ADAMAS UNIVERSITY, KOLKATA

SCHOOL OF MEDIA AND COMMUNICATION

DEPARTMENT OF MEDIA STUDIES

JMC3401

B.A. Journalism and Mass Communication

(2026-2030)

NEP 2020 Compliant Program Structure

171 Credits

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1. Program Overview

The B.A. Journalism and Mass Communication is a multidisciplinary, industry-oriented four-year undergraduate program designed in accordance with the principles of India's National Education Policy (NEP) 2020. The program integrates academic knowledge with practical skills, fostering creativity, critical thinking, ethical values, research aptitude, entrepreneurship, and lifelong learning. Through a carefully structured curriculum, students gain comprehensive exposure to journalism, digital media, multimedia production, television and radio broadcasting, advertising, public relations, development communication, digital marketing, filmmaking, graphic design, communication research, data journalism, event management, corporate communication, OTT content creation, and emerging AI-enabled media technologies. The program emphasizes experiential learning through laboratory courses, internships, field projects, portfolio development, industry engagement, and research opportunities, while offering multiple entry-exit options, multidisciplinary learning through Core Course, Minor, MDC, SEC, AEC, and VAC courses, and a choice between research and professional pathways in the final year. Graduates are equipped with the knowledge, technical competencies, ethical foundation, entrepreneurial mindset, and leadership skills required to

excel in the rapidly evolving media, communication, and creative industries at national and global levels. This course has been awarded 171 credits in total allocated in all four years. During this period, the student is required to undertake six types of courses as below:

- CC (Core Courses)
- AEC (Ability Enhancement Course)
- MDC (Multi-Disciplinary Course)
- SEC (Skill Enhancement Course)
- Minor Course
- VAC (Value Added Course)

2. Program Outcomes (PO):

PO1	**Media and Communication Knowledge:** Apply the knowledge acquired in news writing and news presentation, news editing, designing, photography and cinematography, content development and proofreading, advertising and public relations, and entertainment management in order to solve problems.
PO2	**Problem Analysis:** Identify, formulate, research literature, and analyze complex application problems in media and communication reaching substantiated conclusions using the domain knowledge.
PO3	**Design/ Development of Solutions:** Design solutions for unsolved issues in media and communication and design strategic solutions that meet the specified needs with appropriate consideration for social and ethical considerations.
PO4	**Conduct Investigations of Complex Problems:** Use research-based knowledge and research methods including design of analysis and interpretation of data and synthesis of the information to provide valid conclusions.
PO5	**Modern Tool Usage:** Evaluate, select, and apply appropriate techniques, resources, and modern platform-agnostic multimedia tools with an understanding of the limitations.
PO6	**The Journalist and Society:** Apply reasoning informed by the contextual knowledge to assess societal, economic, political, ethical and cultural issues and the consequent responsibilities relevant to the professional journalistic practices.
PO7	**Social Environment:** Understand the impact of media practices in creating the social environment, and demonstrate the knowledge of and need for sustainable development.
PO8	**Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of media.
PO9	**Individual and Team Work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10	**Communication:** Communicate effectively on specific journalistic issues with the larger media community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO11	**Project Management:** Demonstrate knowledge and understanding of the journalistic issues and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO12	**Life-long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life-long learning in media and communication.

3. Core Courses

The Core Courses of Journalism and Mass Communication courses that are conducted across all eight semesters and are compulsory for all students.

4. University Common Courses

In accordance with the objectives of the National Education Policy (NEP) 2020, the University offers Multidisciplinary Courses (MDC) to encourage interdisciplinary learning and academic flexibility. Students are required to choose one MDC course from the University-approved pool in Semesters I, II, and III. Each course carries 3 credits, enabling students to acquire knowledge beyond the core discipline and develop a broader academic perspective. The program requires students to earn a total of 9 credits through MDC courses.

Students need to select these courses from a basket of courses that are offered by the School of Engineering and Technology, School of Business, School of Education, School of Law and Justice, School of Basic and Applied Sciences, School of Liberal Arts and Culture Studies. The Inter-disciplinary Project, as the name suggests, gives students an opportunity to work with students of different disciplines under the guidance of a faculty member. The students have the option to select a project of their choice and interest every semester.

As mandated by the University Grants Commission (UGC) now renamed as Ministry of Education (MoE), all students are required to study courses in Indian Knowledge System (IKS), Language Course, Artificial Intelligence for Media Production, Advanced Soft Skills and Aptitude, Environment Studies etc. with Four credits each.

5. Training/Internship and On Job Training (OJT) Framework

The program emphasizes experiential learning through industry exposure. Students are required to undertake a mandatory internship in Semester V for a duration of 4–8 weeks (4

credits) in recognized media and communication organizations. In Semester VIII, students opting for the professional pathway will complete On-the-Job Training (OJT) (12 credits) to gain advanced workplace experience, while students choosing the research pathway will undertake a dissertation as per the program structure.

6. Credit Structure

The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 4-0-0 will have 4 credits, 3-1-0 will have 4 credits, and 2-0-4 will have 4 credits.

7. Credits Chart

The following is the break-up of credits that have to be earned across different semesters to earn the B.A. Journalism and Mass Communication Degree:

Semester	Semester wise No. of Courses	Theory/Practical Skill based Courses Distribution Theory + Practical + Hybrid	Core Courses Credits	Additional Courses Credits	Total Credits in each Semester
I	7	5 (Theory) + 3 (Hybrid)	8	13	20
II	9	6 (Theory) +3 (Practical)	11	13	24
III	7	5 (Theory) + 2 (Hybrid)	15	8	21
IV	6	4 (Theory) + 2 (Practical)	16	4	20
V	6	4 (Theory) + 1 (Practical) + 1 (INT Or PRJ)	22	10	22

VI	6	4 (Theory) + 1 (Practical) + 1 (Project)	10	10	20
VII	5	2 (Theory) + 2 (Practical) 1 (1 either or)	20	0	20
VIII	6	2 (Theory) + 2 (Practical) + 2 (Hybrid) OJT	24	0	24
Total	**53**	**32+21**	**124**	**47**	**171**

Important

- A student has to earn 171 credits to get the B.A. Degree.
- A student can accumulate more credits than minimum (171) if he/she wishes to have accelerated learning.
- A course once chosen may be successfully completed as per provisions suggested under NEP2020.

8. Evaluation Scheme

Components of Evaluation	Frequency	Code	Weightage (%)
Group Discussion/Presentation	1 – 2	C	TBDT
Assignment	1 – 2	H	TBDT
Project	2 – 3	P	TBDT
Seminar	1 – 2	S	TBDT
Viva	1 – 2	V	TBDT
Quiz	1 – 2	Q	TBDT
Mid Semester Examination	1	MSE	20
End-Term Examination	1	ETE	50
Total			**100**

School of Media and Communication, Adamas University

B.A. Journalism and Mass Communication

Program Structure

(2026-2030)

1st Year								
SEMESTER I								
Sl. No.	**Type of Course**	**Code**	**Title of the Course**	**LTP and Credit Framework**				**Total Credits**
				L	**T**	**P**	**Total**	**C**
1	CC	JMC109	Introduction to Journalism and Mass Communication	3	1	0	4	4
2	CC	JMC110	News Reporting and Writing	2	0	4	4	4
3	MDC	JMC103	Media Literacy	-	-	-	-	-
4	Minor	IKS101	Indian Knowledge System	4	0	0	4	4
5	Minor	GEN101	AI for Everyone	2	0	0	2	2
6	VAC	VAC105	Community Engagement and Social Responsibility	1	0	2	2	2
7	AEC	AEC101	Communicative English-I	2	0	0	2	2
8	AECFL	AEC107/ AEC108/ AEC109	French I/ German I/ Spanish I	2	0	0	2	2
						Semester Credits		**20**
SEMESTER II								
Sl. No.	**Type of Course**	**Code**	**Title of the Course**	**Contact Hours Per Week**				**Total Credits**
				L	**T**	**P**	**Total**	**C**
1	CC	JMC112	Multimedia Editing and Publishing	0	1	6	4	4
2	CC	JMC106	Media Laws and Ethics	3	1	0	4	4
3	MDC	JMC107	To be chosen from pool of MDC	2	1	0	3	3
4	Minor		Cyber Security and Internet of Things	4	0	0	4	4
5	SEC	To be chosen	To be chosen from pool of skill courses	2	0	0	2	2
6	VAC	VAC101	Environmental Education	2	0	0	2	2
7	AEC	AEC102	Communicative English-II	2	0	0	2	2
8	AECFL	AEC110/ AEC111/ AEC112	French II/ German II/ Spanish II	2	0	0	2	2
9	SEC	CLL103	Soft Skills and Aptitude I	1	0	0	1	1
						Semester Credits		**24**

2nd Year								
SEMESTER III								
Sr. No	**Type of Course**	**Code**	**Title of the Course**	**Contact Hours Per Week**				**Total Credits**
				L	**T**	**P**	**Total**	**C**
1	CC	JMC209	Videography and Video Editing	2	0	4	4	4
2	CC	JMC210	Television Broadcasting	2	0	4	4	4
3	Minor	To be chosen	To be chosen from pool of minors	3	1	0	4	4
4	MDC	JMC203	To be chosen from pool of MDC	2	1	0	3	3
5	VAC	VAC102	Human Values and Ethics	2	0	0	2	2
6	SEC	To be chosen	To be chosen from pool of skill courses	2	0	0	2	2
7	AEC	AEC106	Professional Communication Skills	2	0	0	2	2
							Semester Credits	**21**
SEMESTER IV								
1	CC	JMC211	Introduction to Advertising	3	1	0	4	4
2	CC	JMC212	Radio and Podcasting	0	1	6	4	4
3	CC	JMC213	Public Relations and Corporate Communication	3	1	0	4	4
4	Minor	To be chosen	To be chosen from pool of minors	3	1	0	4	4
5	SEC	To be chosen	To be chosen from pool of skill courses	2	0	0	2	2
6	VAC	VAC104	Yoga and Wellness	2	0	0	2	2
							Semester Credits	**20**

SEMESTER V								
1	CC	JMC314	Digital Media Marketing	3	1	0	4	4
2	CC	JMC315	Film Studies	3	1	0	4	4
3	CC	JMC303	Development Communication	3	1	0	4	4
4	Minor	To be chosen	To be chosen from pool of minors	3	1	0	4	4
5	SEC	To be chosen	To be chosen from pool of skill courses	1	0	1	2	2
6	INT	JMC305	Internship	0	0	8	4	4
	PRJ	JMC319	Degree Project	0	0	8	4	
							Semester Credits	**22**

SEMESTER VI								
1	CC	JMC316	Media and Cultural Studies	4	0	0	4	4
2	CC	JMC317	Graphic Design and AI	0	1	6	4	4
3	CC	JMC318	Basics of Communication Research	4	0	0	4	4
4	Minor	To be chosen	To be chosen from pool of minors	3	1	0	4	4
5	SEC	To be chosen	To be chosen from pool of skill courses	1	0	1	2	2
6	PRJ	JMC310	To be chosen	0	0	4	2	2
Semester Credits								**20**

****Total Credits of the Program after 3rd Year – 127**

SEMESTER VII								
1	CC	JMC414	Event Planning and Management	0	1	6	4	4
2	CC	JMC415	Entrepreneurship and Venture Ideation	2	0	4	4	4
3	CC	JMC416	Digital Film Making	0	1	6	4	4
4	CC (For With research)	JMC417	Mass Media Research (should start working on dissertation topic)	3	1	0	4	4
	CC (For Without research)	JMC418	Data Journalism and Visualization	2	0	4	4	
5	Minor	To be chosen	To be chosen from pool of minors	3	1	0	4	4
Semester Credits								**20**

SEMESTER VIII								
1	CC	JMC419	OTT Content Creation and Analysis	2	0	4	4	4
2	CC (For Without research)	JMC421	Final Portfolio	0	0	8	4	4
3	CC (For With Research)	JMC422	Research Grant Proposal	2	1	2	4	4
4	Minor (For without research)	JMC423	Folk Media Studies	1	1	4	4	4
5	Minor (For with research)	JMC424	Media Psychology	0	0	8	4	4
6	Dissertation	JMC409	Dissertation	0	0	24	12	12
Semester Credits								**24**

****For those who opt for On Job Training (OJT)**								
SEMESTER VIII								
1	OJT	JMC410	On Job Training	0	0	24	12	12
2	Dissertation	JMC409	Dissertation	0	0	24	12	12
						Semester Credits		**24**
Grand Total all four Semesters: 20+24+21+20+22+20+20+24= 171 Credits								

*NOTE: With research is only allowed for Students ***who secure 75% marks and above in the first six semesters***