



## BACHELOR OF ARTS - JOURNALISM & MASS COMMUNICATION

**USA, UK & CANADA ACCREDITATIONS**

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## MESSAGE FROM **DIRECTOR**



**Prof. Abhinash Kumar**  
Director, Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.



## ABOUT AMITY UNIVERSITY

# ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



## A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG & PG programs across various disciplines in education.



**175,000**

Students



**225,000**

Online Students



**6,000+**

Faculty



**120,000**

Alumni Worldwide



**1,200**

Acres of Campuses

### UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- MOHALI
- LUCKNOW
- MUMBAI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

### INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT



## ABOUT PROGRAM

# BACHELOR OF ARTS

## JOURNALISM & MASS COMMUNICATION

**LEARNING EFFORTS:** 12/15 HRS A WEEK  
**DURATION:** 3 YEARS | **CREDITS:** 126

An exhaustive three year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in journalism and mass communication.

The course covers important concepts, trends, and practises in the field, ranging from advertising, electronic communication, print media, news writing, public relations, corporate communication, editing, photo journalism, event management, reporting, writing, audio-visual communication, cyber journalism, and press law and media ethics to TV production, the Internet, new media, and media ecology. The program provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screenings, and group readings. The program includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen on gaining in-depth knowledge in the subject area.

## PROGRAM

# CURRICULUM

### SEMESTER 1

- Mass Communication Models & Theory
- Print Journalism
- Graphics & Visual Communication
- Business Communication

### SEMESTER 2

- Introduction to Radio & Audio Technique
- Photography theory & Practice
- Media Ethics and Laws
- Environmental Studies

### SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence & Social Dynamic

### SEMESTER 4

- Online Journalism & Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

### SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

### SEMESTER 6

- Major Project
- Camera Operations
- PR & Campaign Planning
- Digital Marketing & Content Development
- Ad. Production & Campaign Planning





## PROGRAM

# FACULTY



**Prof. Luke Pearce**

M.A. in Education, University of Sheffield,  
PGCE from Sheffield Hallam University,  
Teaching fellow - University College London



**Prof. Mike Berry**

MSc. in Math and Economics -  
Imperial College London,  
Professor (Marketing) at  
Hult International Business School, UK



**Dr. Jasbir Kaur Grewal**

Ph.D. from Rajasthan, University Jaipur  
Associate Professor, Amity University Online.



**Dr. Coral Jasmine Barboza**

Ph.D. Tumkur University  
Dy Director (Academics), Associate Professor,  
Amity University Online.



**Dr. Apurva Chauhan**

Ph.D. Banasthali Vidyapeeth  
Assistant Professor cum Course Coordinator,  
Amity University Online.



**Dr. Divya Bansal**

Ph.D. Jain University  
Assistant Professor, Amity University Online



**Prof. Vandana Chandel**

Anchor/Radio Jockey  
(All India Radio, Discovery, BBC, Jamia, IBN7, Bada Business Pvt. Ltd.)  
MA Mass Communication (S-Electronic Media) GJU.

## ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

## ACCREDITED. RESPECTED. TRUSTED.



Programmes Recognised  
by Distance Education  
Bureau (DEB) UGC



Amity's Online MBA has been  
ranked by **QS as #37 Worldwide**  
In 2021 ranking.



Asia's only not-for-profit  
university to get  
US regional accreditation



Accredited by  
National Assessment And  
Accreditation Council (NAAC)  
Grade 'A+'



Amity's Online MBA & BBA are  
the 1st and only EOCCS certified  
programmes in India



Accredited Member of Accreditation  
Council for Business School and  
Programme (ACBSP), USA



Association of  
Indian Universities



Recognised by  
World Education Services

## TESTIMONIAL

"As an aspiring journalist, the print specialisation here gave me an insight into various fundamental aspects of reporting, editing, and also the aesthetics of page design. It has definitely helped me in my professional life."

**Reeti Banerjee**

Editor And Content Writer, Absolute Reports Pvt. Ltd.



# AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive  
lectures by expert  
faculty



Web Proctored Mode  
for the freedom to take  
exams anywhere



World-class curriculum  
designed by eminent faculty  
& industry professionals



Learn from the  
leading global  
faculty



Regular webinars  
by industry  
leaders



Placement  
drive & career  
assistance



International  
collaborations with  
Ivy League universities



Easy-to-use LMS  
accessible anytime,  
anywhere



Strong alumni  
network



Exemplary employer  
rating of various  
programs

## ALUMNI WORKING AT



