

EMPOWERING MINDS, SHAPING FUTURES

BA - JOURNALISM & MASS COMMUNICATION

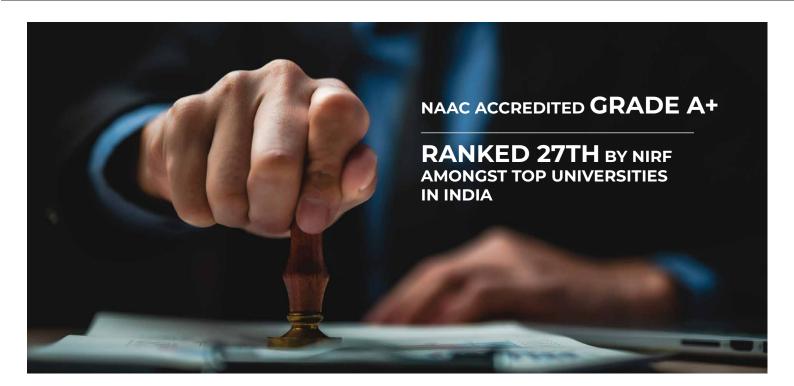
About the university



Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Distance Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach.

The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

Accreditations





BA - Journalism & Mass Communication

BA in Journalism and Mass Communication is an undergraduate program for students who are interested in media and seek to pursue a career in this domain. CU is offering this sought-after course completely online for easier accessibility for students in one of the most demanded fields of study. The curriculum is aimed at providing learners with a foundation in technology and media in order to prepare them for possibilities in a variety of promising sectors, such as advertising, event management, and broadcast journalism.

Duration: 2 Years

Eligibility: 10+2 with at least 50% marks in aggregate or its equivalent examination in any stream conducted by a recognized Board / University / Council in the aggregate OR 45% marks in 10+2 in any stream with at least 55% in English as the subject

Objectives

- ☑ Develop Proficient Communication Skills.

Master Visual Storytelling.

- ☑ Develop Critical Thinking and Problem-Solving Skills.
 - ☑ Understand Media Ethics and Legalities.
 - Foster Media Leadership and Management.

Course Structure

Semester 1			
Introduction to Mass Communication	Media and Society		
National & International Issues & Affairs	Universal Human Values,Ethics and Life		
Fundamentals of Print Media			

Semester 2			
Mass Media Industry & Management	Mobile Journalism		
Media Laws & Ethics	Communication Skills		
Interview Principles & Practices			

Semester 3			
Fundamentals of TV Journalism	Environmental Science, Waste & Disaster Management		
Fundamentals of Radio Journalism	Universal Human Values, Ethics and Life Skills-2		
Development Communication			

Semester 4			
Fundamentals of Public Relations	Media Literacy		
Fundamentals of Advertising	Entrepreneurship		
Digital Media			

Semester 5			
Media Research	Social Media Content & Marketing		
Investigation Journalism	Creative Advertising		
Print Design & Visualization			

Semester 6			
Cultural Communication	Integrated Marketing Communication		
Dynamics of Newsroom	Capstone Project		

Fee Structure

Admission Fee: INR 1000

Bachelor of Arts - Journalism & Mass Communication	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-
Annual Fee	₹41,667/-		₹41,667/-		₹41,667/-	
Total	₹1,25,000/-					









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