



## Department of Mass Communication & Media Studies

School of Humanities and Social Sciences

Gautam Buddha University

Programme Structure BA in Journalism & Mass Communication

National Education Policy (NEP)

### Structure of the UG Programme

Semester	DSC 4 credits each	DSE 4 credits each	GE 4 Credits Each	AECC 4 credits each	SEC 2 Credits each	IAPC 2 Credits Each	VAC 2 credit s each	Major	Total Credits
I	Introduction to Communication (MC-103)  Introduction to Journalism (MC101)	Introduction to Indian Political system (MC-105)	Writing for Media (MC-107)	Communicative English (EN-105)	ICT & Application-I (HS101)		Social and Emotional Well Being (PM-105)		24
II	Reporting and Editing (MC102)  Media and Cultural Studies (MC104)	History of Media (MC-108)	Photography (MC-106)	Environmental Studies (ES-101)  (4 Credits)	ICT and Applications-II (HS-102)		Living with Stress (PM-110)		24
		<p><i>Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship / Apprenticeship in addition to 6 credits from skill-based courses earned during first and second semester.</i></p>							48

III	Global Media and Politics (MC-201) Advertising and Public Relations (MC-203) Print Journalism and Production (MC-205)	Data Journalism (MC-207)		Indian Knowledge System / Indian Classical Music		Summer Internship (Print) (MC-209)			24
IV	Media laws and Ethics (MC206) Development Communication (MC-204) Media Gender and Human Rights (MC-208)	Radio Production (MC-210)		HN-252 Hindi Language and Literature UD-252 Urdu Language and Literature Sanskrit Language	Audio Production Podcast (MC-212)	Project on Development Communication (MC-214)			24

		<b><i>Students exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline/Subject provided they secure additional 4 credit in Skill based vocational courses of fared during first year or second year summer term.</i></b>							96
V	New Media (MC-301) Film Studies and Appreciation (MC-305) Advance Broadcast media (MC-303)	TV Production (MC-307)	Videography (MC-309)			Winter Project (MC-311)	-		22
VI	Communication Research and Methods (MC-304) Dissertation (MC-306)	Media Industry and Management (MC-302)	Documentary Production (MC-308)	Internship ( AV/ Digital Production) (MC-310)		Seminar (MC-312)	-		22

		<b>Students who want to undertake 3-year UG programme will be awarded UG Degree in Therelevant Discipline/ Subject upon securing 120 credits</b>						140	
VII	Advance Research Methodology (MC-401)  Research Samplings and Techniques (MC-403)  Research Tools and Techniques (MC-408)	Mass Communicati on theories (MC-405)			National Seminar / Worksho p (MC-409)	Research Paper Publication (MC-411)	-	Media Case Studies (MC-413)	22
VIII	Advance Media Research (MC-402)  Research and Publication Ethics (MC-404)	Information and Communic ation Technologi es (MC-407)		-	Research Project	Research Paper Publication (MC-412)		Dissertati on on Major/Mi nor/Acad emic Project/E ntreprene urship	22
	IKS in Communication (MC-406)							(MC-414)	
		<b>Students will be awarded UG Degree (Honours) with Research in the relevant Discipline/ Subject provided they secure 160 credits</b>						184	

**Note:**

- i. Only the minimum total number of credits in each semester is indicated above. The HEIs may decide the number of credits for each course (e.g. Major, Minor, Multidisciplinary.)to fulfill the minimum number of credit requirements.
- ii. Students may be permitted to audit course(s)of their choice offered by the HEI provided they meet the pre-requisite for the course.
- iii. Minor stream courses can be from the 3<sup>rd</sup> 300 or above level and 50% of the total credits from minors must be secured in therelevant subject/discipline and another 50% of the total credits from a minor can be earned from any discipline as per students ‘choice.
- iv. Students are not allowed to take the same courses studied in the 12<sup>th</sup> class under the interdisciplinary category.
- v. 40% of the credits in any category may be earned through online courses approved by the Department and Institution as per the existing UGC regulations.
- vi. VIII-Semester core major may be seminar-based with students’ presentations and discussions.

- vii. Students may be courage to enroll in activities such as NSS/NCC.
- In the light of the above framework, the Board of Studies discussed and recommended the Programme Structure of BA (Hons.) Economics programme which is attached overleaf. This is the draft of the Programme Structure, which will be developed and a detailed syllabus be prepared till 15<sup>th</sup> March 2023.
  - The concerned Department/School will work in coordination with the NEP 2020 Implementation Committee of the University and accomplish the above task. The concerned Dean of the School is requested to monitor the progress of the task to be completed within the stipulated timeframe.

**Deliberations and Recommendations:**

- The Board of Studies discussed in detail Curriculum and Credit Framework for Undergraduate Programmes December 2022 as recommended by the University Grants Commission. The NEP envisage several transformative initiatives in higher education. These include:
- Introducing holistic and multidisciplinary undergraduate education that would help develop all capacities of human beings - intellectual, aesthetic, environmental, social, physical, emotional, ethical, and moral-in an integrated manner; soft skills, such as complex problem solving, critical thinking, creative thinking, communication skills; and rigorous specialization in a chosen field(s)of learning.
- Adoption of flexible curricular structures in order to enable creative combinations of disciplinary areas for study in multidisciplinary contexts that would also allow flexibility in course options that would be on offer to students, in addition to rigorous specialization in a