

# **INVERTIS**

**UNIVERSITY BAREILLY**  
**BUILDING VIBRANT PERSONALITIES**

## **COURSE STRUCTURE**

### **DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

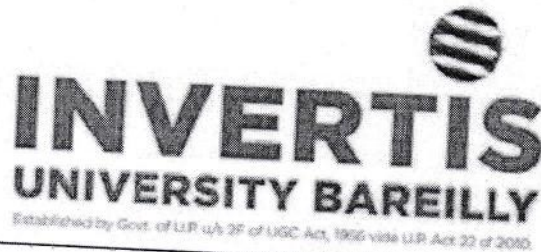
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**SCHEME OF INSTRUCTIONS & SYLLABUS**  
**FOR**  
**THE DEGREE**  
**OF**  
**BACHELOR OF JOURNALISM & MASS COMMUNICATION**  
**w.e.f. Session 2016**

**INVERTIS UNIVERSITY**  
Invertis Village, NH-24, Bareilly

*Santosh*  
Registrar  
Invertis University  
Bareilly

**INVERTIS INSTITUTE OF JOURNALISM & MASS COMMUNICATION**  
**SCHEME OF INSTRUCTIONS**  
**Bachelor of Journalism & Mass Communication (B.J.M.C.)**

**W.E.F. SESSION 2016**

## Semester I

\* L-Lecture, P-Practical, T-Tutorial

| L-Lecture, P-Practical, T-Tutorial |                                                     |             |   |   |               |           |       |               |
|------------------------------------|-----------------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|
| S. No.                             | Subject Code and Name                               | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |
| Theory Courses                     |                                                     | L           | T | P | Final Exam    | Sessional | Total |               |
| 1                                  | BMC 101<br>Principles of Communication              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 2                                  | BMC 102<br>Journalism & Mass Media:History & Growth | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 3                                  | BMC 103<br>Language Skills for Mass Media           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 4                                  | BMC 104<br>Computer Application for Mass Media      | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 5                                  | BMC 105<br>Reporting & Editing-I                    | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 6                                  | BMC 106<br>Environmental Studies                    | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| Practical Courses                  |                                                     |             |   |   |               |           |       |               |
| 7                                  | BMC 151<br>Communication Lab                        | -           | - | 4 | 35            | 15        | 50    | 2             |
| 8                                  | BMC 152<br>Computer Lab                             | -           | - | 4 | 35            | 15        | 50    | 2             |
| Total                              |                                                     |             |   |   | 700           |           |       | 28            |

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## Semester II

\* L-Lecture, P-Practical, T-Tutorial

| L-Lecture, P-Practical, T-Tutorial |                                                              |             |   |   |               |           |       |               |  |
|------------------------------------|--------------------------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|--|
| S. No.                             | Subject Code and Name                                        | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |  |
| Theory Courses                     |                                                              | L           | T | P | Final Exam    | Sessional | Total |               |  |
| 1                                  | BMC 201<br>Introduction to Print Journalism                  | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 2                                  | BMC 202<br>Introduction to Electronic Journalism & New Media | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 3                                  | BMC 203<br>Indian Political System                           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 4                                  | BMC 204<br>Reporting & Editing-II                            | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 5                                  | BMC 205<br>Mass Media & Technology                           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 8                                  | BMC 206<br>Journalistic English                              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| Practical Courses                  |                                                              |             |   |   |               |           |       |               |  |
| 6                                  | BMC 251<br>Reporting & Editing Lab                           | -           | - | 4 | 35            | 15        | 50    | 2             |  |
| 7                                  | BMC 252<br>Media Technology Lab                              | -           | - | 4 | 35            | 15        | 50    | 2             |  |
| Total                              |                                                              |             |   |   | 700           |           |       | 28            |  |

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## Semester III

\* L-Lecture, P-Practical, T-Tutorial

| L-Lecture, P-Practical, T-Tutorial |                                                   |             |   |   |               |           |       |               |  |
|------------------------------------|---------------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|--|
| S. No.                             | Subject Code and Name                             | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |  |
| Theory Courses                     |                                                   | L           | T | P | Final Exam    | Sessional | Total |               |  |
| 1                                  | BMC 301<br>Development Communication              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 2                                  | BMC 302<br>Media Organisations & Media Management | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 3                                  | BMC 303<br>Economic Development & Planning        | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 4                                  | BMC 304<br>Photo Journalism                       | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 5                                  | BMC 305<br>Design & Graphics                      | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| 6                                  | BMC 306<br>Journalistic Hindi                     | 3           | 1 | 0 | 70            | 30        | 100   | 4             |  |
| Practical Courses                  |                                                   |             |   |   |               |           |       |               |  |
| 7                                  | BMC 351<br>Design & Graphics Lab                  | -           | - | 4 | 35            | 15        | 50    | 2             |  |
| 8                                  | BMC 352<br>Photography Lab                        | -           | - | 4 | 35            | 15        | 50    | 2             |  |
| Viva Voce                          |                                                   |             |   |   |               |           |       |               |  |
| 9                                  | BMC 354<br>Internship & Viva Voce                 | 0           | 0 | 0 | 50            | 50        | 100   | 4             |  |
| Total                              |                                                   |             |   |   | 750           |           |       | 32            |  |

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## Semester IV

\* L-Lecture, P-Practical, T-Tutorial

| Lecture, P-Practical, T-Tutorial |                       |                                               |             |   |   |               |           |       |               |
|----------------------------------|-----------------------|-----------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|
| S. No.                           | Subject Code and Name |                                               | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |
| Theory Courses                   |                       |                                               | L           | T | P | Final Exam    | Sessional | Total |               |
| 1                                | BMC 401               | Understanding World History                   | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 2                                | BMC 402               | Radio Journalism:Production & Program Formats | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 3                                | BMC 403               | TV Journalism:Production & Program Formats    | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 4                                | BMC 404               | Media Laws & Ethics                           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 5                                | BMC 405               | Specialised Reporting & Current Issues        | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 6                                | BMC 406               | Rural Journalism                              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| Practical Courses                |                       |                                               |             |   |   |               |           |       |               |
| 6                                | BMC 451               | Radio Production Lab                          | -           | - | 4 | 35            | 15        | 50    | 2             |
| 7                                | BMC 452               | TV Production Lab                             | -           | - | 4 | 35            | 15        | 50    | 2             |
| Total                            |                       |                                               |             |   |   | 700           |           |       | 28            |

  
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## Semester V

\* L-Lecture, P-Practical, T-Tutorial

| S. No.                   | Subject Code and Name                                 | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |
|--------------------------|-------------------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|
| Theory Courses           |                                                       | L           | T | P | Final Exam    | Sessional | Total |               |
| 1                        | BMC 501<br>Event Management                           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 2                        | BMC 502<br>Advertising & Sales Promotion              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 3                        | BMC 503<br>Public Relations & Corporate Communication | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 4                        | BMC 504<br>Film Studies                               | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 5                        | BMC 505<br>Cyber Journalism                           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 6                        | BMC 506<br>Communication Research                     | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| <b>Practical Courses</b> |                                                       |             |   |   |               |           |       |               |
| 7                        | BMC 551<br>Advertising Lab                            | -           | - | 4 | 35            | 15        | 50    | 2             |
| 8                        | BMC 552<br>Cyber Journalism Lab                       | -           | - | 4 | 35            | 15        | 50    | 2             |
| <b>Viva Voce</b>         |                                                       |             |   |   |               |           |       |               |
| 9                        | BMC 553<br>Internship & Viva Voce                     |             |   |   | 50            | 50        | 100   | 4             |
| <b>Total</b>             |                                                       |             |   |   | <b>800</b>    |           |       | <b>32</b>     |

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## Semester VI

\* L-Lecture, P-Practical, T-Tutorial

| S. No.              | Subject Code and Name                          | Hours/ Week |   |   | Maximum Marks |           |       | Credit Points |
|---------------------|------------------------------------------------|-------------|---|---|---------------|-----------|-------|---------------|
| Theory Courses      |                                                | L           | T | P | Final Exam    | Sessional | Total |               |
| 1                   | BMC 601<br>Educational Communication           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 2                   | BMC 602 E1<br>Sports Journalism                | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
|                     | BMC 602 E2<br>Women & Gender Studies           | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
|                     | BMC 602 E3<br>Business journalism              | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| 3                   | BMC 603<br>Science & Environment<br>Journalism | 3           | 1 | 0 | 70            | 30        | 100   | 4             |
| <b>Dissertation</b> |                                                |             |   |   |               |           |       |               |
| 4                   | BMC 651<br>Professional Project                | -           | - | 4 | 100           | 50        | 150   | 6             |
| <b>Viva Voce</b>    |                                                |             |   |   |               |           |       |               |
| 5                   | BMC 652<br>Comprehensive Viva-Voce             | -           | - | - | 100           | 50        | 150   | 6             |
| <b>Total</b>        |                                                |             |   |   | 600           |           |       | 24            |

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