

BA JOURNALISM & MASS COM 2023



**Asian Institute of Management
and Technology®**

Affiliated to Gauhati University & Dibrugarh University
Approved by Department of Higher Education, Government of Assam

BACHELOR OF JOURNALISM & MASS COMMUNICATION

- Duration - Three years
- Eligibility - 10+2 or equivalent
- Affiliated to Gauhati University
- Approved by Department of Education (Higher), Government of Assam

About the course

If you are interested in the rapidly changing field of journalism, you want to write, and also to understand how journalism and other forms of media communication work, this degree is the right choice for you. You study both traditional print-based journalism and digital-new media, giving you the chance to think broadly about your future career plans. This degree enables you to combine the acquisition of practical skills with a thorough academic grounding in some of the most exciting ideas, theories and knowledge about the media today.

This distinctive course marries a range of practical journalistic skills with a comprehensive and critical theoretical framework informed by current debates about the social, cultural and political implications of communication.

SYLLABUS

First Semester :

- Introduction to Communication
- Mass Communication and Media
- Journalism
- Functional English / Language

Second Semester :

- Advertising
- Public Relations
- Writing for Print Media
- Environmental Studies

Third Semester :

- Introduction to Electronic Media
- Media Laws and Ethics
- Information Technology & Mass Comm.
- Rural Communication

Fourth Semester

- Script Writing for Electronic Media
- History and Culture of NE India
- Development Communication
- Practical any of the following (a) or (b)
(a) Production of Laboratory Journal
(b) Audio-visual production

Fifth Semester

- Introduction to Film Media
- Current Affairs
- Environmental Communication

Sixth Semester

- Mass Media in Assam
- Mass Media and Language
- Field Visit Report and Portfolio
- Internship & Portfolio



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FEE STRUCTURE

SEMESTER	AMOUNT	
1st Semester	38,000	At the time of Admission
2nd Semester	38,000	
3rd Semester	38,000	
4th Semester	38,000	
5th Semester	38,000	
6th Semester	38,000	
GRAND TOTAL	2,28,000	

NOTE :

● Application Form	: Rs. 500/-	At the time of Admission
● Uniform	: Rs. 6,500/-	
● Library Fee	: Rs. 2,000/-	
● Laboratory & Studio Fee	: Rs 14,000 /-	
● Examination Fee /University Registration Fee	: As per University	

DOCUMENT REQUIRED :

- 10th Marks card & 10th Admit Card
- 12th Marks Card & 12th Pass Certificate (from Board / Council)
- Caste Certificate (for ST/SC/OBC)
- Orignal Migration Certificate (for candidate outside Assam, Other Board / Council)
- Passport size photograph (12 nos.)
- Address proof : PRC / Driving License / Voter ID Card / Adhar Card / Bank Passbook etc.

NOTE : 5 sets of attested photocopies of all the above mentioned documents are to be submitted along with the original of the same.



