

M.A. Journalism and Communication
Scheme of Instructions
With Specializations
(2024-2026)

Sl. No	Course Code	Course Title	Course Type	Credit Pattern				Weekly Contact Hrs
				L	T	P	C	
FIRST SEMESTER								
1		Digital Journalism	HC	3	0	0	3	3
2		Development Communication	HC	4	0	0	4	4
3		Theories of Mass Communication	HC	4	0	0	4	4
4		Communication Research Methods	HC	4	0	0	4	4
5		Media Laws and Ethics	HC	4	0	0	4	4
6		Visual Communication	HC	2	0	0	2	2
7		Visual Communication Lab	HC	0	0	1	1	2
8		Electronic Lab Journal Production	HC	0	0	2	2	4
		Total Credits		21	0	3	24	27
SECOND SEMESTER								
1		Digital Story telling	HC	2	1	0	3	3
2		Fundamentals of Photography	HC	2	0	0	2	2
3		Fundamentals of Photography Lab	HC	0	0	1	1	2
4		Digital Media Marketing	HC	3	1	0	4	4
5		Introduction to Film Studies	SC	3	1	0	4	4
		Public Relation & Corporate Communication						
6		Film Theories & Genres	SC	3	1	0	4	4
		Principles and Practices of Advertising						

7		OTT Eco-system	SC	2	1	0	3	3
		Brand Communication						
8		Cinematography	SC	2	1	0	3	3
		Consumer Behaviour						
9		Graphic Design	SC	2	1	0	3	3
		Copy-writing						
		Total Credits		19	7	1	27	28
THIRD SEMESTER								
Specialization Track- Digital Media and Film Making								
1		Story, screenplay and Dialogue Writing	HC	2	1	0	3	3
2		New Media	HC	3	0	0	3	3
3		Documentary and News Production	HC	2	0	0	2	2
4		Video Editing Practical	HC	0	0	2	2	4
5		Sound Design and Podcasting	HC	2	1	0	3	3
6		UX & UI	HC	3	0	0	3	3
7		Introduction to Theatre Stage Craft	HC	4	0	0	4	4
8		Directing Techniques and Aesthetics	HC	2	0	0	2	2
9		Film Marketing and Distribution	HC	3	0	0	3	3
		Total Credits		21	2	2	25	27
Specialization Track- Advertising and Corporate Communication								
1		Gen AI & Innovative Content		2	0	0	2	2
2		Entrepreneurship & Innovation		3	0	0	3	3
3		Corporate Social Responsibility		3	0	0	3	3
4		Event Management		2	1	0	3	3
5		Integrated Marketing Communication		3	0	0	3	3

6		Media Planning & Account Management		3	0	0	3	3
7		Political Public Relations and Advertising		3	0	0	3	3
8		Data Analytics		3	0	0	3	3
9		Rural Marketing		2	0	0	2	2
		Total Credits		24	1	0	25	25
FOURTH SEMESTER								
Specialization Track- Digital Media and Film Making								
1		Internship- Digital Media/ Film and Entertainment	HC	0	0	4	4	4
2		Major Research Project	HC	0	0	8	8	8
3		Digital Media Literacy - MOOC	HC	0	0	2	2	2
		Total Credits		0	0	14	14	14
Specialization Track- Advertising and Corporate Communication								
1		Internship – Advertising/ Corporate Communication	HC	0	0	4	4	4
2		Major Research Project	HC	0	0	8	8	8
3		Organizational Communication (MOOC)	HC	0	0	2	2	2
		Total Credits		0	0	14	14	14
	Specialization Track- Digital Media and Film Making- Total Credits of Fourth Semesters			61	9	20	90	96
	Specialization Track- Advertising and Corporate Communication- Total Credits of Fourth Semesters			64	8	18	90	94

Note: HC=Hard Core; SC=Soft Core; ON=Online

Semester-Wise Summary of Credit Distribution

Semesters	No. of Credits	No. of Hours
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First Semester	24	27
Second Semester	27	28
Third Semester	25/25	27/25
Fourth Semester	14/14	14/14
Total Credits	90	96/94

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	CREDIT
I	24	0	0	24
II	10	17	0	27
III	25	0	0	25/25
IV	14	0	0	14/14
Total	73	17	0	90

Distribution of Credits Based on L: T: P

Semester	L	T	P	CREDIT	Total Hours
I	21	0	3	24	27
II	19	7	1	27	28
III	21/24	2/1	2/0	25/25	27/25
IV	0	0	14	14	14
Total	61/64	9/8	20/18	90	96/94