



# Bachelor of Arts - Journalism & Mass Communication

ACCREDITED BY:



# CONTENTS

- 01** Message from the Chairman & Directors
- 03** About Amity University Online
- 06** About the Programme
- 07** Programme Curriculum
- 08** Global Faculty
- 09** Accreditations
- 11** Amity University Online Advantage
- 12** Alumni Working At
- 13** Contact



## Mr. Ajit Chauhan

Chairman - Amity University Online

Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programmes are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live online classes, webinars, video lectures & one-to-one sessions with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.



# Message from Directors



## Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



## Prof. Abhinash Kumar

Director

Amity University Online provides ‘Anytime, Anywhere’ education 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 programmes adhere to UGC’s stringent criteria and we are at par with the campus programmes.

# About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, 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 programmes across various disciplines in education.

**175,000**

Students

**225,000**

Online Students

**6,000+**

Faculty

**120,000**

Alumni Worldwide

**1,200**

Acres of Campuses

**28**

Schools & Pre-schools

**11**

Universities in Noida, Gurugram, Greater Noida, Jaipur, Mohali Lucknow, Mumbai, Gwalior, Raipur, Kolkata, Ranchi & Patna

**16**

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

“

There is much more to the program than what I was expecting initially. It has been much more than an educational experience. It has been a phenomenal leadership training, personal growth and professional development experience as well. I think the entire program is very well designed and adds tremendous value to my long-term career aspirations.”

**Bashra Meher**

RootShell Inc.

# About the Programme

## 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 programme offering in-depth study of theoretical concepts and functional areas in Journalism and Mass Communication.

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 & media ethics to TV production, Internet & new media, and media ecology – the course covers important concepts, trends, and practices in the subject area.

The programme provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screenings, and group readings. The programme 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 programme will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.



# Programme Curriculum

## SEMESTER 1

---

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

## SEMESTER 3

---

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

## SEMESTER 5

---

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

## SEMESTER 2

---

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

## SEMESTER 4

---

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

## SEMESTER 6

---

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

# Our Global Faculty



## Asst. Prof. Brian Porter

MSc. Management - Boston University,  
Online Facilitator - Boston University,  
Adjunct Professor - Nicholas College,  
Vice President of Strategic Partnerships at MGCC



## Prof. Luke Pearce

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



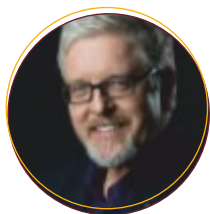
## Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,  
Capella University, USA,  
Professor and Program Coordinator -  
Amberton University,  
Visiting Professor- DeVry, University,  
Professor - Parker University,  
Principal Consultant & Agile Coach- Vizient, Inc.



## Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the  
University of Wales, UK,  
Principal Lecturer, at Cardiff Metropolitan University, UK



## Prof. Mike Berry

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

# 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.



SENIOR COLLEGE AND  
UNIVERSITY COMMISSION, USA

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  
-----



WORLD EDUCATION SERVICES

Recognised by  
World Education Services

“

It was good to take a online programme from Amity which helped me in excelling career growth in my current organization through theoretical knowledge. I was able to deliver much more based on the course which I opted for. Helped me in learning new terminologies and approaches.

”

**Aman Gaur**

PayTM

# Amity University Online Advantage



Live & Interactive Lectures  
by Expert Faculties



Web Proctored Mode for  
the freedom to take  
exams anywhere



World-class curriculum  
designed by eminent faculty  
and industry professionals



Learn from the leading  
global faculties



Regular webinars  
by industry leaders



Virtual job fairs and  
career assistance



International collaborations  
with Ivy League universities



Easy-to-use LMS accessible  
anytime, anywhere



Strong alumni network



Exemplary employer rating  
of various programmes

# Alumni Working At





FOR ENQUIRIES

Amity University Campus, Sector - 125, Noida, India  
Toll Free No. : 1800-102-3434

Website : [www.amityonline.com](http://www.amityonline.com)