



PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act, 1956 | Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013



Ready 4.0 The Future? We Are.

With seven advanced schools and over fifty programs powered by our Enterprise 4.0 curriculum... you will be ready and empowered to define your future at Presidency.

ADMISSIONS OPEN 2022-23

SCHOOL OF MEDIA STUDIES

**B.A - Journalism and Mass Communication
(Journalism, Psychology, Political Science)**

presidencyuniversity.in | admission@presidencyuniversity.in | Call +91-90220 92222

SCHOOL OF MEDIA STUDIES



B.A OR BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

Media plays a ubiquitous role in our lives. Innovations and Inventions in Communication Technology have revolutionized the media landscape. With this, the role of a Journalist/Communication Specialist has undergone a transformation. The B.A Program at Presidency University is designed to reflect the contemporary trends in the media world. As a Three-year Program in Journalism and Mass Communication, the Program adopts an interdisciplinary approach to equip students with requisite theoretical understanding and practical skills. Allied Streams such as Language and Literature, Political Science, Economics, Marketing, Public Policy, Psychology are integrated into the Program to enable students with a sound foundation in various aspects of Media. Courses in Gender studies, Culture Studies, Media Literacy and Film Appreciation infuse sensitivity and critical-thinking in the learners. Students will get hands-on training in technical skills like Audio-visual Production, Film Making, Cinematography, Video Editing, Graphics and Animation. Internships and Projects, at regular intervals, prepare students to learn on-field field. A wide array of specialised courses in the domain of Digital Marketing, Marketing Communication, Film Making, Audio-Visual Production and Digital Journalism are offered to facilitate employability.

Eligibility

Candidates seeking admission to B.A (Journalism and Mass Communication) Program should have passed (10 + 2) / PUC or equivalent Examination with minimum 40 % marks in aggregate.

SYLLABUS

| SEMESTER - I | SEMESTER - II | SEMESTER - III |
|---------------------------------------|--------------------------------------|--|
| COURSES OF STUDY | COURSES OF STUDY | COURSES OF STUDY |
| English Language and Literature -I | English language and Literature - II | Television and Documentary Production |
| Communication and Presentation Skills | Media Literacy and Analysis | Media Laws and Ethics |
| Fundamentals of Journalism | Radio Programming and Production | Fundamentals of Marketing |
| Environmental Science | Media Psychology | Cultural Studies |
| Reporting and Editing | Indian Political System | Basic concepts in Economics |
| Modern History | Visual Communication and Photography | Media Project I – Compulsory Social Outreach Project |

| SEMESTER - IV |
|--------------------------------------|
| COURSES OF STUDY |
| Introduction to Film Studies |
| Basics of Graphic Design & Animation |
| Storytelling for Digital Media |
| Media - Gender and Human Rights |
| Media Research |
| Short Film Making |

| SEMESTER - V |
|---|
| COURSES OF STUDY |
| Development Communication |
| Film Appreciation |
| Media Project III - Research Paper/Dissertation |
| Elective 1: |
| Multimedia Journalism Data Journalism |
| Elective 2: |
| Cinematography Video Editing and Compositing |
| Elective 3: |
| Integrated Marketing Communication |
| Digital Marketing |

| SEMESTER - VI |
|--|
| COURSES OF STUDY |
| Media and contemporary issues |
| Media Management & Digital Entrepreneurship |
| Internship |
| Media Project IV |
| Elective 1: Public Relations and Corporate Communication Advertising and Social Media Marketing |
| Elective 2: Compositing for Visual Effects 3D Animation Lighting and Rendering |
| Elective 3: Photojournalism Digital Journalism |

B.A IN JOURNALISM & MASS COMMUNICATION AT PRESIDENCY UNIVERSITY

The aim of this Program is to introduce and prepare its students for a career in the Media and the Communication Industry. It seeks to achieve this by providing an environment that would foster the gaining and deployment of technical skills, knowledge and methods that would enable them to take the position of a key team member in this rapidly developing and changing industry. This Program is suitable if you wish to be a Communication Professional/Journalist.

How is B.A in Journalism & Mass Communication Program Beneficial?

After graduating from the Program, students can either choose to pursue higher education in the Media and Communication domain or explore career options in various fields related to Media.

Career Options in Media and Communicatin Industry

Journalism and Mass Communication encompasses a wide range of career opportunities in –



PRINT JOURNALISM

After graduating from the Program, students can either choose to pursue Higher Education in the Media and Communication Domain or explore career options in various fields related to Media.



ELECTRONIC MEDIA - RADIO/TELEVISION/FILM

Film Editor, News Director, News Writer, Technical Director, Reporters, Editors, Television Producers, Copywriters, Creative Writers, Media Relations Specialists, Content Writers, News Anchor, Content Creation, Web Development, E-newspapers, Technical Writers, Bloggers, Visual Effects, Social Media Influencers, Social Media Analyst, Social Media Manager etc.



DIGITAL MEDIA

Content Writers, Content Creation, Web Development, E-newspapers, Technical Writers, Bloggers, Visual Effects, Social Media Influencers, Social Media Analyst, Social Media Manager, Content Marketing, Digital Marketing Specialist etc.



ADVERTISING

Account Executive; Copywriter; Art Director; Marketing Researcher; Media Planner; Media Buyer, Creative Director, Public Relations Specialist; Liaison Officer; Marketing Communications Manager, Events Managers, Speechwriter; Technical Writers; Lobbyist; Film Reviewer, Communication Education, Internationals Communication Specialist.



PUBLIC RELATIONS / CORPORATE COMMUNICATION

Publicity Manager, Content Writer/Manager, Marketing Specialist, Press Information Officer, Lobbyists, Corporate Public Affairs Specialist, Account Executive, Media Analyst, Public Opinion Researcher, Brand Manager, Event Management.

EXPERIENCE AN ENRICHING STUDENT LIFE AT PRESIDENCY UNIVERSITY

We believe in making the life of a student as comfortable and secure as possible, so that they can focus on study and research in campus.

School of Management, Presidency University has been **Ranked 5th Outstanding B-School of Excellence** Pan India among all B- Schools

competition success review - GHRDC B-SCHOOL SURVEY 2021



Transportation



Auditorium



Sports



Hostels



Hi Tech Labs



Cafeteria

4.0 - Ready Programmes offered by Presidency University in...

SCHOOL OF ENGINEERING

SCHOOL OF LAW

SCHOOL OF MANAGEMENT

SCHOOL OF DESIGN

SCHOOL OF COMMERCE

SCHOOL OF INFORMATION SCIENCE

SCHOOL OF MEDIA STUDIES

Our Corporate Recruiters



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