

## **Bachelor of Arts in MultiMedia And Mass Communication**

### **Course Details**

Bachelor of Arts in Multimedia and Mass Communication is one of the most sought-after courses in Mass Media after completion of HSC examination.

It is a 3-year degree course that teaches you various mediums of communication such as print media, television or broadcast media, radio and internet, however, it goes a step further and trains you in advertising & concepts of public relations.

This program will prepare the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

<b>Heading Particulars</b>	<b>Eligibility for Admission</b>
<b>Title of the Course BA in Multimedia and Mass Communication (BAMMC)</b>	<b>12th pass.</b>
<b>Passing Marks</b>	<b>40%</b>
<b>No. of Years / Semesters</b>	<b>03 years &amp; 06 semesters<sup>2b</sup></b>
<b>Level</b>	<b>U.G.</b>
<b>Pattern</b>	<b>Semester</b>

### **List of Subjects**

<b>FIRST YEAR</b>	<b>SEMESTER-I</b>	<b>SEMESTER-II</b>
	<ol style="list-style-type: none"> <li>1. Effective communication –I</li> <li>2. Foundation course –I</li> <li>3. Visual communication</li> <li>4. Fundamentals of Mass Communication</li> <li>5. Current Affairs</li> <li>6. History of Media</li> </ol>	<ol style="list-style-type: none"> <li>1. Effective communication –II</li> <li>2. Foundation course –II</li> <li>3. Content Writing</li> <li>4. Introduction to Advertising</li> <li>5. Introduction to Journalism</li> <li>6. Media, Gender &amp; Culture</li> </ol>
<b>SECOND YEAR</b>	<b>SEMESTER-III</b>	<b>SEMESTER-IV</b>
	<ol style="list-style-type: none"> <li>1. Electronic Media-I</li> <li>2. Corporate Communication and Public Relations</li> <li>3. Media Studies</li> <li>4. Introduction to Photography</li> <li>5. Film Communication-I</li> <li>6. Computers and Multimedia-I</li> </ol>	<ol style="list-style-type: none"> <li>1. Electronic Media II</li> <li>2. Writing and Editing for Media</li> <li>3. Media Laws &amp; Ethics</li> <li>4. Mass Media Research</li> <li>5. Film Communication-II</li> <li>6. Computers and Multimedia-II</li> </ol>
<b>THIRD YEAR</b>	<b>SEMESTER-V</b>	<b>SEMESTER-VI</b>
	<p><b>(Advertising) Specialisation subjects</b></p> <ol style="list-style-type: none"> <li>1. Copy Writing</li> <li>2. Advertising &amp; Marketing Research</li> <li>3. Brand Building</li> <li>4. Agency Management</li> <li>5. Direct Marketing &amp; E-Commerce</li> <li>6. Consumer Behaviour</li> </ol> <p><b>(Journalism) Specialisation subjects</b></p> <ol style="list-style-type: none"> <li>1. Reporting</li> <li>2. Investigative Journalism</li> <li>3. Features and Writing For Social Justice</li> <li>4. Mobile Journalism and New Media</li> <li>5. News Media Management</li> <li>6. Journalism and Public Opinion</li> </ol>	<p><b>(Advertising) Specialisation subjects</b></p> <ol style="list-style-type: none"> <li>1. Digital Media</li> <li>2. Advertising Design (Project)</li> <li>3. Advertising In Contemporary Society</li> <li>4. Media Planning &amp; Buying</li> <li>5. Retailing &amp; Merchandising</li> <li>6. Entertainment &amp; Media Marketing</li> </ol> <p><b>(Journalism) Specialisation subjects</b></p> <ol style="list-style-type: none"> <li>1. Digital Media</li> <li>2. Newspaper and Magazine Design (Project)</li> <li>3. Contemporary Issues</li> <li>4. Lifestyle Journalism</li> <li>5. Fake News and Fact Checking</li> <li>6. Television Journalism</li> </ol>