



Chandigarh University

NAAC A+, UGC-Entitled, NIRF #19, QS World Global Universities #Top
1%

BA Journalism Mass Communication

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 132,250

Chandigarh University

Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Online Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach. CU has been envisioned to provide inspirational and experiential learning through internationally recognized curriculum matching the challenging industrial needs. CU has been emerging as the best Online Education University in Punjab, India and the most preferred destination for the students as well as renowned faculty, and recruiting companies of the country. The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

BA Journalism Mass Communication

Highlights

- ◆ UGC-Recognised Degree
- ◆ Covers Print, Digital, TV, Radio & Corporate Communication
- ◆ Live Sessions, Recorded Lectures & LMS
- ◆ Academic and Technical Support
- ◆ Interactive Learning with Real-World Projects
- ◆ Assessments and Multimedia Assignments

Learning outcomes

- ◆ Within BA (Journalism Mass Communication) from Chandigarh University, map important concepts in journalism, media, and mass communication to real or case-based situations involving news events, audiences, media platforms, and public communication needs.
- ◆ Apply analytical thinking to manage story selection, content accuracy, audience engagement, and media ethics challenges in a disciplined way.
- ◆ Evaluate information before making conclusions about communication choices based on facts, audience, platform, and public responsibility.
- ◆ Design or present news reports, media scripts, campaign notes, and digital content pieces that show both knowledge and practical relevance.
- ◆ Grow confidence for academic advancement and career exploration across journalism, content, media production, corporate communication, and digital storytelling, while strengthening ethical awareness.

Eligibility Criteria

10+2 with at least 50% marks in aggregate or its equivalent examination in any stream conducted by a recognised Board / University / Council in the aggregate OR 45% marks in 10+2 in any stream with at least 55% in English as the subject.

Curriculum Overview

Semester 1 (6 subjects)

- ◆ Introduction to Mass Communication
- ◆ National & International Issues & Affairs
- ◆ Fundamentals of Print Media
- ◆ Media and Society
- ◆ Universal Human Values
- ◆ Ethics and Life

Semester 2 (5 subjects)

- ◆ Mass Media Industry & Management
- ◆ Media Laws & Ethics
- ◆ Interview Principles & Practices
- ◆ Mobile Journalism
- ◆ Communication Skills



Curriculum Overview (continued)

Semester 3 (7 subjects)

- ◆ Fundamentals of TV Journalism
- ◆ Fundamentals of Radio Journalism
- ◆ Development Communication
- ◆ Environmentals Science
- ◆ Waste & Disaster Management
- ◆ Universal Human Values
- ◆ Ethics and Life Skills-2

Semester 4 (5 subjects)

- ◆ Fundamentals of Public Relations
- ◆ Fundamentals of Advertising
- ◆ Digital Media
- ◆ Media Literacy
- ◆ Entrepreneurship

Semester 5 (5 subjects)

- ◆ Media Research
- ◆ Investigation Journalism
- ◆ Print Design & Visualization
- ◆ Social Media Content & Marketing
- ◆ Creative Advertising

Semester 6 (4 subjects)

- ◆ Cultural Communication
- ◆ Dynamics of Newsroom
- ◆ Integrated Marketing Communication
- ◆ Capstone Project

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Admission Fee	₹ 1,000	—	—	₹ 1,000
Course Fee	₹ 43,750	₹ 43,750	₹ 43,750	₹ 131,250
Total	₹ 44,750	₹ 43,750	₹ 43,750	₹ 132,250