

# 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) |
|---------------------|---|-----------------|
| <b>CORE COURSES</b> |   |                 |
| 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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|          |                         |   |
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| MC4A-151 | Comprehensive Viva-Voce | 4 |
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### SECOND SEMESTER:

| Code                | Title                              | Credits (L T P) |
|---------------------|------------------------------------|-----------------|
| <b>CORE COURSES</b> |                                    |                 |
| MC4A-102            | Communicative English              | 4-0-0           |
| MC4A-104            | izkk;kstuewyd fgUnh                | 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) |
|---------------------|--|-----------------|
| <b>CORE COURSES</b> |  |                 |
| 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) |
|---------------------|-----------------------------|-----------------|
| <b>CORE COURSES</b> |                             |                 |
| 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) |
|---------------------|--------------------------------------|-----------------|
| <b>CORE COURSES</b> |                                      |                 |
| 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) |
|---------------------|---------------------------------|-----------------|
| <b>CORE COURSES</b> |                                 |                 |
| 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.