



# Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

## Department of Media Studies

### BA Media and Communication Programme Structure- 2025-2028

SEM	Course Type	Course Name	Credits
I	DSC	Essentials of Communication	4
	DSC	Essentials of Communication (Practical)	2
	DSC	Foundations of Journalism	4
	DSC	Foundations of Journalism (Practical)	2
	DSC	Communication Theories	4
II	DSC	Media Writing and Reporting	4
	DSC	Media Writing and Reporting (Practical)	2
	DSC	Editing for News Media	4
	DSC	Editing for News Media (Practical)	2
	DSC	Media Law and Ethics	4
III	DSC	Photojournalism	4
	DSC	Photojournalism (Practical)	2
	DSC	Design for Print Media	4
	DSC	Design for Print Media (Practical)	2
	DSC	Introduction to Film Art	4
	DSC	Introduction to Film Art (Practical)	2
IV	DSC	Broadcast Journalism	4
	DSC	Broadcast Journalism (Practical)	2
	DSC	Advertising	4
	DSC	Advertising (Practical)	2
	DSC	Data Journalism	4
	DSC	Data Journalism (Practical)	2
V	DSC	Public Relations	4
	DSC	Public Relations (Practical)	2
	DSC	Multimedia Journalism	4
	DSC	Multimedia Journalism (Practical)	2
	DSC	Research Methodology	4
	DSE1	Film Theories	4
	DSE2	Feature Writing	4
VI	DSC	Development Journalism	4
	DSC	Development Journalism (Practical)	2
	DSC	Digital Filmmaking and Documentary Production	4
	DSC	Digital Filmmaking and Documentary Production	2
	VOC	Media Production	4
	DSC	Research Project	4
	DSE3	Integrated Marketing Communication	4
	DSE4	Scripting and Storyboarding	4