Bachelor of Arts - Journalism and Mass Communication (3 years)

Course Coverage

Year - I	Year - II	Year - III

1. Understanding Media
2. Linguistic Proficiency for Communication
3. Knowledge: Theory and Practice
4. Indian Literature and Culture
5. History of Ideas
6. Philosophy, Aesthetics & Ethics
7. Scientific Enquiry - Research & Analysis
8. Introduction to Radio, TV & New Media
9. Introduction to Film Studies and film making assignments
10. Introduction to Journalism and Mass Communication theories
11. Language and writing skills for media
12. Digital and social media
13. Understanding our society - A. Indian Political and Administrative System B. Sociology
14. Immersive Media & Virtual Reality
	1. Indian knowledge and knowledge systems
	2. Basics of Research - I
	3. An introduction to human psychology
	4. Philosophy - the science of understanding everything
	5. Behavioral Science – the nature of human behavior
	6. Media Laws, Ethics and Morals
	7. Computer Graphics, Animation & Sound
	8. Developmental Communication
	9. Public Relations, Corporate Communication & Event Management
	10. Media skills - Translation
	11. Media skills - Photography
	12. Media skills – news videography
	13. Media Skills - Audio for news, podcast and radio
	14. Introduction to Advertising
		1. Professional writing for media
		2. Multimedia storytelling
		3. Film-making – with theory and principles
		4. International Issues & Affairs
		5. Indian politics from media's perspective
		6. Current Indian history
		7. Event Management - II
		8. Social and digital media
		9. Indian Journalism
		10. Global Journalism
		11. Future Media
		12. Preparing to be a professional
		13. Professional Project (Specialization in any one)
		  • Print
		  • Advertising
		  • Public Relations and Events
		  • Photography
		  • Digital Communication
		  • Media Planning & Buying
		14. Understanding the mayajaal of TRPs and IRS

*AURO University reserves the right to make changes in the curriculum / course structure.