



AMITY UNIVERSITY

MADHYAPRADESH

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

S.N.	Name of Institute/School	Programme Name	Semester	Course Code	Course Name	Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum	Description of the Course in brief (20-30 words)
1.	Amity School of Communication	BA J&MC	I	JMC 101	Fundamentals of Journalism	Gender, Human Values and Professional Ethics	Introduction to foundational concepts and principles of journalism.
2.	Amity School of Communication	BA J&MC	I	JMC 102	Practicing Journalism	Human Values and Professional Ethics	Emphasizes ethical practices, instilling professional values essential for journalism.
3.	Amity School of Communication	BA J&MC	I	JMC 107	Current Affairs and News Analysis	Gender, Human Values and Professional Ethics	Analytical approach to current affairs, shaping critical thinking for news analysis.
4.	Amity School of Communication	BA J&MC	II	JMC 203	Media & Society	Gender, Environment and Sustainability	Examines media's impact on society, fostering awareness of environmental and social sustainability.
5.	Amity School of Communication	BA J&MC	II	JMC 205	Introduction to Cinema	Gender, Environment and Sustainability, Human Values and Professional Ethics	Explores the role of cinema in media, providing a broader perspective on storytelling.
6.	Amity School of Communication	BA J&MC	II	JMC 206	Photo Editing	Gender, Human Values and Professional Ethics	Practical training in editing photographs, vital for visual storytelling in journalism.
7.	Amity School of Communication	BA J&MC	II	JMC 207	Indian Political System	Human Values and Professional Ethics	Analyses the Indian political system through a journalistic lens,

							emphasizing ethical reporting.
8.	Amity School of Communication	BA J&MC	III	JMC 301	Television Journalism	Gender, Human Values and Professional Ethics	In-depth study and practical training in television journalism.
9.	Amity School of Communication	BA J&MC	III	JMC 303	Development Communication	Environment and Sustainability	Explores communication strategies for sustainable development, integrating environmental concerns.
10.	Amity School of Communication	BA J&MC	III	JMC 307	Media Laws & Ethics	Gender, Environment and Sustainability, Human Values and Professional Ethics	Examines media laws and ethics, instilling a strong ethical foundation in journalism.
11.	Amity School of Communication	BA J&MC	IV	JMC 402	Fact Check LAB	Gender, Human Values and Professional Ethics	Provides training in fact-checking methods, emphasizing the ethical importance of accurate reporting.
12.	Amity School of Communication	BA J&MC	IV	JMC 403	Principles of Advertising	Environment and Sustainability, Human Values and Professional Ethics	Explores advertising principles, preparing students for ethical practices in the field.
13.	Amity School of Communication	BA J&MC	IV	JMC 405	Fundamentals of Public Relations	Human Values and Professional Ethics	Understanding ethical practices in public relations, emphasizing responsible communication.
14.	Amity School of Communication	BA J&MC	IV	JMC 406	Professional Media Writing	Human Values and Professional Ethics	Develops advanced writing skills for media professionals, with a focus on ethical communication.
15.	Amity School of Communication	BA J&MC	V	JMC 502	Mobile Journalism	Human Values and Professional Ethics	Training in journalism using mobile devices, adapting to evolving media practices.

16.	Amity School of Communication	BA J&MC	V	JMC 504	Storytelling	Gender, Environment and Sustainability, Human Values and Professional Ethics	Focus on narrative techniques in journalistic storytelling, emphasizing ethical storytelling practices.
17.	Amity School of Communication	BA J&MC	V	JMC 506	Newsroom Practices	Gender, Human Values and Professional Ethics	Practical exposure to newsroom operations and practices, preparing for professional news environments.
18.	Amity School of Communication	BA J&MC	V	JMC 508	Corporate & Crisis Communication	Environment and Sustainability, Human Values and Professional Ethics	Examines communication in corporate and crisis scenarios, emphasizing ethical and responsible practices.
19.	Amity School of Communication	BA J&MC	VI	JMC 601	Film Writing & Production	Gender, Environment and Sustainability, Human Values and Professional Ethics	Integrates film writing principles with production techniques, emphasizing storytelling ethics.
20.	Amity School of Communication	BA J&MC	VI	JMC 602	Media Management	Human Values and Professional Ethics	Explores principles and practices in media management, incorporating ethical considerations.
21.	Amity School of Communication	BA J&MC	VII	JMC 702	Film Appreciation	Gender, Human Values and Professional Ethics	Appreciation and analysis of films in the context of media studies.
22.	Amity School of Communication	BA J&MC	VII	JMC 703	Corporate Social Responsibility	Environment and Sustainability, Human Values and Professional Ethics	Exploration of corporate social responsibility in the media industry.
23.	Amity School of Communication	BA J&MC	VII	JMC705	OTT & New Age Cinema	Gender, Human Values and Professional Ethics	Exploration of over-the-top platforms and new trends in cinema.
24.	Amity School of Communication	BA J&MC	VIII	JMC 802	Combating Misinformation	Human Values and Professional Ethics	Strategies to combat misinformation in media with a focus on ethical reporting.

25.	Amity School of Communication	BA J&MC	VIII	JMC 803	Global Media Scenario	Gender, Environment and Sustainability, Human Values and Professional Ethics	Exploration of the global media landscape and its impact on journalism.
26.	Amity School of Communication	MA J&MC	I	JMC112	Fundamental of Journalism	Gender, Human Values and Professional Ethics	Introduction to foundational concepts and principles of journalism.
27.	Amity School of Communication	MA J&MC	I	JMC 114	Writing for Media	Human Values and Professional Ethics	Develops precise writing skills tailored for effective communication in media.
28.	Amity School of Communication	MA J&MC	I	JMC 115	Advertising Principles and Practices	Gender, Environment and Sustainability, Human Values and Professional Ethics	Explores fundamental principles and practices of advertising in media.
29.	Amity School of Communication	MA J&MC	I	JMC118	Political Communication	Gender, Environment and Sustainability, Human Values and Professional Ethics	Explores communication strategies in the political context.
30.	Amity School of Communication	MA J&MC	I	JMC 119	Media and Society	Environment and Sustainability	Examines media's impact on society, fostering awareness of environmental and social sustainability.
31.	Amity School of Communication	MA J&MC	II	JMC 213	Television Journalism	Gender, Human Values and Professional Ethics	In-depth study and practical training in television journalism.
32.	Amity School of Communication	MA J&MC	II	JMC 216	Public Relations & Corporate Communication	Human Values and Professional Ethics	Explores principles and practices of public relations and corporate communication, emphasizing ethical considerations.
33.	Amity School of Communication	MA J&MC	II	JMC 218	Media Entrepreneurship	Human Values and Professional Ethics	Explores entrepreneurial opportunities in the media industry, focusing on business practices.
34.	Amity School of Communication	MA J&MC	III	JMC 311	Development Communication	Environment and Sustainability	Explores communication strategies for sustainable development, emphasizing

							environmental and social concerns.
35.	Amity School of Communication	MA J&MC	III	JMC 313	Media Literacy & Fact Check	Human Values and Professional Ethics	Promotes media literacy and fact-checking skills, emphasizing ethical and responsible journalism.
36.	Amity School of Communication	MA J&MC	III	JMC 314	Fact-Check Lab	Human Values and Professional Ethics	Provides hands-on experience in fact-checking, emphasizing the ethical importance of accurate reporting.
37.	Amity School of Communication	MA J&MC	III	JMC 316	Understanding Films	Gender, Human Values and Professional Ethics	Provides an understanding of the principles and techniques of filmmaking.
38.	Amity School of Communication	MA J&MC	IV	JMC 411	Media Laws & Ethics	Gender, Environment and Sustainability, Human Values and Professional Ethics	Examines media laws and ethics, instilling a strong ethical foundation in journalism.
39.	Amity School of Communication	MA J&MC	IV	JMC 412	Digital Humanities	Human Values and Professional Ethics	Explores the intersection of technology and the humanities, analysing the impact on media and communication.
40.	Amity School of Communication	MA J&MC	IV	JMC 413	Professional Writing	Human Values and Professional Ethics	Develops advanced writing skills for media professionals, with a focus on ethical communication.



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