



St. JOSEPH'S DEGREE & PG COLLEGE

(A Catholic Christian Minority Co-Education Institution, Managed by HAES)
An AUTONOMOUS College - Affiliated to Osmania University
Re-Accredited by NAAC with 'A' Grade with CGPA of 3.49

DEPARTMENT OF MASS COMMUNICATION *Course Structure for BA (Journalism & Mass Communication)*

COURSE OBJECTIVES:

- Analyze critically mass media and mass media message.
- Sharpen the skills to write and produce for radio, TV and infotaining media content
- Understand the economic and social imperative affecting message content, delivery and effects.
- Understand the characteristic of contemporary mass media, including the influence of roles of media history, media law and ethics, government regulation and evolving technology.
- Understand the influences of media content on cultural perceptions.
- Choose from a number of other related fields such as advertising, PR, journalism, corporate communication, professional writing and rhetoric, etc.

I Year

SEMESTER - I	SEMESTER - II
Human Values and Gender Sensitisation	Environmental Studies
English-I	English-II
Second Language	Second Language
Theories of Human Communication	Mass communication Theories
Introduction to Journalism (Theory)	Visual communication (Theory)
Digital Audio Production (Theory)	Television Production (Theory)
History of Media	Media Industry Management
Introduction to Journalism (Practical)	Visual communication (Practical)
Digital Audio Production (Practical)	Television Production (Practical)

II Year

SEMESTER - III	SEMESTER - IV
Radio Broadcasting	Theatre and Communication
English - III	English-IV
Corporate Communication	Communication and Development
The Art of Film Making (Theory)	New Media Technologies
Evolution of Arts	Print Media (Theory)
Reporting & Editing	Public Relations
The Art of Film Making (Practical)	Print Media (Practical)
Reporting & Editing Practical	

III Year

SEMESTER - V	SEMESTER - VI
Photo Journalism	Documentary Production
Media Laws & Ethics	Advertising
Fundamentals of Mass Media Research	Online Journalism (Theory)
Advanced Television Production	Specialised Reporting (Theory)
Advanced Television Production (Practical)	
Elective-I	Elective-III
Media, Gender & Human Rights	Press as Fourth Estate
Magazine Journalism	Social Media
TV Presentation & Anchoring	Multimedia Journalism
Elective-II	Elective-IV
Global Media and Politics	Internship
Advanced New Media Technologies	(Print or ElectMedia or Online Media)
Media & Cultural Studies	Elective-V
	Project /Dissertation

ELIGIBILITY CRITERIA:

- Students must have passed Intermediate or 10+2 equivalent with an aggregate of 60 % of marks.
- Candidates of any Stream (Commerce/ Science/ Social Science) are eligible for admission.
- Admission is based on merit list.

SCOPE FOR HIGHER STUDIES / CAREER OPTIONS:

- **Higher Studies:** MCJ
- **Career Options:** BA Graduate can seek jobs as Sub Editor/Reporter/News Anchor/Graphic Designer/Film Making/Camera man.