

**Course Structure for M.A. (Journalism and Mass Communication)
Academic Year 2023-24**

SEMESTER I								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	HJM21055	Media Theory	3	1	0	4	4
2	Theory	HJM21056	Indian Political & Economic System	3	1	0	4	4
3	Theory	HJM21057	Media Literacy	3	1	0	4	4
4	Theory	HJM23058	Media Writing & Blogging	2	0	4	6	4
5	Theory	HJM23059	Trans-media News	1	1	4	6	4
6	Theory and Practical	HJM23060	Print Media Journalism	2	0	4	6	4
7	Theory	HJM21061	Media Laws & Ethics	3	1	0	4	4
8	Theory	ETM21040	Soft Skills	3	1	0	4	4
Total				20	6	12	38	32

SEMESTER II								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	HJM21062	Radio Broadcasting	3	1	0	4	4
2	Theory	CUM21005	Consumer Behaviour and Brand Management	3	1	0	4	4
3	Theory	HJM21064	Media Economics	3	1	0	4	4
4	Theory	HJM21065	Communication Research	3	1	0	4	4
5	Theory	CUM21006	Information Technology for Communication	3	1	0	4	4
6	Theory	HJM21067	Television Broadcasting	3	1	0	4	4
7	Viva	HJM24068	Internship	Not Applicable				4
Total				18	6	0	24	28

***Internship will be for 30 days, taken at the end of 2nd semester and will be evaluated in the 2nd semester itself.**

SEMESTER III									
SNO	COURSE NAME	COURSE CODE	COURSE TYPE		L	T	P	C	Hou r
1	Public Relations	CUM21010	Theory	Mandatory	3	1	0	4	4
2	Internship/Project	HJM24010	Internship/Project	Mandatory				4	4
3	Advertising	CUM21009	Theory	Mandatory	3	1	0	4	4
4	Film Studies	HJM21071	Theory	Mandatory	3	1	0	4	4
5	Reporting and Editing II	HJM21073	Theory	Optional	3	1	0	4	4
6	Folk Culture and Communication	HJM21273	Theory	Optional	3	1	0	4	4
7	International Communication	HJM21272	Theory	Optional	3	1	0	4	4
8	Media Psychology	HJM21171	Theory	Optional	3	1	0	4	4
									24

SEMESTER IV								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Practical	HJM22074	Data Journalism & Visualization	3	1	0	4	4
2	Theory	HJM22075	Development Communication	3	1	0	4	4
3	Thesis	HJM22076	Dissertation/On-job Training/Project	0	4	0	4	4
			Choose any three					
3	Theory	HJM22078	Business Communication	3	1	0	4	4
4	Theory	HJM22077	Media Entrepreneurship	3	1	0	4	4
5	Theory	HJM22079	Cross Cultural Communication	3	1	0	4	4
6	Practical	HJM22081	Television Production	3	1	0	4	4
7	Practical	HJM22082	Radio Production	3	1	0	4	4
			Total					24

TOTAL CREDITS = 106