

MA JOURNALISM AND MASS COMMUNICATION
Semester 1 & 2

DEPARTMENT OF COMMUNICATION (PG) (2025-2027)								
<u>Semester 1</u>	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 7126	Introduction to Communication	60	04	04	50	50	100
Theory	MC 7226	Reporting & Editing	60	04	04	50	50	100
Theory	MC 7326	Introduction to Advertising and PR	60	04	04	50	50	100
Theory	MC 7426	Media Management	30	02	02	25	25	50
Theory	MC 7526	Key Concepts in Political Thought	30	02	02	25	25	50
Practical	MC 7P126	Photography & Print Design	30	02	02	-	-	50
Practical	MC 7P226	Lab Journal		10/week	02	-	-	50
Total Number of credits:					20			
<u>Semester 2</u>	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 8126	Communication Research Methods	60	04	04	50	50	100

Theory	MC 8226	Media Law and Ethics	60	04	04	50	50	100
Theory	MC 8326	Media, Culture, and Society	30	02	02	25	25	50
Theory	MC 8426	Key Concepts in Economics	30	02	02	25	25	50
Theory	MC 8526	Political Communication	30	02	02	25	25	50
Theory	MC 8626	AI and Data for Communication	60	04	04	50	50	100
Practical	MC 8P126	AI and Data for Communication	30	02	02	-	-	50
Practical	MC 8P226	Audio and Video Production Skills	60	04	04	-	-	100
Practical	MC 8P326	Lab Journal		10/week	02	-	-	50
Total no. of credits:						26		

Semester 3 & 4

III Semester- Common papers								
Semester 3	Code Numbe r	Title	No. of Hours of Instructio ns	Number of Hours of teaching per week	Numb er of credits	Continuou s Internal Assessment (CIA) Marks	End Semest er Marks	Total
Theory	MC 9125	Media discourses in the digital age	60	02	02	50	50	100
Theory	MC 9225	Digital Communication	60	04	04	50	50	100
Practical	MC 9P125	Digital Communication	30	02	02	-	50	50
Theory: Communication for Finance and Business-02 credits					10			
Lab Journal <i>The Beacon</i> - will be common for all -02 credits								
SPECIALISATION 1: CORPORATE COMMUNICATIONS								
Theory	MCCC 9325	Brand Management	30	02	02	25	25	50

Practical	MCCC 9P225	Brand Management	30	02	02	-	50	50
Theory	MCCC 9425	Public Relations Campaign Planning	30	02	02	25	25	50
Practical	MCCC 9P325	Public Relations Campaign Planning	30	02	02	-	50	50
Theory	MCCC 9525	Account Management	30	02	02	25	25	50
Practical	MCCC 9P425	Account Management	30	02	02	25	25	50
Practical	MCCC 9P525	Graphic Design	30	02	02	-	50	50
					14			
SPECIALISATION 2: AI for journalism and content creation								
Theory	MCJC 9325	Multimedia Journalism	30	02	02	25	25	50
Practical	MCJC 9P225	Multimedia Journalism	30	02	02	-	50	50
Theory	MCJC 9425	Technical Writing	30	02	02	25	25	50

Practical	MCJC 9P325	Mobile Content Creation	30	02	02	–	50	50
Theory	MCJC 9525	Science and Health Communication	30	02	02	25	25	50
Practical	MCJC 9P425	UX/UI Design	30	02	02	-	50	50
		AI Automation			02			
					16			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory	MCFT 9325	Television Production	30	02	02	25	25	50
Practical	MCFT 9P225	Television Production	30	02	02	-	50	50
Theory	MCFT 9425	Auteur Studies	30	02	02	25	25	50
Practical	MCFT 9P325	Cinematography	30	02	02	-	50	50
Theory	MCFT 9525	Digital Filmmaking	30	02	02	25	25	50

Practical	MCFT 9P425	Digital Filmmaking	30	02	02	-	50	50
Practical	MCFT 9P525	Broadcast Production	30	02	02	-	50	50
					14			
Total Number of credits:					24			

IV Semester- Common papers

<u>Semester</u> 4	Code Numb er	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuo us Internal Assessme nt (CIA) Marks	End Semester Marks	Total
Theory	MC 0125	Development Communication	60	04	04	50	50	100
Practical	MC 01P25	Dissertation	4 per week	-	04	30	70	100
Practical	MC 02P25	Project Work	2 per work	-	02	20	30	50
Practical	MC 03P25	Internship	8-10 weeks		06	-	100	100
					16			
SPECIALISATION 1: CORPORATE COMMUNICATIONS								
Theory	MC CC 0225	IMC & Media Planning	60	04	04	50	50	100

					06			
SPECIALISATION 2: JOURNALISM AND CONTENT PRODUCTION								
Theory	MC JC 0225	Lifestyle Journalism	60	04	04	50	50	100
					06			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory	MC FT 0225	World Cinema	60	04	04	50	50	100
					06			
Total Number of credits:					22			