

DEVI AHILYA VISHWAVIDYALAYA, INDORE

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

PROGRAMME CODE: MC4B

PROGRAMME TITLE: Bachelor of Journalism (B.J.)

- To develop communication skills covering all dimensions of mass media.
- To develop in depth understanding of the media studies like; photography, film aesthetics,
- To impart knowledge on powerful techniques used in media and media management.
- To practice problem about journalism & information world.
- To gain practical, hands-on experience.
- To provide opportunities of gaining new era in mass media.

ELIGIBILITY:

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

AGE LIMIT: AGE NO BAR.

ADMISSION PROCEDURE: THROUGH CET

SEATS: 25

DURATION: Two Semesters (One Year).

FEE STRUCTURE:

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

PROGRAMME STRUCTURE (2019-2020):

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
MC4B-401	COMMUNICATION THEORIES & PRACTICES	4(3-0-1)
MC4B-403	RADIO JOURNALISM	4(2-0-2)
MC4B-405	HISTORY OF MEDIA	4(4-0-0)
MC4B-407	PHOTOGRAPHY/ PHOTOSHOP	4(2-0-2)
MC4B-409	PRINTING TECHNOLOGY	4(2-1-1)

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MC4B-451	Comprehensive Viva Voce	4
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Second Semester:

Code	Title	Credits (L T P)
CORE COURSES		
MC4B-402	ADVERTISING & PUBLIC RELATIONS	4 (2-1-1)
MC4B-404	DIGITAL MEDIA	4 (3-1-0)
MC4B-406	MEDIA LAW	4 (2-0-2)
MC4B-408	AUDIO VISUAL PRODUCTION	4 (2-1-1)
MC4B-410		4 (4-0-0)
MC4B-452	Comprehensive Viva voce	4

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

Outcome:

After completion of the course the students will be able to understand

- (A) How the editorials is written, its importance and impact.
- (B) In future they will be developed themselves as editorial or leader writer, specialized leader writer, columnist and authors of the books.
- (C) Study of ethics and press laws will trained them as responsible and smart journalists.
- (D) A journalist who understand limitations of profession.
- (E) Student can join social media, electronic media and print media.