



Annex College

(Centre for technical & Management Studies)

Where success comes first

COURSE STRUCTURE OF BJMC

SEMESTER 1

Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Introduction to Journalism	<ol style="list-style-type: none"> 1. History of Journalism 2. Types of Journalism 3. News Writing and Reporting 4. The Role of a Journalist 5. Ethics in Journalism 	Case study individual for each subject	Live project individual for each subject
2	Media and Society	<ol style="list-style-type: none"> 1. Media and its Functions 2. Media and Social Change 3. Media as a Watchdog 4. Media and Culture 5. Media Ethics and Responsibility 		
3	Communication Theory	<ol style="list-style-type: none"> 1. Communication Models 2. Types of Communication 3. Mass Communication and its Impact 4. Theories of Communication 5. Media as a Social Institution 		
4	Introduction to Photography	<ol style="list-style-type: none"> 1. Basics of Photography 2. Camera Types and Functions 3. Composition and Framing 4. Lighting Techniques 5. Photojournalism 		



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5	Writing for Media	<ol style="list-style-type: none"> 1. News Writing 2. Feature Writing 3. Writing for Radio and TV 4. Writing for Digital Media 5. Copy Editing and Proofreading 		
6	Indian Constitution and Media	<ol style="list-style-type: none"> 1. Fundamental Rights and Freedoms 2. Right to Information 3. Media Laws in India 4. Censorship and the Press 5. Laws Regulating Broadcasting 		
SEMESTER 2				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Radio and Television Journalism	<ol style="list-style-type: none"> 1. Evolution of Radio and Television 2. News Presentation 3. Script Writing for Radio and TV 4. Radio and TV Program Production 5. Broadcasting Ethics 	Case study individual for each subject	Live project individual for each subject
2	Advertising and Public Relations	<ol style="list-style-type: none"> 1. Introduction to Advertising 2. Advertising Strategies 3. Media Planning and Buying 4. Public Relations and Media Relations 5. Crisis Management 		
3	Print Journalism	<ol style="list-style-type: none"> - 1. Structure of a Newspaper 2. Editorial Practices 3. Journalism Ethics and Legal Issues 4. Interviewing Techniques 5. Investigative Journalism 		
4	Media Laws and Ethics	<ol style="list-style-type: none"> - 1. Freedom of Speech and Expression 2. Press Laws and Ethics 3. Intellectual Property Rights 4. Defamation and 		



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		Libel 5. Ethics in Advertising		
5	Documentary Production	- 1. Introduction to Documentaries 2. Pre-production Planning 3. Script Writing for Documentaries 4. Filming and Editing 5. Documentary Distribution		
6	Digital Media	- 1. Introduction to Digital Media 2. Digital Journalism 3. Social Media and Blogging 4. Online Content Creation 5. Ethics in Digital Journalism		
SEMESTER 3				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Broadcast Journalism	- 1. History of Broadcast Journalism 2. News Production for Radio and TV 3. TV Anchoring and Presentation 4. Radio Talk Shows 5. Radio and TV Journalism Ethics		
2	Media Management	- 1. Media Organization and Structure 2. Media Economics 3. Budgeting and Finance in Media Organizations 4. Human Resource Management in Media 5. Media Marketing	Case study individual for each subject	Live project individual for each subject



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3	Investigative Journalism	- 1. Investigative Reporting Techniques 2. Data Journalism 3. Interview Techniques 4. Handling Sensitive Information 5. Ethics in Investigative Reporting	1. Investigative Reporting Techniques 2. Data Journalism 3. Interview Techniques 4. Handling Sensitive Information 5. Ethics in Investigative Reporting	
4	Writing for Broadcast Media	- 1. Writing for Radio News 2. Writing for TV News 3. Script Writing for Radio and TV Programs 4. Writing for Commercials and Promotions 5. Writing News Features		
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5	Photojournalism	- 1. Introduction to Photojournalism 2. Documentary Photography 3. Visual Storytelling 4. Ethics in Photojournalism 5. Photography for Print Media		
6	Digital Journalism	- 1. Introduction to Blogging 2. Social Media Reporting 3. Multimedia Journalism 4. SEO and Content Optimization 5. Ethical Considerations in Digital Journalism		

SEMESTER 4

Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Media and Society	- 1. Social Impact of Media 2. Media and Gender 3. Media and Democracy 4. Media and Censorship 5. Media as a Tool for Social Change		



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2	Radio and Television Production	- 1. Radio Program Formats 2. TV Show Formats 3. Radio and TV Production Techniques 4. Recording and Editing for Radio/TV 5. Live Broadcast Techniques	Case study individual for each subject	Live project individual for each subject
3	Media Laws and Ethics	- 1. Media Ethics and Responsibility 2. Media Laws in India 3. Intellectual Property in Media 4. Censorship and Freedom of Press 5. Copyright Issues		
4	Public Relations and Advertising	- 1. Introduction to PR and Advertising 2. Corporate Communication 3. Crisis Communication 4. Advertising Strategies 5. Media Buying and Planning		
5	Digital Content Creation	- 1. Creating Content for Digital Platforms 2. Video Production 3. Social Media Marketing 4. Blogging and Vlogging 5. SEO and Analytics		
6	Journalism Ethics	- 1. Ethics in Journalism 2. Code of Conduct for Journalists 3. Media Trials and Public Perception 4. Ethics of Sourcing 5. Journalistic Integrity		

SEMESTER 5

Sl. No.	Subject	Subtopics	Case Study	Live Project
1	International Media	- 1. Global Media Systems 2. Media in the Global Context 3. International News Agencies 4. Role of International Broadcasting 5. Media and Globalization		



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2	Media Entrepreneurship	<ul style="list-style-type: none"> - 1. Media Startups 2. Funding and Financing Media Projects 3. Media Business Models 4. Digital Media Entrepreneurship 5. Legal and Ethical Considerations 	Case study individual for each subject	Live project individual for each subject
3	Media Economics	<ul style="list-style-type: none"> - 1. Economics of Media Organizations 2. Advertising Revenue Models 3. Market Structures in the Media Industry 4. Media and Government Policy 5. Economic Impact of New Media 		
4	Advanced Journalism Techniques	<ul style="list-style-type: none"> - 1. Investigative Reporting 2. Long-form Journalism 3. Data Journalism 4. Specialized Reporting (Science, Environment) 5. Journalism and Technology Integration 		
5	Media and Public Opinion	<ul style="list-style-type: none"> - 1. Media's Role in Shaping Public Opinion 2. Media Influence and Political Behavior 3. Social Media and Public Opinion 4. Media Literacy 5. Public Opinion Polls 		
6	Research Methodology in Media	<ul style="list-style-type: none"> - 1. Research Design in Media Studies 2. Qualitative Research Methods 3. Quantitative Research Methods 4. Data Analysis and Interpretation 5. Research Ethics 		
SEMESTER 6				
Sl. No.	Subject	Subtopics	Case Study	Live Project



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1	Media and Technology	<ul style="list-style-type: none"> - 1. Evolution of Digital Media 2. Mobile Journalism 3. Impact of Artificial Intelligence on Media 4. Virtual Reality and Augmented Reality in Journalism 5. Social Media Algorithms 	Case study individual for each subject	Live project individual for each subject
2	Political Communication	<ul style="list-style-type: none"> - 1. Media and Politics 2. Political Campaigns and Media Strategy 3. Media's Role in Elections 4. Political Debates and Public Opinion 5. Political Advertising 		
3	Advanced Broadcast Journalism	<ul style="list-style-type: none"> 1. Broadcast Journalism Techniques 2. Production of Live Shows 3. Crisis Communication and Media Coverage 4. Investigative Journalism for Broadcast 5. Ethics in Broadcast Journalism 		
4	Media and Gender	<ul style="list-style-type: none"> - 1. Gender Representation in Media 2. Gender Stereotypes in Media 3. Feminism and Media 4. LGBTQ+ Representation 5. Media and Gender Equality 		
5	Social Media and Society	<ul style="list-style-type: none"> 1. Rise of Social Media Platforms 2. Social Media Influence on Society 3. Social Media and Activism 4. Social Media Addiction 5. Privacy and Security on Social Media 		
6	Media Research and Analysis	<ul style="list-style-type: none"> - 1. Media Research Methodologies 2. Audience Research Techniques 3. Content Analysis 4. Survey and Polling Techniques 		



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		5. Analyzing Media Trends		
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Key Features:

Each subject includes 2 real-world case studies and 2 live projects per semester.

Industry-oriented approach combining theory + hands-on learning.

Each semester will end with a live panel presentation to assess student understanding and practical application.

Designed to prepare BJMC students for roles in journalism, digital media, public relations, advertising, broadcasting, and content creation, combining strong communication skills with ethical reporting, media technology expertise, and real-world storytelling experience.



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