

MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION) SCHEME FOR 2025-27

| Year | FIRST SEMESTER | | | | | | SECOND SEMESTER | | | | | |
|------|---------------------------------|---|----|---|----|---------|---------------------------------------|------------------------------------|----|---|----|----|
| | Sub. Code | Subject Name | L | T | P | C | Sub. Code | Subject Name | L | T | P | C |
| I | JMC6101 | Fundamentals of Communication and Media | 2 | 0 | 4 | 4 | JMC6201 | Broadcast Journalism | 2 | 0 | 4 | 4 |
| | JMC6102 | Communication Theories & Models | 4 | 0 | 0 | 4 | JMC6202 | Basics of Audio & Video Editing | 0 | 0 | 4 | 2 |
| | JMC6103 | Reporting & Editing | 2 | 0 | 4 | 4 | JMC6203 | Digital Media Writing & Publishing | 2 | 0 | 4 | 4 |
| | JMC6104 | Introduction to New Media | 3 | 0 | 2 | 4 | JMC6204 | Advertising Theory & Practice | 2 | 0 | 4 | 4 |
| | JMC6105 | Fundamentals of Photography | 1 | 0 | 2 | 2 | JMC6205 | Public Relations | 2 | 0 | 4 | 4 |
| | JMC6106 | Social Structure and Current Affairs | 2 | 0 | 0 | 2 | JMC6206 | Development Communication | 3 | 0 | 0 | 3 |
| | | | | | | JMC6207 | Political Structure & Current Affairs | 2 | 0 | 0 | 2 | |
| | | | 14 | 0 | 12 | 20 | | | 13 | 0 | 20 | 23 |
| | Total Contact Hours (L + T + P) | | 26 | | | | Total Contact Hours (L + T + P) | | 33 | | | |
| II | THIRD SEMESTER | | | | | | FOURTH SEMESTER | | | | | |
| | JMC7101 | Media Laws and Ethics | 2 | 0 | 0 | 2 | JMC7201 | Mobile Journalism | 1 | 0 | 4 | 3 |
| | JMC7102 | Intercultural Communication | 2 | 0 | 0 | 2 | JMC7202 | Political Communication | 3 | 0 | 0 | 3 |
| | JMC7103 | Media and Communication Research | 3 | 0 | 2 | 4 | JMC7203 | Media Management | 2 | 0 | 0 | 2 |
| | ** ***** | Discipline Specific Elective – 1 | 2 | 0 | 2 | 3 | JMC7204 | Film Appreciation | 1 | 0 | 2 | 2 |
| | ** ***** | Discipline Specific Elective – 2 | 2 | 0 | 2 | 3 | JMC7205 | Dissertation | 0 | 0 | 0 | 6 |
| | JMC7170 | Internship | 0 | 0 | 0 | 4 | ***** | Final Media Project | 0 | 0 | 0 | 4 |
| | ***** | Minor Specialization | 2 | 0 | 4 | 4 | | | | | | |
| | | | 13 | 0 | 10 | 22 | | | 7 | 0 | 6 | 20 |
| | Total Contact Hours (L + T + P) | | 23 | | | | Total Contact Hours (L + T + P) | | 13 | | | |

Total Credits: 85

MASTER OF ARTS (JOURNALISM and MASS COMMUNICATION)

| Sub. Code | Subject Name | Sub. Code | Subject Name |
|---|-------------------------|--|-----------------------------|
| Discipline Specific Elective – 1 (Specialised Storytelling) | | | |
| JMC7140 | Art of Storytelling | | |
| JMC7141 | Beats of Journalism | | |
| JMC7142 | Data Journalism | | |
| Discipline Specific Elective – 2 (Media, Marketing & Management) | | Minor Specialization | |
| | | JMC7260 | Strategic Communication |
| JMC7143 | Brand Management | JMC7261 | Health Communication |
| JMC7144 | Digital Media Marketing | JMC7262 | Environmental Communication |
| JMC7145 | Business Journalism | JMC7263 | Corporate Communication |
| | | | |
| Final Media Project (Medium-wise) | | Final Media Project (Beat wise) | |
| JMC7270 | Print Production | JMC7274 | Political |
| JMC7271 | Audio production | JMC7275 | Social |
| JMC7272 | A/V Production | JMC7276 | Business |
| JMC7273 | Social Media Management | JMC7277 | Sports |
| | | JMC7278 | Science |
| | | JMC7279 | Cultural |
| | | | |

* SUMMER INTERNSHIP I: The student should do the summer internships after the completion of II Semester. Students are required to complete a period of 6 to 8 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 Exam:

| Theory Exams: Exam Duration (Hrs) | | Relative Weightage (%) | | |
|--------------------------------------|----------------------|------------------------|-----|-----|
| End Semester | MTE | MTE | CWS | ETE |
| 3 | 1 Hour 30 Minutes | 30 | 30 | 40 |

Practical Exams:

| | |
|-----|-----|
| PRS | PRE |
| 60 | 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 |
|--|--|