

Bachelor of Arts - Journalism and Mass Communication (3 years)

YEAR - 1	YEAR - 2	YEAR - 3
<ol style="list-style-type: none"> 1. Understanding modern media 2. Mastering the first technology - Language (English) <ul style="list-style-type: none"> • Grammar • Usage, application 3. Communication design and planning 4. Understanding and appreciating Literature 5. History, role and importance of Ideas 6. Indian Mythology 7. Communication Skills – I <ul style="list-style-type: none"> • Basic writing • Basic information gathering and processing skills • The art of translation 8. Foreign Language – French or Regional language 9. Advertising - Principles & Practices 10. Creative Photography 11. Creative Film making 12. Digital writing – social media 13. Indian political and governance system 	<ol style="list-style-type: none"> 1. Indian knowledge and knowledge systems 2. Basics of Research - I 3. An introduction to human psychology 4. Philosophy - the science of understanding everything 5. Behavioural Science – the nature of human behaviour 6. Sociology – the social issues 7. Computer Graphics, Animation & Sound 8. Developmental Communication 9. Public Relations, Corporate Communication & Event Management 10. News and issues for media – an introduction 11. Media skills - Photography 12. Media skills – news videography 13. Writing Project 	<ol style="list-style-type: none"> 1. Professional writing for media 2. Multimedia storytelling 3. Film-making – with theory and principles 4. International Issues & Affairs 5. Indian politics from media's perspective 6. Recent Indian history 7. Event Management - II 8. Social and digital media 9. Indian Journalism 10. Global Journalism 11. Future Media 12. Preparing to be a professional 13. Professional Project (Specialization in any one) <ul style="list-style-type: none"> • Print • Advertising • Public Relations and Events • Photography • Electronic Communication • Media Planning & Buying • Understanding the mayajaal of TRPs and IRS

* AURO University reserves the right to make changes in the curriculum / course structure.