



DIRECTORATE OF DISTANCE & ONLINE EDUCATION

BACHELOR OF JOURNALISM AND
MASS COMMUNICATION (BJMC)

COURSE BROCHURE
2026-27

NAAC
GRADE **A+**

+91 7827038309

admissions@mangalayatan.edu.in

www.mude.ac.in

INTRODUCTION

The Bachelor of Journalism and Mass Communication (BJMC) is an undergraduate programme provided by Mangalayatan University (MUDE) through online distance learning mode. The programme curriculum is designed to cultivate students' knowledge with a strong foundation in journalism, media studies, and communication. The prime focus is on the art and science of effective communication and access to media platforms (print, electronic, and digital) that result in a wide array of opportunities in the media and communication industry.

The Programme semester modules cover the topics of media production, public relations, digital communication, and advertising, foregrounding creative forms of writing and critical analysis of topics to equip students with highly valuable skills. The semester courses also enable students to pave their way to advanced studies in mass communication, journalism, digital media, corporate communication, and public relations. With the flexible online distance learning model, students can balance their personal and professional responsibilities.

MISSION

- ❖ To encourage students to acquire expertise on media principles, communication theories, and approaches to journalism and media.
- ❖ To encourage students to strengthen their professional expertise by refining persuasive narratives in reporting, writing, and editing to craft media content across multiple platforms.
- ❖ To enhance communication skills, presentation techniques, and digital media expertise to fulfill job responsibilities.
- ❖ To prepare students for varied careers in journalism, to take leadership roles, and to execute business operations.

OBJECTIVES

The core purpose of the BJMC (online distance learning mode) programme at Mangalayatan University is to strengthen the students' capabilities to adapt to media environments. The course curriculum at Mangalayatan University is designed to enhance the core competencies of students with integrated academic learning to master the tools and technologies to shape modern communication. The key focus also impacts the knowledge of mass communication theories, media ethics, and media laws. To enhance the news writing, editing, and reporting, and to familiarize learners with emerging multimedia technologies. The effective communication of planning, content analysis, and audience preferences is also guided by the master strategic communication competence.

INSTRUCTIONAL DESIGN

The programme is segmented into six semesters, and the minimum credit requirement is 120 to get an ODL bachelor's degree in journalism and mass communication from Mangalayatan University. The minimum time period to complete the bachelor's in journalism and mass communication will be three years, and the maximum time period (extended) is four years to pursue the ODL bachelor's in journalism and mass communication.

SEMESTER - I					
S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMO-1101	Basics of Mass Communication	4	100	40
2.	JMO-1102	History of Mass Media	4	100	40
3.	JMO-1103	Introduction to Radio Jockeying	4	100	40
4.	JMO-1104	Political Science	4	100	40
5.	ENB-1101	English Communication	2	100	40
6.	CSB-1101	Fundamentals of Computer System and Office Automation	2	100	40
		TOTAL	20	600	240



SEMESTER - II					
S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMO-1201	Print Media	4	100	40
2.	JMO-1202	Advertising and Public Relations	4	100	40
3.	JMO-1203	Media Writing Skills	4	100	40
4.	JMO-1204	Radio Production	4	100	40
5.	ENB-1201	Creative Writing	2	100	40
6.	MMB-1201	Logical Reasoning	2	100	40
TOTAL			20	600	240

SEMESTER - III					
S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMO-2101	Specialized Reporting	4	100	40
2.	JMO-2102	Media Law and Ethics	4	100	40
3.	JMO-2103	Corporate Communication	4	100	40
4.	ENB-2101	Personality Development	2	100	40
5.	JMO-2104	Basics of Still Photography	3	100	40
6.	VAC-2101	Environmental Education	3	100	40
TOTAL			20	600	240

SEMESTER - IV					
S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMO-2201	Community Radio	4	100	40
2.	JMO-2202	New Media	4	100	40
3.	JMO-2203	Media and Society	4	100	40
4.	ENB-2201	Basic Knowledge of English Grammar	2	100	40
5.	SEC-2201	E-Marketing	3	100	40
6.	VAC-2201	Understanding India	3	100	40
TOTAL			20	600	240

SEMESTER - V

S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMO-3101	Introduction to Electronic Media	4	100	40
2.	JMO-3102	Radio and Television Production	5	100	40
3.	JMO-3103	Development Communication	5	100	40
4.	MAV-0005	Basic Statistics	3	100	40
5.	H000201T	Health and Hygiene	3	100	40
TOTAL			20	500	200

SEMESTER - VI

S.No.	Course Code	Course Name	Credit Marks	Total Marks	Pass Marks
1.	JMI-3201	Comprehensive Viva-Voce	4	100	40
2.	JMO-3201	Media and International Scenario	4	100	40
3.	JMR-3201	Dissertation	6	100	40
4.	JMT-3201	Internship	3	100	40
5.	B070404T	Web Designing	3	100	40
TOTAL			20	500	200

SYLLABI AND COURSE MATERIALS

Syllabi and self-learning materials are developed by our experienced faculty members of Mangalayatan University. The course content is approved by CIQA and the Board of Studies/Academic Council/Executive Council of India (UGC).

STUDY MATERIAL

The study material for the programme is developed in a digital format and shall be supplied to the students unit-wise for each course per semester.

ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the subject coordinator. There shall be 6 online counselling sessions of 1 hour each for a 4-credit course, held on Saturdays and Sundays. For courses with 2 credits, there shall be 4 sessions of 1 hour each; for 6-credit classes, 8 sessions of 1 hour each.

STUDENT SUPPORT SYSTEMS

The university appoints programme coordinators, course coordinators, and course mentors to support learners in their studies. Additionally, the university has made appropriate arrangements for various support services, including online counselling and resource-oriented services and evaluation methods for both online and offline modes, for efficient and smooth assistance to the students through the online mode.

PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

ACTIVITY SCHEDULE					
S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		July Division		January Division	
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan

* These dates are tentative.

FEE STRUCTURE							
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	One Year Fee	Total Fees
Bachelor of Journalism & Mass Communication	UG	3 Years	1000	8000	1500	16000	58,000
Total							58,000

CREDIT SYSTEM			
Duration of the Programme	Credits	Name of the Programme	Level of the Programme
3 Yrs	120	UG	Bachelor of Journalism & Mass Communication

WHY DISTANCE EDUCATION?

- ❖ Convenience of studying classes from home.
- ❖ Cost-Effective.
- ❖ Time saving.
- ❖ No commuting.
- ❖ Monetary benefits- No textbooks required.
- ❖ Study anytime, anywhere.

ADMISSION PROCESS

- ❖ Register with Mangalayatan Distance learning Programmes
- ❖ Pay Registration fees through our available payment gateways
- ❖ Upload relevant documents and mark sheets
- ❖ Get provisional admission
- ❖ Pay semester fees
- ❖ Get admission confirmation from the University
- ❖ Roll number allotted to every student



Contact Us

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