

**Bachelor of Arts (BA)
HONOURS IN JOURNALISM
BANNERGHATTA ROAD CAMPUS**



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU · INDIA

► **Duration** : 3 years / 6 semesters

► **Class Timings**: 08.30 AM - 03.30 PM

Objective:

- ◆ To have sound grounding in various theoretical and practical aspects of journalism.
- ◆ To create industry oriented talent pool who are able to fulfill demanding organizational duties in a wide range of positions in the area of journalism

Highlights:

- ◆ Brief understanding of journalism, psychology, business studies, communication and media studies.
- ◆ Technical know-how to operate camera and basic editing
- ◆ Basic understanding of Media research with attention to detail and ability to cope with pressure
- ◆ Strong research, Coordination and Time management skills

Course Structure

SEMESTER I

- ◆ Introduction to mass communication
- ◆ Print Journalism 1.0
- ◆ Photography
- ◆ Political Economy of India
- ◆ English Language and Composition I
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER IV

- ◆ Development Communication
- ◆ New Media Journalism
- ◆ Introduction to Media Psychology
- ◆ Short Film Making
- ◆ Documentary Production
- ◆ Service learning II
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER II

- ◆ Media, Culture and Society
- ◆ Journalistic Ethics
- ◆ Writing for Print Media
- ◆ India from 1947 to 2000's
- ◆ English Language and Composition II
- ◆ Holistic Education
- ◆ Environmental Studies
- ◆ Skill development
- ◆ Common Core

SEMESTER V

- ◆ Global Media and Politics
- ◆ Media law
- ◆ Research Methods
- ◆ Film Appreciation
- ◆ Digital Media and Production
- ◆ Internship II
- ◆ Skill Development

SEMESTER III

- ◆ Community Journalism
- ◆ Advertising and Public Relation
- ◆ Broadcast Media
- ◆ Audio-Visual Production
- ◆ Reading Images
- ◆ Internship I
- ◆ Service learning I
- ◆ Holistic Education

SEMESTER VI

- ◆ Principles of Marketing
- ◆ Communication and advocacy
- ◆ Media and Gender
- ◆ Media Economics
- ◆ Data Journalism
- ◆ Critical Media Issues
- ◆ Skill Development
- ◆ Dissertation

Admission Eligibility:

A pass in class 12 (10+2) or equivalent is the minimum eligibility for admission.

Application Mode:

Online Mode

Selection Process:

Process	Particulars	Date	Venue/Centre
ET	Christ University Entrance Test	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) <small>*Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata</small>
SA	Skill Assessment The skill assessment will consist of a test on written skills, communication skills and logical reasoning.	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) <small>*Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata</small>
PI	Personal interview	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) <small>*Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata</small>
Academic Performance	Assessment of past performance in Class 10, Class 11/12, during the Personal Interview	--	Christ (Deemed to be University) <small>*Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata</small>