



**CHANDIGARH  
UNIVERSITY**  
Discover. Learn. Empower

**NAAC  
GRADE A+**  
Accredited University



# **EMPOWERING MINDS, SHAPING FUTURES**

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**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



**NAAC ACCREDITED GRADE A+**

**RANKED 27TH BY NIRF  
AMONGST TOP UNIVERSITIES  
IN INDIA**

## Why Choose CU?



**Industry-Ready Curriculum**

**Enhanced Digital Learning Platform**



**Personalized Support and Guidance**

**Placement Assistance**



**500**

**Fortune Global**

Plethora of Global Fortune MNC's awaiting you

**500**

**Fortune India**

Earn best placement packages within Country's top industries

**1.7 CR**

**Placements**

Highest International Package Offered

**120+**

**Startups**

Entrepreneurship projects registered successfully

**1200+**

**Patents**

Claiming accolades with 1200+ successful patents

**Online Learning (OL)**

Degree Programs entitled by UGC

# 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.
- ✔ Enhance Media Research and Reporting.
  - ✔ 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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Contact Us

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