

Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

B.A-JMC-I YEAR

B.A-JMC-II YEAR

B.A-JMC-III YEAR



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Syllabus of B.A-JMC-I YEAR

First Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	P C P	A W D	V G D	P D P	P E C	P P W	II I L		
B.A JMC-1	BJM-01	Introduction To Mass Communication	√	√	√					6	100
B.A JMC-2	BJM -02	Reporting	√	√	√					6	100
B.A JMC-3	BJM -03	Feature Writing	√	√	√					6	100
B.A JMC-4	BJM -04	Editing and Photojournalism	√	√	√					6	100
B.A JMC-5	H-301	Foundation Course in English	√	√	√					6	100
B.A JMC-6	H-302	Foundation Course in Hindi	√	√	√					6	100
TOTAL										36	600

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Syllabus of B.A-JMC-II YEAR

Second Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	P C P	A W D	V G D	P D P	P E C	P P W	II I L		
B.A JMC-7	BJM -05	Mass Communication II	√	√	√					6	100
B.A JMC-8	BJM -06	Broadcast Journalism	√	√	√					6	100
B.A JMC-9	BJM -07	Editorial writing	√	√	√					6	100
B.A JMC-10	BJM -08	Public Relations and Advertising I	√	√	√					6	100
B.A JMC-11	BJM -09	History of the Press, Translation and Films									
B.A JMC-12	H-303	General English	√	√	√					6	100
B.A JMC-13	H-304	Foundation Course in IT	√	√	√					6	100
TOTAL									36	600	

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Syllabus of B.A-JMC-III YEAR

Third Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	P C P	A W D	V G D	P D P	P E C	P P W	II I L		
B.A JMC-13		Advertising: Methods & Dimensions	√	√	√					6	100
B.A JMC-14		International Communication	√	√	√					6	100
B.A JMC-15		Press Laws & Ethics	√	√	√					6	100
B.A JMC-16		Mass Communication & Development	√	√	√					6	100
B.A JMC-17	H-306	Introduction to Indian Polity & Socio Economics Studies	√	√	√					6	100
B.A JMC-18	H-305	General Mental Ability	√	√	√					6	100
TOTAL										36	600