

SCHOOL OF COMMUNICATION AND MEDIA STUDIES

M.A. JOURNALISM AND MASS COMMUNICATION

Summary of Credits

DEPARTMENT OF COMMUNICATION (PG) (2024-2026)								
Semester <u>1</u>	Code Number	Title	No. of Hours of Instruct ions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 7124	Introduction to Communication	60	04	04	50	50	100
Theory	MC 7224	Reporting & Editing	60	04	04	50	50	100
Theory	MC 7324	Introduction to Advertising and PR	60	04	04	50	50	100
Theory	MC 7421	Media Management	30	02	02	25	25	50
Theory	MC 7524	Key Concepts in Political Thought	30	02	02	25	25	50
Practical	MC 1P1	Photography	30	02	02	-	-	50
Practical	MC 1P2	Lab Journal		Ten/week	02	-	-	50
Total Number of credits:					20			
Semester <u>2</u>	Code Number	Title	No. of Hours of Instruct ions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 8121	Communication Research Methods	60	04	04	50	50	100
Theory	MC 8224	Media Law and Ethics	60	04	04	50	50	100

Theory	MC 8324	Media, Culture, and Society	30	02	02	25	25	50
Theory	MC 8424	Key Concepts in Economics	30	02	02	25	25	50
Theory	MC 8524	Political Communication	30	02	02	25	25	50
Theory	MC 8624	AI and Data for Communication	60	04	04	50	50	100
Practical	MC 2P1	AI and Data for Communication	30	02	02	-	-	50
Practical	MC 2P2	Audio and Video Production Skills	60	04	04	-	-	100
Practical	MC 2P3	Lab Journal		10/week	02	-	-	50
Total no. of credits:					26			

DEPARTMENT OF COMMUNICATION (PG) (2024-2026) (Common)								
Semester 3	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 9124	Media discourses in the digital age	60	04	04	50	50	100
Theory	MC 9224	Digital Communication	60	04	04	50	50	100
Practical	MC 3P1	Digital Communication	30	02	02	-	50	50
					10			
SPECIALISATION 1: ADVERTISING AND PUBLIC RELATIONS								
Theory		Branding	45	03	03	50	50	100
Practical		Branding	15	01	01	-	50	50

Theory		Public Relations Campaign Planning	45	03	03	50	50	100
Practical		Public Relations Campaign Planning	15	01	01	-	50	50
Theory		Account Management	45	03	03	50	50	100
Practical		Account Management	15	01	01	-	50	50
Practical		Graphic Design	30	02	02	-	50	50
					14			
SPECIALISATION 2: JOURNALISM AND CONTENT PRODUCTION								
Theory		Multimedia journalism	45	03	03	50	50	100
Practical		Multimedia journalism	15	01	01	-	50	50
Theory		Technical and Content Writing	45	03	03	50	50	100
Practical		Technical and Content Writing	15	01	01	-	50	50
Theory		Science and Health Communication	30	02	02	25	25	50
Practical		UX/UI Design	30	02	02	-	50	50
Practical		Lab journal		10/week	02	-	-	50
					14			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory		Television Production	45	03	03	50	50	100
Practical		Television Production	15	01	01	-	50	50
Theory		Cinematography & Editing	45	03	03	50	50	100
Practical		Cinematography & Editing	15	01	01	-	50	50
Theory		Digital Filmmaking	45	03	03	50	50	100
Practical		Digital Filmmaking	15	01	01	-	50	50
Practical		Broadcast News Production	30	02	02	-	50	50
					14			
Total Number of credits:				24				

Semester 4	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 0123	Development Communication	60	04	04	50	50	100
Practical	MC 0223	Dissertation	4 per week	-	04	30	70	100
Practical	MC 0323	Project Work	2 per work	-	02	15	35	50
Practical	MC 0423	Internship	8-10 weeks		06	-	100	100
					16			
SPECIALISATION 1: ADVERTISING AND PUBLIC RELATIONS								
Theory		Corporate Communications	60	04	04	50	50	100
Theory		Integrated Marketing Communications	30	02	02	25	25	50
					06			
SPECIALISATION 2: JOURNALISM AND CONTENT PRODUCTION								
Theory		Business Journalism	60	04	04	50	50	100
Theory		Contemporary issues in media	30	02	02	25	25	50
					06			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory		World Cinema	60	04	04	50	50	100
Theory		Contemporary Trends in Visual Media	30	02	02	25	25	50
					06			
Total Number of credits:				22				