

ST JOSEPH'S UNIVERISTY

BENGALURU-27



Re-accredited with 'A++' **GRADE with 3.79/4 CGPA** by NAAC Recognized by UGC as
College of Excellence

**SCHOOL OF COMMUNICATION
DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

SYLLABUS FOR MA JOURNALISM AND MASS COMMUNICATION

For Batch 2024-2026

(Syllabi for the First-Year MA is approved by the Board of Studies on 21 March 2024.

The Second-Year syllabi will be placed before the next Board of Studies, and uploaded intimated that)

(As a policy, the School of Communication & Media Studies does not upload its syllabi on the website; it only uploads the syllabi structure, course outcomes and core learnings for students. The detailed syllabi will be shared with students when they join)

Semester 1 & 2: Summary of Credits

DEPARTMENT OF COMMUNICATION (PG) (2024-2026)

<u>Semester 1</u>	Code Number	Title	Hours Instructi ons	Hours of Teaching/ week	Number of credits	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		10/week	02	-	-	50
Total Number of credits:					20			
<u>Semester 2</u>	Code Number	Title	Hours of Instructi on	Hours of teaching per week	Number of credits	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			

Semester 3 & 4: Summary of Credits

DEPARTMENT OF COMMUNICATION (PG) (2024-2026) (Common)								
Semester 3	Code Number	Title	No. of Hours of Instructions	No. of Hours of Teaching/ week	NO. of credits	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			
SPECIALIZATION 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			
SPECIALIZATION 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			
SPECIALIZATION 3: VISUAL STORYTELLING: FILM AND TV								

Theory		Screenplay Writing	45	03	03	50	50	100
Practical		Screenplay Writing	15	01	01	-	50	50
Theory		Cinematography	45	03	03	50	50	100
Practical		Cinematography	15	01	01	-	50	50
Theory		Digital Filmmaking	45	03	03	50	50	100
Practical		Digital Filmmaking	15	01	01	-	50	50
Practical		Broadcast Production	30	02	02	-	50	50
					14			
Total Number of credits:				24				

Semester 4	Code Number	Title	No. of Hours of Instructions	No. of Hours of Teaching/ week	Number of credits	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			
SPECIALIZATION 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			
SPECIALIZATION 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			
SPECIALIZATION 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				

CORE COURSES (CC)	
Course Title	Code Number
INTRODUCTION TO COMMUNICATION (THEORY)	MC 7124
REPORTING & EDITING (THEORY)	MC 7224
INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS (THEORY)	MC 7324
MEDIA MANAGEMENT (THEORY)	MC 7421
KEY CONCEPTS IN POLITICAL THOUGHT (THEORY)	MC 7524
COMMUNICATION RESEARCH METHODS (THEORY)	MC 8121
MEDIA LAW AND ETHICS (THEORY)	MC 8224
MEDIA, CULTURE, AND SOCIETY (THEORY)	MC 8324
KEY CONCEPTS IN ECONOMICS (THEORY)	MC 8424
POLITICAL COMMUNICATION (THEORY)	MC 8524
AI AND DATA FOR COMMUNICATION (THEORY)	MC 8624

SKILL ENHANCEMENT COURSE (SEC) – Practical-oriented and software-based courses offered by the Department	
Course Title	Code Number
PHOTOGRAPHY (PRACTICAL)	MC 1P1
LAB JOURNAL(PRACTICAL)	MC 1P2
AI AND DATA FOR COMMUNICATION (PRACTICAL)	MC 2P1
AUDIO AND VIDEO PRODUCTION SKILLS (PRACTICAL)	MC 2P2
LAB JOURNAL (PRACTICAL)	MC 2P3