

**DETAILED SYLLABUS OF BA**  
**IN**  
**DIGITAL MEDIA AND**  
**MASS COMMUNICATION**

**SEMESTER – I**

**BA (DIGITAL MEDIA & MASS COMMUNICATION)  
PROGRAMME STRUCTURE  
I Year**

S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
<b>Semester – I</b>											
1	ENG-1-EN-22T	CC	English I	4	1	-	5	3	40	60	100
2	HI-1-SL-22T/ AR-1-SL-22T/ SK-1-SL-22T/ FR-1-SL-22T/ TL-1-SL-22T	CC	Second Language	2	1	-	3	3	40	60	100
3	BCS-1-CS-22T	AECC	Basic Computer Skills	1	-	2	2	2	20	30	50
4	IJ-1-MC-23T	DSC	Introduction to journalism	4	1		5	3	40	60	100
5	WFM-1-MC-23T	DSC	Writing for Media	4	1	-	5	3	40	60	100
6	IDM-1-MC-23T	DSC	Introduction to Digital Media (T)	2	1	-	3	3	40	60	100
7	IDM-1-MC-23P	DSC	Introduction to Digital Media (P)		1	1	2	2	20	30	50
8	CA-1-MC-23T	DSC	Current Affairs	4	1		5	3	40	60	100
			Total				30		280	420	700
<b>Semester – II</b>											
1	ENG-2-EN-22T	CC	English II	4	1	-	5	3	40	60	100
2	HI-2-SL-22T/ AR-2-SL-22T/ SK-2-SL-22T/ FR-2-SL-22T/ TL-2-SL-22T	CC	Second Language *	2	1	-	3	3	40	60	100
3	EVS-2-EN-22T	AECC	Environmental Studies	1	1	-	2	2	20	30	50
4	MCT-2-MC-23T	DSC	Mass Communication Theories	4	1	-	5	3	40	60	100
5	HM-2-MC-23T	DSC	History of Media	4	1	-	5	3	40	60	100
6	VC-2-MC-23T	DSC	Visual Communication	4	1	-	5	3	40	60	100
7	DAVP-2-MC-23T	DSC	Online Journalism (T)	2	1		3	3	40	60	100
8	DAVP-2-MC-23P	DSC	Online Journalism (P)		1	1	2	2	20	30	50

			Total				30		280	420	700
		* Non- CGPA	Co-curricular (Value Added Course etc) / Extracurricular								

**CC: Compulsory Course; AECC: Ability Enhancement Compulsory Course; DSC: Discipline Specific Course; T: Theory; P: Practical; I: Internal Exam E: End Semester Exam, HI - Hindi; AR - Arabic; SK - Sanskrit; FR - French; TL – Telugu**

II Year											
S. No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs	Marks		
				L	T	P			Int	Ext	Total
<b>Semester – III</b>											
1	ENG-3-EN-22T	CC	English III	4	1	-	5	3	40	60	100
2	HI-3-SL-22T/ AR-3-SL-22T/ SK-3-SL-22T/ FR-3-SL-22T/ TL-3-SL-22T	CC	Second Language *	2	1	-	3	3	40	60	100
3	HVGS-2-EN-22T	SEC	UGC Specific (a) Human Values & Gender Sensitization /	2	-	-	2	2	20	30	50
4	LS-3-MGT-22T		(b) Leadership Skills								
5	CCDA-3-MC-23T	DSC	Corporate Communication in Digital Age	4	1	-	5	3	40	60	100
6	WDG-3-MC-23T	DSC	Web and Graphic Design (T)	2	1	-	3	3	40	60	100
7	WGD-3-MC-23P	DSC	Web and Graphic Design (P)		1	1	2	2	20	30	50
8	DJRE-3-MC-23T	DSC	Data Journalism, Reporting and Editing (T)	2	1	-	3	3	40	60	100
9	DJRE-3-MC-23P	DSC	Data Journalism, Reporting and Editing (P)		1	1	2	2	20	30	50
10	CA-4-MC-23T	DSC	Current Affairs II	4	1		5	3	40	60	100
			Total				30		300	450	750

Semester – IV											
1	ENG-4- EN-22T	CC	English IV	4	1	-	5	3	40	60	100
2	HI-4-SL-22T/ AR-4-SL-22T/ SK-4-SL-22T/ FR-4-SL-22T/ TL-4-SL-22T	CC	Second Language *	2	1	-	3	3	40	60	100
3	BEN-4-EN-22T	SEC	UGC Specific (a) English for Employability	2	-	-	2	2	20	30	50
4	EE-4-EN-22T		(b) Business English								
5	CAD-4-MC-23T	DSC	Communication and Development	4	1	-	5	3	40	60	100
6	DFM-4-MC-24T	DSC	Digital Film Making(T)	2	1	-	3	3	40	60	100
7	DFM-4-MC-24P	DSC	Digital Film Making (P)		1	1	2	2	20	30	50
8	DMAB-4-MC-24T	DSC	Digital Media and Audience Behaviour	4	1		5		40	60	100
9		DSC	Advertising	4	1	-	5	3	40	60	100
		* Non-CGPA	Co-curricular (MOOCs)								
			Extracurricular								
			Total				30		280	520	700
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III Year											
S.No	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
<b>Semester – V</b>											
1	DAP-5-MC-25T	SEC	Department Specific a) Digital Audio Production	2	-	-	2	2	20	30	50
2	PJ-5-MC-25T		b) Photo Journalism - I								
3		GE	<b>Interdisciplinary</b>	2	2	1	4	3	40	60	100
4	SM-5-MC-25T	DSC	Social Media (T)	2	1	-	3	3	40	60	100
5	SM-5-MC-25P	DSC	Social Media (P)		1	1	2	2	20	30	50
			<b>Any one of the following</b>								
6	MLE-4-MC-24T	DSE	(a) Media Laws & Ethics	4	1	-	5	3	40	60	100
	MGS-5-MC-25T		(b) Media, Gender, and Human Rights								
	GPM-5-MC-25T		(c) Global Politics and Media								
			<b>Any one of the following</b>								
6	ADMT-5-MC-25T	DSE	(a) Advance Digital Media Technologies	4	1	-	5	3	40	60	100
	MCC-5-MC-25T		(b) Multimedia Content Creation								
	ICMS-5-MC-25T		(c) Introduction to Content Management System								
			<b>Any one of the following</b>								
7	MJ-5-MC-25T	DSE	(a) Multimedia Journalism	4	1		5	3	40	60	100
	ET-5-MC-25T		(b) Emerging Technologies								
	CA-5-MC-23T		(c) Current Affairs								
			Total				26		240	360	600
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<b>Generic Elective offered to other disciplines:</b>											
<b>1. Department of Commerce:</b>						<b>6. Department of Languages:</b>					

	(a) Basics in Economics		(a) Indian Knowledge Systems								
	(b) Basics in Accounting and Taxation		(b) Leadership and Management: The Indian Ethos								
	<b>2. Department of Mathematics:</b>		<b>7. Department of Management:</b>								
	(a) Basics Mathematics		(a) Entrepreneurial Development								
	(b) Mathematics for Economics and Finance		( b) Business Environment								
	<b>3. Department of Computer Science:</b>		<b>8. Department of Mass Communication:</b>								
	(a) Basics of Digital Marketing		(a) Social Media								
	(b) Web Development using Word Press		(b) Film Appreciation								
	<b>4. Department of Statistics:</b>		<b>9. Department of Physics and Electronics</b>								
	(a) Basics Statistics		(a) Physics in daily life								
	(b) Statistical Inferences		(b) Renewable energy Sources								
	<b>5. Department of Psychology:</b>		(c) Our Universe								
	(a) Stress Management and Wellbeing		<b>10. Department of English:</b>								
	(b) Psychological Competencies		a) Content Writing b) Creative Writing								
S. No.	Course Code	Category	Course Title	HPW			Credits	Exam Hrs.	Marks		
				L	T	P			Int	Ext	Total
<b>Semester – VI</b>											
1	DP-6-MC-25T	SEC	Department Specific: (a) Documentary Production	2	-	-	2	2	20	30	50
2	PJ-6-MC-25T		(b) Photojournalism - II								
3	IMMR-6-MC-25T	DSC	Introduction to Mass Media Research.	3	-	2	5	3	40	60	100
			<b>Any one of the following</b>								
4	FCV-6-MC-25T	DSE	(a) Fact Checking and Verification	4	1	-	5	3	40	60	100
	MCS-6-MC-25T		(b) Media and Cultural Studies								
	PEDM-6-MC-25T		(c) Political Economy of Digital Media								
			<b>Any one of the following</b>								
5	PD-6-MC-25T	DSE	(a) Project/ Dissertation- New Media/Print	4	1	-	5	3	40	60	100
			(b) Project/ Dissertation TV /Film Radio								

			(c) Project/ Dissertation - PR & Corporate Comm.								
			<b>Any one of the following</b>								
6	IN-6- MC-25T	DSE	(a) Internship – Digital Print	4	1		5	3	40	60	100
			(b) Internship – Digital Marketing								
			(c) Internship -Digital PR, Advertising & Corporate Comm.								
			Total				22		180	270	450

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**Note: If a student should opt for “a” in SEC in the III semester, the student has to opt for “a” only in the IV semester and so is the case with “b” and “c”.**

**In the case of DSE also the rule applies. S**

#### SUMMARY OF CREDITS

S. No.	Course Category	No. of Courses	Credits per Course	Total Credits
1	CC (EL)	4	5	20
2	CC (SL)	4	3	12
3	AECC	2	2	4
4	DSC	18	5	90
5	SEC	4	2	8
6	GE	1	4	4
7	DSE	6	5	30
	Grand TOTAL	39		168
	Non-CGPA	Value Added Courses / MOOCs / Extra Curricular * Internship		

**CC (EL): Compulsory Course (English Language); CC (SL): Compulsory Course (Second Language: HI - Hindi; AR - Arabic; SK - Sanskrit; FR - French; TL - Telugu); AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; GE: Generic Elective; DSE: Discipline Specific Elective; T: Theory; P: Practical; I: Internal Exam E: End Semester Exam; PR: Project Report; VV: Viva-Voce Examination**

**Note:**

1	If a student should opt for “a” in SEC in III semester, the student has to opt for “a” only in IV semester and so is the case with “b” and “c”. In the case of DSE also the same rule applies.
2	UG 1st Year students should enroll for Value added Courses & MOOCs Courses in Semester I & Complete it by the end of Semester III.
3	Online courses should be for a minimum of 4 weeks & upto 8 weeks duration
4	Non CGPA Courses will have 2 credit each
5	GE Courses will be offered to Students of other Department Programmes