

CENTRE FOR DISTANCE & ONLINE EDUCATION

**EVALUATION SCHEME
SYLLABUS
(REVISED)**

**BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
(BAJMC)**

EFFECTIVE FROM: 2025-26



**Centre for Distance & Online Education
Swami Vivekanand Subharti University
Meerut (U.P.)**

**CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)**

**EVALUATION SCHEME
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
(BA JMC)**

1ST YEAR SEMESTER-I								
S.N	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC- 101	Content Writing for Mass Media	MJC-1	Theory	6	30	70	100
2	BAJMC- 102	Basics of Communication	MIC-1	Theory	3	30	70	100
3	M.Dis-GMO	Global Media Organizations	MDC-1	Theory	3	30	70	100
4	AEC-1	English Communication	AEC-1	Theory	2	30	70	100
5	SEC-ANP	Anchoring and News Presentation - Practical	SEC-1	Practical	3	-	100	100
6	VAC-CSM	Copy Writing for Social Media	VAC-1	Theory	3	30	70	100
7	VAC-RB	Rashtra Bodh	Qualifying	Theory	0	15	35	50
TOTAL					20	150	450	600

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1ST YEAR SEMESTER-II								
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)								
EXIT OPTION WITH CERTIFICATE								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC- 201	Digital Photography	MJC-2	Theory	6	30	70	100
2	BAJMC- 202	Print Journalism	MIC-2	Theory	3	30	70	100
3	M.Dis-AIMC	AI Tools in Mass Communication	MDC-2	Theory	3	30	70	100
4	AEC-2	Environment Science	AEC-2	Theory	2	30	70	100
5	SEC-PMD	Print Media Design and Production- Practical	SEC-2	Practical	3	-	100	100
6	VAC-CW	Cricket Writing	VAC	Theory	3	30	70	100
7	VAC-IKS	Indian Knowledge System	VAC	Theory	2	15	35	50
TOTAL					22	165	485	650

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2ND YEAR								
SEMESTER-III								
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC-301	Radio Production and Techniques	MJC-3	Theory	5	30	70	100
2	BAJMC-302	Fundamentals of Advertising	MJC-4	Theory	5	30	70	100
3	BAJMC-303	Health Communication	MIC-3	Theory	3	30	70	100
4	M.Dis-SMC	Sociology of Media and Communication	MDC-3	Theory	3	30	70	100
5	AEC-DRM	Disaster Risk Management	AEC-3	Theory	2	30	70	100
6	SEC-AVP	Audio and Video Production- Practical	SEC-3	Practical	3	-	100	100
TOTAL					21	150	450	600

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2ND YEAR SEMESTER-IV								
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)								
EXIT OPTION WITH DIPLOMA								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC- 401	TV Production and Techniques	MJC-5	Theory	6	30	70	100
2	BAJMC- 402	Concept of Film and Cinema	MJC-6	Theory	5	30	70	100
3	BAJMC- 403	Media Laws and Ethics	MJC-7	Theory	5	30	70	100
4	BAJMC- 404	Community Radio	MIC-4	Theory	3	30	70	100
5	AEC-4	Sports Journalism	AEC-4	Theory	2	30	70	100
TOTAL					21	150	350	500

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3RD YEAR SEMESTER-V								
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC-501	Communication Research	MJC-8	Theory	6	30	70	100
2	BAJMC-502	New Media Technology	MJC-9	Theory	6	30	70	100
3	BAJMC-503	Indian Political Structure	MIC-5	Theory	3	30	70	100
4	BAJMC-504	Digital Media Management	MIC-6	Theory	3	30	70	100
5	BAJMC-505	Society and Media	AEC	Theory	4	-	100	100
TOTAL					22	120	380	500

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3RD YEAR SEMESTER-VI								
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJMC)								
EXIT OPTION WITH U.G. DEGREE								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	BAJMC-601	Media Planning and Management	MJC-10	Theory	6	30	70	100
2	BAJMC-602	Inter- cultural Communication	MJC-11	Theory	5	30	70	100
3	BAJMC-603	Development Communication and Rural India	MJC-12	Theory	5	30	70	100
4	BAJMC-604	Media and Human Rights	MIC-7	Theory	3	30	70	100
5	BAJMC-605	Documentary / Short Film Production- Practical	MIC-8	Practical	3	-	100	100
TOTAL					22	120	380	500

TOTAL OF ALL SEMESTER CREDITS: 128

ABBREVIATIONS:

AW : Assignment Work
MJC : Major Course
MIC : Minor Course
MDC : Multi-Disciplinary Course
AEC : Ability Enhancement Course
SEC : Skill Enhancement Course
VAC : Value Added Course