	3	Compulsory – 6 Core – 8 Elective – 8 GI & H – 1 Total – 23	
		Compulsory Course VI (Skill based)	To be selected from the list of Compulsory courses (Skill based)	3					Compulsory Course VI (Skill based)	To be selected from the list of Compulsory courses (Skill based)		3
	BJMC210401	Major Core Course V	New Media Communication	4				Deleted	[Deleted]	[Deleted]		[Deleted]
	BJMC210402	Major Core Course VI	Introduction to Advertising	4				BJMC210402	Major Core Course VI	Introduction to Advertising		4

	BJMC210403	Major Core Course VII	Introduction to Public Relations	4			BJMC210403	Major Core Course VII	Introduction to Public Relations	4	
		Minor Elective Course III(a)	To be selected from list of Minor Elective subjects other than JMC	4				Minor Elective Course III(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course III(b)	To be selected from list of Minor Elective subjects other than JMC	4				Minor Elective Course III(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		GI&H Course III	To be selected from the list of GI&H courses	1				GI&H Course III	To be selected from the list of GI&H courses	1	
IV (Even)	BJMC220406	Major Core Course VIII	Communication and Development	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24	IV (Even)	BJMC220406	Major Core Course VIII	Communication and Development	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC220407	Major Core Course IX	Community and Traditional Media	4			BJMC220407	Major Core Course IX	Community and Traditional Media	4	
	BJMC220408	Major Core Course X	Media and Culture	4			BJMC220408	Major Core Course X	Media and Culture	4	
		Minor Elective Course IV(a)	To be selected from list of Minor Elective subjects other than JMC	4				Minor Elective Course IV(a)	To be selected from list of Minor Elective subjects other than JMC	4	
		Minor Elective Course IV(b)	To be selected from list of Minor Elective subjects other than JMC	4				Minor Elective Course IV(b)	To be selected from list of Minor Elective subjects other than JMC	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/Open Elective courses	4	
V (Odd)	BJMC310401	Major Core Course XI	Mass Media Research	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24	V (Odd)	BJMC310401	Major Core Course XI	Mass Media Research	4	Core – 12 Elective – 8 Core / Elective (additional) – 4 Total – 24
	BJMC310402	Major Core Course XII	Introduction to Visual Communication	4			BJMC310402	Major Core Course XII	Introduction to Visual Communication	4	
	BJMC310405	Major Core Course XIII	Global Communication	4			BJMC310405	Major Core Course XIII	Global Communication	4	
		Minor Elective	To be selected	4				Minor	To be selected from	4	

		Course V(a)	from list of Minor Elective subjects other than JMC								
		Minor Elective Course V(b)	To be selected from list of Minor Elective subjects other than JMC	4							
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4							
VI (Even)	BJMC320806	Major Core Course XIV	Media Internship	8	Core – 16 Core / Elective (additional) – 20 Total – 36	VI (Even)	BJMC320806	Major Core Course XIV	Media Internship	8	Core – 16 Core / Elective (additional) – 20 Total – 36
	BJMC320807	Major Core Course XV	Media Project	8			BJMC320807	Major Core Course XV	Media Project	8	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	
		Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4				Core/Elective (Additional)*	Any one of the Core/Additional/ Open Elective courses	4	

* Additional core/elective courses can be taken in the IV to VI semesters for 'Major with Emphasis', 'Second Major' or for earning additional credits as the case may be.

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The total and category-wise credits that a student can earn in each semester is only indicative. The number of credits earned by a student per semester may vary. This will however be subject to the requirements of the programme of study along with rules and regulations of the institution of study.

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Courses and Syllabus for undergraduate studies in Journalism and Mass Communication

Approved in BoS meeting in the subject of Journalism and Mass Communication held on 31st

May 2013

Course Code					Course Title	Credit Distribution			Total Credits
Subject	Year	Sem (Odd/Even)	Credits	Sr.		L	T	P	
BJMC	1	1	04	01	Principles of Communication *	3	1	0	4
BJMC	1	1	04	02	Journalism, Ethics and Society *	3	1	0	4
BJMC	1	1	04	03	News Writing Skills [#]	2	1	1	4
BJMC	1	1	04	04	Reporting, Editing and Feature Writing [#]	3	0	1	4
BJMC	1	2	04	05	Understanding Television *	3	1	0	4
BJMC	1	2	04	06	Understanding Radio *	3	1	0	4
BJMC	1	2	04	07	Writing and Producing for Radio [#]	3	0	1	4
BJMC	1	2	04	08	Writing and Producing for Television [#]	3	0	1	4
BJMC	2	1	04	01	New Media Communication *	3	0	1	4
BJMC	2	1	04	02	Introduction to	3	1	0	4

Courses and Syllabus for undergraduate studies in Journalism and Mass Communication

(for students admitted in academic session 2015)

Approved by BoS in the subject of Journalism and Mass Communication 13th August 2016

Course Code					Course Title	Credit Distribution			Total Credits
Subject	Year	Sem (Odd/Even)	Credits	Sr.		L	T	P	
BJMC	1	1	04	01	Principles of Communication *	3	1	0	4
BJMC	1	1	04	02	Journalism, Ethics and Society *	3	1	0	4
BJMC	1	1	04	03	News Writing Skills [#]	2	1	1	4
BJMC	1	1	04	04	Reporting, Editing and Feature Writing [#]	3	0	1	4
BJMC	1	2	04	05	Understanding Television *	3	1	0	4
BJMC	1	2	04	06	Understanding Radio *	3	1	0	4
BJMC	1	2	04	07	Writing and Producing for Radio [#]	3	0	1	4
BJMC	1	2	04	08	Writing and Producing for Television [#]	3	0	1	4
BJMC	2	1	04	01	New Media Communication **	3	0	1	4
BJMC	2	1	04	02	Introduction to	3	1	0	4

					Advertising*				
BJMC	2	1	04	03	Introduction to Public Relations*	3	1	0	4
BJMC	2	1	04	04	New Media Writing and Publishing#	2	1	1	4
BJMC	2	1	04	05	Interpersonal Communication Skills#	2	1	1	4
BJMC	2	2	04	06	Communication and Development**	3	1	0	4
BJMC	2	2	04	07	Community and Traditional Media**	3	1	0	4
BJMC	2	2	04	08	Media and Culture**	3	1	0	4
BJMC	2	2	04	09	Newspaper Organisation and Functioning#	3	1	0	4
BJMC	2	2	04	10	Understanding Films#	3	0	1	4
BJMC	3	1	04	01	Mass Media Research**	3	1	0	4
BJMC	3	1	04	02	Introduction to Visual Communication**	3	1	0	4
BJMC	3	1	04	03	Graphic Design and Production#	2	1	1	4
BJMC	3	1	04	04	Photojournalism#	2	1	1	4
BJMC	3	1	04	05	Global Communication**	3	1	0	4
BJMC	3	2	08	06	Media Project**@	0	2	6	8
BJMC	3	2	08	07	Media Internship**@	0	0	8	8
BJMC	0	0	03	01	Media Literacy~	2	1	0	3

* Hard Core course ** Soft Core course # Open Elective course

					Advertising*				
BJMC	2	1	04	03	Introduction to Public Relations*	3	1	0	4
BJMC	2	1	04	04	New Media Writing and Publishing#	2	1	1	4
BJMC	2	1	04	05	Interpersonal Communication Skills#	2	1	1	4
BJMC	2	2	04	06	Communication and Development**	3	1	0	4
BJMC	2	2	04	07	Community and Traditional Media**	3	1	0	4
BJMC	2	2	04	08	Media and Culture**	3	1	0	4
BJMC	2	2	04	09	Newspaper Organisation and Functioning#	3	1	0	4
BJMC	2	2	04	10	Understanding Films#	3	0	1	4
BJMC	3	1	04	01	Mass Media Research**	3	1	0	4
BJMC	3	1	04	02	Introduction to Visual Communication**	3	1	0	4
BJMC	3	1	04	03	Graphic Design and Production#	2	1	1	4
BJMC	3	1	04	04	Photojournalism#	2	1	1	4
BJMC	3	1	04	05	Global Communication**	3	1	0	4
BJMC	3	2	08	06	Media Project**@	0	2	6	8
BJMC	3	2	08	07	Media Internship**@	0	0	8	8
BJMC	0	0	03	01	Media Literacy~	2	1	0	3

* Hard Core course ** Soft Core course # Open Elective course

~ Compulsory course

Note: A student may opt for odd- and even- semester courses (denoted by 1 and 2 respectively in the course codes above) in any year during his/her undergraduate studies subject to other norms and administrative convenience of the institution of study.

@ These courses can be opted for only by students doing a Major, Major with emphasis, Double Major in Journalism and Mass Communication or by the student of BJMC. Also, these courses can be taken up only after completing 5th Semester.

~ Compulsory course

Note: A student may opt for odd- and even- semester courses (denoted by 1 and 2 respectively in the course codes above) in any year during his/her undergraduate studies subject to other norms and administrative convenience of the institution of study.

@ These courses can be opted for only by students doing a Major, Major with emphasis, Double Major in Journalism and Mass Communication or by the student of BJMC. Also, these courses can be taken up only after completing 5th Semester.

Proposed for approval of the members of Faculty of Social Sciences, Himachal Pradesh University through circulation.

(Chairman)

Dean, Faculty of Social Sciences