

INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
Planning & Development Division

408  
IG/P&DD/ODL/Launch/  
June 06, 2023

Programme Launch Notification No. 105  
BA (Journalism and Digital Media)-BAJDM

With the approval of the Competent Authority, the BA (Journalism and Digital Media)-BAJDM, will be offered through ODL Mode from July 2023 Session.

The details of the Programme are as under:

**Eligibility:** Passed 10+2 or equivalent qualification from any recognized Board.

**Medium of Instruction:** English

**Duration (Minimum and maximum):** Minimum (03 Years), Maximum (06 Years)

**Fee Structure:** ₹ 10,600/- per year

**Programme Details:** Total Credits 120

**Examination Mode :** Annual

**Study Materials:** Print/Digital (Both)

**Expected Enrolment:** 500

**Courses:**

Semester	Course Codes	Title of the Course	Type of Course	Course Credits
Sem 1	BNM-021	Introduction to Journalism and Digital Media	Theory Compulsory	6
Sem 1	BNM-022	Techniques of Reporting	Theory Compulsory	4
Sem 1	BEVAE 181	Environmental Studies	Theory Compulsory	4
Sem 1	Choose any one BEGG-174 BGDG-172 BPYG-172 BPCG-171	Choose any one Creative Writing Gender Sensitization : Society and Culture Philosophy of Religion General Psychology	Theory Elective	6
				20 Credits
Sem 2	BNM-023	Media and Information Literacy	Theory Compulsory	6
Sem 2	BNM-024	News Writing and Editing	Theory Compulsory	4
Sem 2	Choose any one BEGAE 182 / BHDAE 182	Choose any one BEGAE 182 English Communication Skills / BHDAE 182 हिन्दी भाषा और संप्रेषण	Theory Elective	4

Planning & Development Division  
IGNOU, New Delhi-88

Nishi 17/4

Sem 2	Choose any one BPAG-172 BPCG-172 BPAG-174 BPCG-174	Choose any one BPAG-172 Governance: Issues and Challenges BPCG-172 Youth, Gender and Identity BPAG-174 Sustainable Development BPCG-174 Psychology and Media	Theory Elective	6
				20 Credits
Sem 3	BNM-025	Types of Journalistic Writings	Theory Compulsory	6
Sem 3	BNM-026	Media Ethics and Regulations	Theory Compulsory	4
Sem 3	Choose any one BNM-027 BNM-028	Choose any one a. Digital Photography b. Digital Media Literacy	Theory Elective	4
Sem 3	Choose any one BSOG 171 BSOG-173 BSOG 176 BABG 171	Choose any one BSOG 171 Indian Society: Images and Realities BSOG-173 Rethinking Development BSOG 176 Economy and Society BABG 171 Understanding Ambedkar	Theory Elective	6
				20 Credits
Sem 4	BNM-029	Audio Podcast	Theory Compulsory	6
Sem 4	BNM-030	Persuasive Communication Strategies	Theory Compulsory	4
Sem 4	BNML-021	Practical News Portal Creation and Production	Practical Compulsory	4
Sem 4	Choose any one BPYG-171 BEGG-172 BPAG-171 BPAG-173	Choose any one BPYG-171 Applied Ethics BEGG-172 Language and Linguistics BPAG-171 Disaster Management BPAG-173 E-Governance	Theory Elective	6
				20 Credits
Sem 5	BNM-031	Data Journalism	Theory Compulsory	6
Sem 5	BNM-032	Audio Visual Production	Theory Compulsory	6

Nishi  
 Director  
 Planning & Development Divn  
 4/1/2023  
 Maitan Garhi, New F

Sem 5	Choose any one BNM-033 BNM-034 BNM-035	Choose any one a. Health and Environmental Journalism b. Digital Brand Management c. Development Communication	Theory Elective	4
Sem 5	Choose any one BNM-036 BNM-037 BNM-038	Choose any one a. Gender and Media b. Marketing Communication c. ICT for Development	Theory Elective	4
				20 Credits
Sem 6	BNM-039	Digital Journalism and Research Tools	Theory Compulsory	6
Sem 6	BNM-040	Social Media And Society	Theory Compulsory	6
Sem 6	Choose any one BNML-022 BNML-023	Choose any one Practical a. News Portal Design (CMS) b. Digital Branding	Practical Elective	4
Sem 6	Choose any one BNMP-021 BNMP-022 BNMP-023	Choose any one Project a. Print and Digital Project b. Electronic Media Project c. Internship	Project Elective	4
				20 Credits
		<b>Total</b>		<b>120 Credits</b>

**Details of Approval in the Academic Council:** 56th Meeting of ACSC, held on June 01, 2022  
(Agenda Item 56.29)

**Contact Details of Programme Coordinators:**

1. Prof. K.S. Arul Selvan, SOJNMS
2. Dr. Shikha Rai, SOJNMS
3. Dr. Amit Kumar, SOJNMS

**Phone No.:** 011-29571605, 011-29571608, 011-29571609 / 9319922711  
**Email:** [bajdm@ignou.ac.in](mailto:bajdm@ignou.ac.in)

*Neeti Agrawal*  
6/6/2022  
(Prof. Neeti Agrawal)  
Director, P&DD

To  
Directors of Schools, Head of Divisions  
AR, VCO & PS to all PVCs

निदेशक / Director  
योजना एवं विकास प्रभाग  
Planning & Development Division  
इ.गौ.रा.मु.वि., मैदान गढ़ी, नई दिल्ली  
IGNOU, Maidan Garhi, New Del