



TILAK MAHARASHTRA VIDYAPEETH, PUNE

(Deemed to be a University)

Mukundnagar, GultekdiPune – 4110037

(Accredited by NAAC with 'B++' Grade)

ISO 21001: 2018

JOURNALISM AND MASS COMMUNICATION DEPARTMENT

B.A. (Journalism & Mass Communication (General)/TV Journalism)

(Program Code no - 258)

Introduction

The Bachelor of Arts in Journalism and Mass Communication (General/Television Journalism) is a three year full time degree program offered by the Department of Journalism and Mass Communication, Tilak Maharashtra Vidyapeeth, Pune. The program includes subjects related to various important areas such as advertising and public relations, print and broadcast journalism, and film and television production. This program aims to train students by imparting theoretical and practical knowledge of subjects which they might come across in their professional career. The faculty consists of experienced and expert professionals both from the industry and the academia. The syllabus is regularly updated which helps in preparing industry ready media professionals. The program also allows the student the opportunity of attending internships so as to complement their classroom learning with the practical on-field experience

Objective

- 1) To impart students an understanding of the mass communication process, its impact on human and social factors and the socio-cultural environment within which it operates.
- 2) To enable holistic learning for students by imparting both the theoretical and practical knowledge
- 3) To develop the skills required for mediums such as the print media (newspaper and magazines) radio and television.
- 4) To help and enable students work in electronic media, online media such as web channels at managerial level

Highlights

- Access to the world class state of art commercial studio with equipment using cutting-edge technology.
- Laboratories equipped with the latest versions of the software
- Tie ups with renowned studios for providing industrial training and placements for the students.
- Opportunity for practical training.

Eligibility : 12th Pass from any stream with minimum 50% marks

Duration : Three-year regular degree program

Evaluation : Semester pattern - 40% External and 60% Internal, 50% passing

Medium of teaching : English



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Fee structure for the academic Year 2024 - 25:

B.A. (Journalism & Mass Communication) General

Year	Tuition	Laboratory/ Practical	Admission	Exam	Eligibility	Library	Specialisation	Total Rs.
First Year	39,500	64,000	2,000	3,000	1,000	500		1,10,000
Second Year	43,500	66,000	2,000	3,000	-----	500		1,15,000
Third year (General)	53,500	66,000	2,000	3,000	-----	500		1,25,000
Fourth year (General)	61,500	68,000	2,000	3,000	-----	500		1,35,000

B.A. (Journalism & Mass Communication) TV Journalism

Year	Tuition	Laboratory/ Practical	Admission	Exam	Eligibility	Library	Specialisation	Total Rs.
First Year	39,500	64,000	2,000	3,000	1,000	500		1,10,000
Second Year	43,500	66,000	2,000	3,000	-----	500		1,15,000
Third year (General)	88,500	66,000	2,000	3,000	-----	500		1,60,000
Fourth year (General)	61,500	68,000	2,000	3,000	-----	500	35,000	1,70,000

TMV has selected some media training facility centers which will facilitate the students to complete their practical work

Opportunities at exit point of program:

One who has completed this course can work for Newspaper, TV, News TV, News channels, work as a PRO / Media executive, digital marketing, as free launcher, magazines, educational institutions, Photojournalist, print journalist etc.

Deposit of Rs. 3,000/- taken as caution money for library.

Note: Deposit of Rs. 10,000/- taken as caution money for media lab & equipments.



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PROGRAM STRUCTURE

SEMESTER I

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-1001	Introduction to Mass Communication
Paper-II	BAJMC 22-1002	Language Skills
Paper-III	BAJMC 22-1003	Media Equipments
Paper-IV	BAJMC 22-1004	Basics of Photography
Paper-V	BAJMC 22-1005	Computer and Presentation Skills for Media
Paper-VI	BAJMC 22-1006	Physical Fitness (PR)

SEMESTER II

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-2001	Visual Communication
Paper-II	BAJMC 22-2002	Reporting & writing for Media
Paper-III	BAJMC 22-2003	Advertising & Public Relations
Paper-IV	BAJMC 22-2004	Introduction to Radio
Paper-V	BAJMC 22-2005	Print Media Production
Paper-VI	BAJMC 22-2006	Communication & Plastic Arts

SEMESTER III

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-3001	Online Media
Paper-II	BAJMC 22-3002	Development Communication & Field Work
Paper-III	BAJMC 22-3003	Political Science & Current Affairs
Paper-IV	BAJMC 22-3004	Editing for Media
Paper-V	BAJMC 22-3005	Feature Writing
Paper-VI	BAJMC 22-3006	Media Management



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SEMESTER IV

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-4001	Media Laws & Ethics
Paper-II	BAJMC 22-4002	Event Management
Paper-III	BAJMC 22-4003	Fashion & Lifestyle Communication
Paper-IV	BAJMC 22-4004	Theatre Communication
Paper-V	BAJMC 22-4005	Magazine & Supplement Editing & Production
Paper-VI	BAJMC 22-4006	Exhibition (PR)

SEMESTER V (BAJMC-GENERAL)

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-5001	Communication Research
Paper-II	BAJMC 22-5002	Documentary Production
Paper-III	BAJMC 22-5003	Mobile Journalism
Paper-IV	BAJMC 22-5004	Graphics & Visual Image Designing (PR)
Paper-V	BAJMC 22-5005	Broadcast Journalism
Paper-VI	BAJMC 22-5006	Introduction to Film Studies

SEMESTER V (B.A. IN TV JOURNALISM)

PaperNo	Subject Code	Name of the Subject
Paper-I	BATVJ 22-5001	Communication Research
Paper-II	BATVJ 22-5002	Anchoring & Interview Techniques
Paper-III	BATVJ 22-5003	Script Writing for TV & Radio
Paper-IV	BATVJ 22-5004	Studio Production & Management
Paper-V	BATVJ 22-5005	Camera & Editing for TV

SEMESTER VI

PaperNo	Subject Code	Name of the Subject
Paper-I	BAJMC 22-6001	Environmental Studies OR
	BMSW 22-6001	Resources & Environment (MOOC-Swayam)
Paper-II	BAJMC 22-6002	Dissertation
Paper-III	BAJMC 22-6003	Internship
Paper-IV	BAJMC 22-6004	Soft Skills (PR)
Paper-V	BAJMC 22-6005	Book Review on Lokmanya Tilak & Media
Paper-VI	BAJMC 22-6006	Project/Portfolio (PR)