

MASTER OF ARTS (JOURNALISM and MASS COMMUNICATION)

Year	FIRST SEMESTER						SECOND SEMESTER					
	Sub. Code	Subject Name	L	T	P	C	Sub. Code	Subject Name	L	T	P	C
I	JC6101	Communication Theory and Practice	2	0	2	3	JC6201	Mass Media Research	3	0	0	3
	JC6102	Writing for Media	2	0	4	4	JC6202	Indian Constitution, Media Laws and Ethics	3	0	0	3
	JC6103	Introduction to Print Media	2	0	4	4	JC6203	Advertising and Public Relations	2	0	4	4
	JC6104	Basics of Broadcast Media	2	0	4	4	JC6204	New Media and Technology	2	0	4	4
	** *****	Skill Enhancement Compulsory Course - 1	1	0	4	3	** *****	Skill Enhancement Compulsory Course - 2	1	0	4	3
	** *****	Generic Elective Course - 1	3	0	0	3	** *****	Generic Elective Course - 2	3	0	0	3
			12	0	18	21			14	0	12	20
	Total Contact Hours (L + T + P)		30				Total Contact Hours (L + T + P)		26			
II	THIRD SEMESTER						FOURTH SEMESTER					
	JC7101	Dissertation	0	1	6	4	** *****	Discipline Specific Elective Course - 4	1	0	4	3
	** *****	Discipline Specific Elective Course - 1	1	0	4	3	** *****	Discipline Specific Elective Course - 5	1	0	4	3
	** *****	Discipline Specific Elective Course - 2	1	0	4	3	** *****	Discipline Specific Elective Course - 6	1	0	4	3
	** *****	Discipline Specific Elective Course - 3	1	0	4	3	** *****	Discipline Specific Elective Course - 7	1	0	4	3
	** *****	Skill Enhancement Compulsory Course - 3	1	0	4	3	** *****	Generic Elective Course - 4	3	0	0	3
	** *****	Generic Elective Course - 3	3	0	0	3	** *****	Media Project	0	1	6	4
	JC7170	Summer Internship 1				5						
			7	1	22	24			7	1	22	19
	Total Contact Hours (L + T + P)		30				Total Contact Hours (L + T + P)		30			

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Sub. Code	Subject Name	Sub. Code	Subject Name
Skill Enhancement Compulsory Course - 1		Generic Elective Course - 3	
JC6150	Photojournalism	JC7160	Massive Open Online Courses (MOOCs)
JC6151	Digital Photography	JC7161	Introduction to Film Studies
Generic Elective Course - 1		Discipline Specific Elective Course - 4	
JC6160	Massive Open Online Courses (MOOCs)	JC7240	Multimedia Journalism
JC6161	Media Issues and Trends	JC7241	New Media Journalism
		JC7242	Organizational Communication
Skill Enhancement Compulsory Course - 2		Discipline Specific Elective Course - 5	
JC6250	Rural Development Projects	JC7243	Communication for Special needs
JC6251	Environment & Development Communication	JC7244	Television Journalism and Production
		JC7245	Media Industry and Management
Generic Elective Course - 2		Discipline Specific Elective Course - 6	
JC6260	Massive Open Online Courses (MOOCs)	JC7246	Sports Journalism
JC6261	Media and Cultural Studies	JC7247	Applied Media Aesthetics
		JC7248	Digital Marketing and Market Research
Discipline Specific Elective Course - 1		Discipline Specific Elective Course - 7	
JC7140	Print Journalism	JC7249	Journalism and Popular Culture
JC7141	Video Journalism and Production	JC7250	Corporate Media Production
JC7142	Integrated Marketing Communication	JC7251	Advertising Management
Discipline Specific Elective Course - 2		Generic Elective Course - 4	
JC7143	Print Design & Production	JC7260	Massive Open Online Courses (MOOCs)
JC7144	Radio Journalism and Production	JC7261	Media and Gender
JC7145	Brand Communication		
Discipline Specific Elective Course - 3		Media Project	
JC7146	Magazine Journalism	JC7270	Project - Print Media Production
JC7147	Scripting for Broadcast Media	JC7271	Project - New Media Production
JC7148	Event Management	JC7272	Project - Radio Production
Skill Enhancement Compulsory Course - 3		JC7273	Project - Television Production
JC7150	Documentary Film Production		
JC7151	Digital Film Production		

* SUMMER INTERNSHIP I: The student should do the summer internships after the completion of II Semester. The student has to complete a period of 7 to 9 weeks as intern in any of the media outlet and evaluation of the same will be carried out in III semester.

**Dissertation: The student has to submit an in-depth original contribution to media literature at the end of III Semester and the viva-vice and evaluation of the same will be carried in the same semester.

Assessment

1. The academic performance of a student is assessed by the course instructor/s concerned.
2. The student performance in each theory course is evaluated out of 100 marks, of which 60 marks are for in-semester assessments and 40 marks are for end-semester assessments.
3. The in-semester assessment in theory courses is based on two Mid-term exams, assignments, quizzes, case presentations, seminars etc. which shall be defined by the course instructor.
4. The student performance in laboratory courses is also evaluated out of a maximum of 100 marks, and is based on in-semester assessment of 60 marks and end-semester examination conducted for 40 marks.

Theory Exams:

Exam Duration (Hrs)		Relative Weightage (%)			
End Semester	MTE	CWS	MTE I	MTE II	ETE
3	1	20	20	20	40

Practical Exams:

Exam Duration (Hrs)		Relative Weightage (%)			
End Semester	PRS	CWS	PRS	PRS	PRE
3	2	20	20	20	40

Evaluation Scheme for Courses with Theory and Practical credits:

Exam Duration (Hrs)		Relative Weightage (%)			
End Semester	PRS	CWS	PRS	MTE II	ETE
3	2	20	20	20	40

L = Number of Lectures hrs/week P = Number of practical hours/week CWS: Class Work Sessional MTE: Mid-Term Exam PRE: End Term Practical Exam	T= Number of Tutorials hrs/week C= Number of Credits. PRS: Practical Sessional ETE: End Term Exam
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