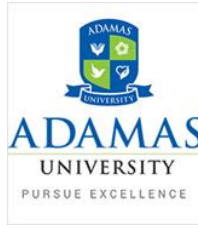


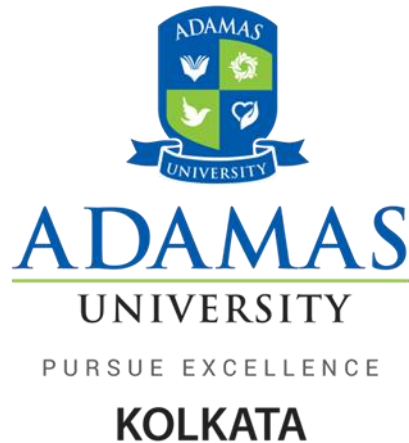
# **ADAMAS UNIVERSITY**

## **B.A. (Hons) Media and Communication**

**(2022-23)**



**ADAMAS UNIVERSITY (AU), KOLKATA**



# **ADAMAS UNIVERSITY**

## **B.A. (Hons) Media and Communication**

### **Course Structure and Syllabus (2022-23)**

**Course Structure for B.A. (Hons) Media and Communication  
2022-23**

<b>SEMESTER I</b>								
<b>Sl. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hours/Week</b>	<b>Credits</b>
1	AECC	ENG11027	English Communication	1	1	0	2	2
2	CC	HJM11001	Journalism Basics	3	1	0	4	4
3	CC	HJM13004	Introduction to Imagery	1	1	4	6	4
4	GE	HJM11006	Print Media Journalism/Elective	5	1	0	6	6
5	OE	HJM11005	Media Literacy	3	1	0	4	4
6	AECC	DGS11001	Design Thinking	2	0	0	2	2
<b>Total</b>								<b>22</b>

<b>SEMESTER II</b>								
<b>Sl. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hours/Week</b>	<b>Credits</b>
1	AECC	EVS11113	Environmental Studies	1	1	0	2	2
2	CC	HJM11077	Media Laws & Ethics	3	1	0	4	4
3	CC	HJM11007	Communication Theories	3	1	0	4	4
4	CC	ETM12214	Advanced Videography	0	0	8	4	4
5	GE	HJM10012	Introduction to Communication/Elective	5	1	0	6	6
6	AECC	EIC11001	Venture Ideation	2	0	0	2	2
<b>Total</b>								<b>22</b>

SEMESTER III								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
1	DSC	HJM11014	Film Studies	3	1	0	4	4
2	SEC	HJM13015	Print Lab Production	0	1	6	7	4
3	GE	HJM11019	3D Animation	1	1	4	6	4
4	CC	HJM11020	News Writing Skills	3	1	0	4	4
5	GE	HJM11021	Basics of Photography/Elective	5	1	0	6	6
6	AECC	IDP14001	Inter-Departmental Project	3	0	0	3	3
7	Project	SOC14100	Community Service	1	0	0	1	1
<b>Total</b>								<b>26</b>

SEMESTER IV								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
1	DSC	ETM11083	Non-Fiction Films	3	1	0	4	4
2	SEC	ETM12082	Film Project I: Non-Fiction Project	0	0	8	4	4
3	GE	HJM11032	Development Communication	3	1	0	4	4
4	GE	HJM11028	Writing for Media	3	1	0	4	4
5	GE	HJM11029	Brand Management/Elective	5	1	0	6	6
6	AECC	PSG11021	Human Values and Professional Ethics	2	0	0	2	2
<b>Total</b>								<b>24</b>

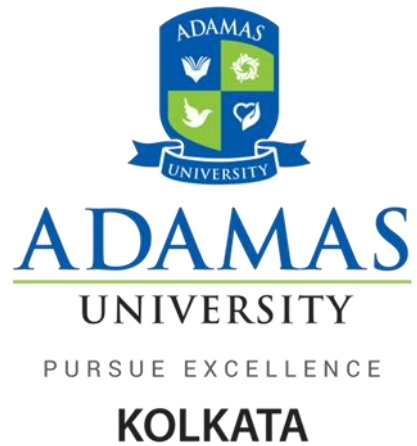
SEMESTER V								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
1	DSC	HJM11031	Public Relations	3	1	0	4	4
2	DSC	HJM11025	Communication Research	3	1	0	4	4
3	DSC	HJM11033	Media Management	3	1	0	4	4
3	DSE	HJM13034/ HJM13035	DISCIPLINE SPECIFIC ELECTIVE I: Specialized Reporting/ Radio Programming & Production	3	1	4	6	6
4	DSE	HJM13036/ HJM13037	DISCIPLINE SPECIFIC ELECTIVE II: Advertising and Management / Television Production	3	1	4	6	6
5			Internship (credits will be added in 6 <sup>th</sup> semester)					(4)
<b>Total</b>								<b>24</b>

SEMESTER VI								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
1	DSC	HJM11038	Mojo and Convergence News	3	1	0	4	4
2	DSC	HJM11039	Corporate Communication	3	1	0	4	4
3	DSE	HJM12040/ HJM12041	DISCIPLINE SPECIFIC ELECTIVE III: Photojournalism & Info-graphics/ Live Show Production	3	1	0	4	4
4	DSE	HJM12042/ HJM11043	DISCIPLINE SPECIFIC ELECTIVE IV: Folk Media/ Media Marketing	3	1	0	4	4
5	GDS	HJM15038	DISSERTATION/PROJECT					4
			Internship (internship will be done in Semester 5 and credits will be added in semester 6)					4
			<b>Total</b>					<b>24</b>

**TOTAL CREDITS = 144**

**Total Credits Distribution Semester Wise:**

Semester	I	II	III	IV	V	VI	Total Credits
Credits	22	22	26	24	26	20	140



# **ADAMAS UNIVERSITY**

**B.Sc. (Hons) Media Technology**

**(2022-23)**

## B.Sc. (Hons) Media Technology

**2022-23**

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER I</b>								
1	T	ETM11111	Introduction to Media	4	0	0	4	4
2	T&P	ETM13002	Photography and Photo Editing	0	0	2	2	2
3	T&P	ETM13112	Videography	1	1	2	4	4
4	T&P	HJM13002	Introduction to Imagery	5	0	1	6	6
5	T&P	ETM13113	Sound	1	1	4	6	4
6	T	HJM11005	Media Literacy	3	1	0	4	4
7	T	DGS11001	Design Thinking	2	0	0	2	2
Students have to choose any two papers as OPTIONAL								
8	T	HJM 11006	Print Media Journalism	4	2	0	6	6
9	T	ENG11028	Introduction to Language, Literature and Culture	4	2	0	6	6
			<b>Total</b>	<b>24</b>	<b>5</b>	<b>9</b>	<b>34</b>	<b>32</b>

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER II</b>								
1	T	ETM11211	Film Studies: Early and Classical Cinema	4	0	0	4	4
2	T	HJM11077	Media Laws & Ethics	3	1	0	4	4
3	T	ETM13112	Introduction to Television	3	1	0	4	4
4	P	ETM11212	Television Journalism	2	0	2	4	4
5	P	ETM11213	Advanced Photography	0	0	4	4	4
6	P	ETM12214	Advanced Videography	0	0	4	4	4
7	P	EIC11001	Venture Ideation	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

			<b>Total</b>	<b>13</b>	<b>5</b>	<b>16</b>	<b>26</b>	<b>26</b>
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Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER III</b>								
1	T	ETM11311	Film Studies: European Cinema	4	0	0	4	4
2	P	ETM12312	Graphic and Web Designing	2	0	2	4	4
3	P	HJM32203	Print Lab Production	2	0	2	4	2
4	T&P	HJM32205	Broadcast Technologies	0	0	4	4	2
5	T&P	HEM33228	Scriptwriting and Storyboarding	1	1	2	4	4
6	T&P	HEM32213	Video Editing	1	1	2	4	4
7	P	IDP14001	Inter-Disciplinary Project	1	0	2	2	3
	Int	ETM16001	<b>Internship</b>	0	0	4	4	4
			<b>Total</b>	<b>12</b>	<b>6</b>	<b>16</b>	<b>24</b>	<b>27</b>

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER IV</b>								
1	T&P	ETM13411	Non-Fiction Films	4	0	0	4	4
2	T&P	ETM13412	Film Direction	2	0	2	4	4
3	T&P	HEM33231	3D Animation and Gaming	0	0	4	4	4
4	P	HEM32214	Advanced Video Editing	0	0	4	4	4
5	P	ETM12413	Film Project I: Non-Fiction Project	2	2	4	8	6
6	I	ETM16002	Internship	0	0	2	2	2
			<b>Total</b>					<b>24</b>

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER V</b>								
1	T	ETM11511	Film Studies: Indian Cinema	4	2	0	6	4
2	T&P	ETM13512	Theater Studies	3	1	0	4	4
3	T	ETM11513	Advertisement: Introduction	2	2	0	4	4
4	P	ETM12514	Advertisement Filmmaking	1	1	4	6	4
<i>CHOOSE ANY TWO ELECTIVES FOR THIS SEMESTER</i>								
5	T&P	ETM13515	Production Management	2	1	6	9	6
6	T&P	HJM33209	Radio Programming & Production	2	1	6	9	6



7	T&P	HEM33225	Online Editing & Live Telecast	2	1	6	9	6
8	P	ETM12516	Corporate Filmmaking	2	1	6	9	6
<b>Total</b>				<b>16</b>	<b>9</b>	<b>28</b>	<b>38</b>	<b>28</b>

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
<b>SEMESTER VI</b>								
1	P	ETM12611	Film Project: Short Fiction	2	1	6	9	6
2	T	ETM11612	OTT	3	1	0	4	4
3	P	ETM12613	Showreel and Pitch Deck	1	1	2	4	4
4	I	ETM16003	Internship	0	0	2	2	2
<i>CHOOSE ANY TWO ELECTIVES FOR THIS SEMESTER</i>								
5	P	ETM12613	OTT Production (mini Series)	2	1	6	9	6
6	T&P	ETM13614	Music Video	2	1	6	9	6
7	T&P	ETM13615	Experimental and Guerrilla Filmmaking	2	1	6	9	6
8	P	ETM12616	Media Campaign	2	1	6	9	6
<b>Total</b>				<b>10</b>	<b>5</b>	<b>22</b>	<b>37</b>	<b>28</b>

Semester	I	II	III	IV	V	VI	Total
Credits	32	26	27	24	28	28	165