

CHRIST (Deemed to be University) Delhi- NCR
Department of English and Cultural Studies
School of Arts and Humanities

Curriculum for BACHELOR OF ARTS IN MEDIA AND PUBLIC AFFAIRS

Programme: Bachelor of Arts in Media and Public Affairs Honours/ Honours with Research

Programme Description

The four-year BA in Media and Public Affairs at CHRIST (Deemed to be University) Delhi NCR is a first of its kind programme in India, modelled after similar academic initiatives in premiere universities across the globe, while incorporating the guidelines of National Education Policy 2020.

The programme covers theoretical perspectives in Communication, Journalism in all formats – print, electronic and online, Advertising and Public Relations. It also explores the theory and practice of Public Policy, key themes in Political Science and Economics, and governance in the digital era. Bachelor of Arts in Media and Public Affairs, an industry-integrated course will equip the students to acquire the knowledge and skills required to build a successful career in media industry and policy research.

Programme Objectives

- To impart analytical and comprehensive knowledge of contemporary media practices and political economy to students, thereby making them successful and ethically driven professionals.
- To equip students with advanced media skills ranging from creative writing to digital storytelling techniques, so that they may become skillful and competent journalists and communication professionals.
- To enable students to critically analyze the issues of (under)development and come up with evidence-based public policy solutions through critical and impactful research.
- To equip students to become reflective practitioners in public affairs through careers in government/public service, development organizations, social enterprises, think tanks, and other agencies of social change.
- To make students better human beings and citizens by building intellectual, emotional, interpersonal, and social competencies in parity with global standards.

Duration – 8 semesters

Research Requirements

To foster the research culture, it is advised for students to undertake research presentations at seminars and publications in various academic journals. Students will be awarded credits according to the merit of their efforts. Research presentations and publications are part of the curriculum towards the end of the programme.

Students will be taught and trained in Media and Communication Research with a focus on Quantitative Research methods. They will be encouraged to perform fieldwork and analysis leading to insights and conclusions.

Students in the fourth year are expected to make presentations at national / international seminars which will earn them credits accordingly. Research publications in any recognized academic journals / books with ISSN / ISBN number will be encouraged.

Eligibility for Admission and Admission procedure

- Class XII Pass with 60% (from ISC / CBSE / NIOS / State Boards).

Students pursuing an international curriculum must note that eligibility is according to AIU stipulations:

- Applicants pursuing IB curriculum must have 3 HL and 3 SL with 24 credits
- Applicants pursuing GCE / Edexcel must have a minimum of 3 A levels with a grade not less than C.

Programme Outcomes

After the completion of this programme, graduates will be capable to:

- Comprehend and analyse the contemporary media and communication landscape, and the political and economic affairs that decisively influence their lives and careers.
- Acquire advanced media skills - creative writing, news reporting and editing, photography, television and radio production, and social media analytics so that they can become successful media practitioners.
- Critically analyse various development issues along with their causes and propose evidence-based and research-driven policy prescriptions.
- Become public policy practitioners and researchers, assisting governments and development agencies to resolve the pressing problems of humanity like poverty, ill-health, environmental degradation, illiteracy, skill deficit, and so on.
- Transform themselves into better human beings and independent, responsible citizens who possess civic awareness, media literacy, and social skills to live dignified lives.

Programme Structure:

Semester 1

Course Code	Course Name	Course Type	No. of Hours	Credits
MED101-1N	Introduction to Media and Communication	Major	4	4
POL	Introduction to Political Theory	Major	4	4
		Multi Disciplinary Course (MDC)	3	3
ENG181-1N	Englogue	Ability Enhancement Course	2	2
MED161-1N	Writing for Newspapers	Skill Enhancement Course	3	3
MED162-1N	Design and Layout	Skill Enhancement Course	3	3
	Holistic Education - I	Value Added Course	1	1
	EVS	Value Added Course	1	1
	Total		21	21

*Students will choose the MDC Course.

Semester 2

SEMESTER II				
Course Code	Course Name	Course Type	No. of Hours	Credits
MED102-2N	Reporting and Editing	Major	4	4
MED103-2N	Media and Political Structures in India	Major	4	4
ECO	Introductory Microeconomics	Major	4	4
ECO	Statistical Methods for Economics	Major	4	4
		Multi Disciplinary Course (MDC)	3	3
ENG181-2N	Englogue	Ability Enhancement Course	2	2
	Holistic Education - II	Value Added Course	1	1
	Indian Constitution	Value Added Course	1	1
	Total		23	23

*Students will choose the MDC Course.