



SRINIVAS UNIVERSITY

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COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
City Campus, Pandeshwar, Mangalore - 575 001. Phone: 0824-2441022

B.A. (JOURNALISM & MASS COMMUNICATION)

Duration: 3 Years, Six Semesters. (Admissions open for the batch 2019-20)

Eligibility: Pass in 10+2/12th Standard with minimum 40 % marks.

Admission needs valid score in **SUAT**.

About B.A. (Journalism & Mass Communication)

The Bachelor of Arts (B.A.) Journalism & Mass Communication is an under graduate programme designed for those students with aptitude and interest in investigation and reporting of current and past issues to the vast audience through Newspapers, Magazines, Television, Radio, Internet etc. Journalism Profession correspond information between the News Agencies and Public on the standards of Truth, Autonomy and Transparency. The profession extensively uses Mass Communication Medias such as Radio, Television, Blogs, Portals and Social Networking etc. A Journalist or Writer works in the areas of Business, Culture, Governance, Finance, History, Games, Sports, Politics, Religion, Entertainment, Current Affairs etc. This course has been designed to enrich the skills of enrolled students in the fields of editing, writing, photography, analysis, research, reporting, comprehension etc.

Special Features of the Programme

- Classes will be held from 9.00 a.m. to 2.00 p.m. with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini Project in each semester.
- Innovations in Examination System with opportunity for personal seeing of evaluated papers.
- Make up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various News Agencies
- Separate Hostel & Transport facility for Boys & Girls.
- Further opportunity to do Post Graduation, M. Phil. & Ph.D. Programmes.

Career Opportunities

News Reporter, News Reader, Feature Writer, Columnist, Fashion Photographer, News Analyst, Public Relations Officer, Radio Jockey (RJ), Special Correspondent, Video Jockey (VJ), TV Correspondent, Freelance Writer, Correspondent, Illustrator, Photo Journalist, Journalist, Associate Editor, Cartoonist, Columnist, Proof Reader, Sub Editor, Writer, Publisher, Telecasting Assistant, Researcher, Transmission Executive.

Programme Structure

SEMESTER 1			SEMESTER 2		
Sl. No.	Subject	Marks	Sl. No	Subject	Marks
1	Fundamentals of Communication	100	1	Business Communication	100
2	Micro Economics	100	2	Macro Economics	100
3	Fundamentals of Journalism	100	3	Mass Communication	100
4	Business Environment	100	4	Indian Society & Culture	100
5	Personality Development	100	5	Inter Cultural Communication	100
6	Indian Constitution & Environmental Studies	100	6	Media Information Security	100
7	Fundamentals of IT	50	7	Soft Skill Training	50
8	Visit to Domestic News Houses/ Agencies/ Publisher	50	8	News Agency Analysis	50
		700			700
SEMESTER 3			SEMESTER 4		
1	Print Journalism	100	1	Electronic Journalism	100
2	Media & Developments	100	2	Basic Media Research	100
3	News Writing Theory	100	3	News Editing Theory	100
4	Field Practicum	100	4	Field Practicum	100
5	Organizational Behaviour (Experimental Learning)	100	5	Stress Management	100
6	Media & Public Relations	100	6	Advertising Theory & Practice	100
7	Comprehension & Grammar	50	7	Practical- Photography & Video Production	50
8	Feature Writing- I (Parliamentary News, Business & Crime Reports)	50	8	Feature Writing II- (Sports Culture & Cinema Report)	50
		700			700
SEMESTER 5			SEMESTER 6		
1	Communication Technology	100	1	Internship & Dissertation to produce a News Magazine & Viva-Voce	700
2	Media Laws & Ethics	100			
3	Reporting Theory & Practice	100			
4	Trends in Journalism	100			
5	Media Management	100			
6	Indian Cinema	100			
7	Checking Plagiarism	50			
8	Press Report- Practical	50			
		700			700

**JOIN ABOVE INNOVATIVE B.A. (Journalism & Mass Communication) WITH
INDUSTRY RELEVANCE AND JOB ORIENTED SYLLABUS
TO RE-DEFINE YOUR CAREER ALTITUTDE**

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation