



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF MEDIA AND COMMUNICATION
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

B.A. JOURNALISM AND MASS COMMUNICATION
NEP 2023-25

COURSE STRUCTURE

Semester I								
S.No.	Type of Course	Code	Title of the Course	Contact Hours Per Week				Remarks
				L	T	P	C	
1	CC	JMC101	Introduction to Journalism	3	1	0	4	CC-1
2	CC	JMC102	Communication Theories	3	1	0	4	CC-2
3	MDC	JMC103	Media Literacy				3	
4	AEC	AEC101	Communicative English-I	2	1	0	3	
5	Minor		To be chosen from pool of minor courses					
6	VAC	VAC101	Environmental Education-I	2	0	0	2	
Semester Credits							20	
SEMESTER II								
7	CC	JMC105	Basics of Reporting and Editing	3	1	0	4	CC-3
8	CC	JMC106	Media Laws and Ethics	3	1	0	4	CC-4
9	MDC	JMC107		3			3	
10	SEC		To be chosen from pool of skill courses					
11	VAC	VAC102	Human Values and Ethics	2	0	0	2	

12	AEC	AEC102	Communicative English-II	2	1	0	3	
13	Minor		To be chosen from pool of minors					
Semester Credits							22	
SEMESTER III								
14	CC	JMC201	Graphic Designing-Illustration and Typography	2	1	1	4	CC-5
15	CC	JMC202	Advertising	3	1	0	4	CC-6
16	MDC	JMC203		3			3	
17	Minor		To be chosen from pool of minors					
Optional (Choose any one)								
18	AEC	AEC103	Introduction to Bengali Language and Literature	2	0	0	2	
	AEC	AEC104	Hindi	2	0	0	2	
	AEC	AEC105	Sanskrit	2	0	0	2	
19	SEC		To be chosen from pool of skill courses				2	
20	VAC	VAC103	Constitutions and Human Rights	2	0	0	2	
Semester Credits							21	
SEMESTER IV								
21	CC	JMC205	Introduction to Broadcast Media	3	1	0	4	CC-7
22	CC	JMC206	Animation Fundamentals	0	0	8	4	CC-8
23	CC	JMC207	Public Relations	3	1	0	4	CC-9
24	SEC		To be chosen from pool of skill courses				2	
25	Minor		To be chosen from pool of minors					
Optional (choose any one)								
26	VAC	VAC104	Yoga and Wellness	2	0	0	2	
	VAC	VAC105	Community Engagement and Social Responsibility	1	0	1	2	
	VAC	VAC201	Environmental Education-II	1	0	1	2	
Semester Credits							20	
SEMESTER V								
27	CC	JMC301	Media and Cultural Studies	3	1	0	4	CC-10

28	CC	JMC302	Film Studies	3	1	0	4	CC-11
29	CC	JMC303	Development Communication	3	1	0	4	CC-12
30	Minor		To be chosen from pool of minors					
31	SEC		To be chosen from pool of skill courses				2	
31	INT	JMC305	Internship	0	0	8	4	
Semester Credits							22	
SEMESTER VI								
32	CC	JMC306	Folk Media	2	1	1	4	CC-13
33	CC	JMC307	Anchoring/Radio Podcasting	2	1	1	4	CC-14
34	CC	JMC308	Story and Script Writing	3	1	0	4	CC-15
35	Minor		To be chosen from pool of minors				4	
36	SEC		To be chosen from pool of skill courses				2	
37	Project	JMC310					4	
Semester Credits							22	
Total Credits of the Program after 3rd Year							127	
SEMESTER VII								
38	CC	JMC401	Documentary Production	1	1	2	4	CC-16
39	CC	JMC402	Digital Marketing	3	1	0	4	CC-17
40	CC	JMC403	Gender and Media	2	1	1	4	CC-18
41	CC (For With research)	JMC404	Research Methodology (should start working on dissertation topic)	3	1	0	4	CC-19 (Research)
42	CC (For Without research)	JMC405	Web Designing	1	1	2	4	CC-19(without Research)
43	Minor	JMC311	To be chosen from pool of minors				4	
Total Semester Credit							20	
SEMESTER VIII								
44	CC	JMC406	Screenplay Writing	1	0	7	4	CC-20

45	CC (For Without research)	JMC407	Film Production	0	0	8	4	CC-21 (without Research)
46	CC (For Without Research)	JMC408	Photo Journalism	2	1	2	4	CC-22(without Research)
47	Minor (For without research)	JMC312	Event Management	1	1	4	4	
48	Minor (For without research)	JMC313	Radio Production	0	0	8	4	
49	Dissertation	JMC409	Project/Dissertation	12	0	0	12	
Total Semester Credit							20	
Total Credits of the Program after 4th Year							167	