

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE SCHEME & SYLLABUS

**For
Post Graduate Programme**

Master of Journalism and Mass Communication

(Effective from Academic Year 2018– 2019 onwards)



**FACULTY OF JOURNALISM AND MASS COMMUNICATION
SWAMI VIVEKANANDA SUBHARTI UNIVERSITY
MEERUT**

Table 1: TYPES OF COURSES OFFERED BY FACULTY OF JOURNALISM AND MASS COMMUNICATION (MJMC)

Semester	Core Course (CC)	Discipline Specific Elective Course (DSE)	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)
I	Principles of Mass Communication		AECC – 1 Environmental Communication	
	Development of Media			
	Print Media			
	Electronic Media Production			
	Advertising and Public Relations			
II	Development Communication and Case Study		AECC – 2 Indian culture and Human Values	
	Media Law & Ethics and Case Study			
	International Communication and Case Study			
	Communication Research & Lab			
	Media Management and Practices			
III	New Media	DSE Course Any Three of the following DSE 1. Photo Journalism DSE 2. Media Writing DSE 3. Media Translation DSE 4. Camera Light and Sound DSE 5. Editing (Audio/Video) DSE 6. Product Branding DSE 7. Event Management		SEC: (Any one) a. Theater and Folk Communication b. Film Studies c. Design and Graphic
	Public Relation and Corporate Communication			
	Internship Project Report / Presentation / Viva Voce			
IV	Inter Cultural Communication and Case Study	DSE Course Any Four of the following DES 8. Research Tools & Techniques DES9. Court & Crime Journalism DSE10. Women and child Related Issues DSE 11. Rural Communication DSE12. Health Communication DSE 13. Science & Technology Journalism DSE14. Human Rights		SEC: (Any one) a. Business Communication and Interview Skills b. Media Agencies c. Web Journalism
	Dissertation a. Report Submission b. Presentation c. Viva Voce			
	Core Courses = 15 (Including Project and Dissertation)	Discipline Specific Elective Course=7	Ability Enhancement Compulsory Course = 2	Skill Enhancement Course =2

Table 2 CUMULATIVE CREDITS: Course wise & Semester wise for Master in Journalism and Mass Communication

Semester	Course	Nature of Course	Credits	Cumulative Credits	
I	Principles of Mass Communication	CC – 1	4	Core Course AECC Total	23 02 25
	Development of Media	CC – 2	4		
	Print Media	CC – 3	5		
	Electronic Media Production	CC – 4	5		
	Advertising and Public Relations	CC – 5	5		
	Environmental Communication	AECC – 1	2		
II	Development Communication and Case Study	CC – 6	4	Core Course AECC Total	23 02 25
	Media Law & Ethics and Case Study	CC – 7	5		
	International Communication and Case Study	CC – 8	4		
	Communication Research & Lab	CC – 9	5		
	Media Management and Practices	CC – 10	5		
	Indian culture and Human Values	AECC – 2	2		
III	New Media	CC -11	5	Core Course SEC DSE Total	20 02 03 25
	Public Relation and Corporate Communication	CC-12	5		
	DSE Course Any three of the following	DSE	3		
	Skill Enhancement Course (Electives)	SEC	2		
	Internship Project - Report / Presentation / Viva Voce	CC – 13	10		
IV	Inter Cultural Communication and Case Study	CC-14	5	Core Course SEC DSE Total	19 02 04 25
	DSE Course Any Four of the following	DSE	4		
	Skill Enhancement Course (Electives)	SEC	2		
	Dissertation (Report Submission / Presentation / Viva Voce)	CC – 15	14		
	Total Paper	26	100	25+25+25+25= 100	

TABLE 3 List of Course with Credits Distribution (L+T+P)

Sem	Course	Nature of Course	Credits	Distribution as per L+T+P per week (90 Days/6 Days =15 weeks)						
				L	T	P	Classes L	Classes T	Classes P	Total No. of lecture
I	Principles of Mass Communication	CC – 1	4	3	1	..	3x15=45	1x15= 15	..	60
	Development of Media	CC – 2	4	3	1	..	3x15=45	1x15= 15	..	60
	Print Media	CC – 3	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Electronic Media Production	CC – 4	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Advertising and Public Relations	CC – 5	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Environmental Communication	AECC – 1	2	1	..	1	1x15 =15	..	1x15 =15	30
II	Development Communication and Case Study	CC – 6	4	3	1	..	3x15=45	1x15= 15	..	60
	International Communication and Case Study	CC – 7	4	3	1	..	3x15=45	1x15= 15	..	60
	Media Law & Ethics and Case Study	CC – 8	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Communication Research & Lab	CC – 9	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Media Management and Practices	CC – 10	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Indian culture and Human Values	AECC – 2	2	1	..	1	1x15 =15	..	1x15 =15	30
III	New Media	CC -11	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	Public Relation and Corporate Communication	CC-12	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	DSE Course Any three of the following	DSE	3	1	1	1	1x15= 15	1x15= 15	1x15= 15	45
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
	Internship Project - Report / Presentation / Viva Voce	CC – 13	10	10	10	10
IV	Inter Cultural Communication and Case Study	CC-14	5	3	1	1	3x15=45	1x15= 15	1x15= 15	75
	DSE Course Any Four of the following	DSE	4	1	1	2	1x15 =15	1x15= 15	2x15= 30	60
	Skill Enhancement Course (Electives)	SEC	2	1	..	1	1x15 =15	..	1x15 =15	30
	Dissertation (Report Submission / Presentation / Viva Voce)	CC – 15	14	14	14	14
			100	45	15	40	675	225	264	1164

TABLE 4 CODE DISTRIBUTIONS FOR THE SUBJECT OF BACHELOR IN JOURNALISM AND MASS COMMUNICATION

Discipline Specific Core Course (DSCC)		
SEMESTER	COURSE	COURSE CODE
I	Principles of Mass Communication	MJ – 101 CC
	Development of Media	MJ – 102 CC
	Print Media	MJ – 103 CC
	Electronic Media Production	MJ – 104 CC
	Advertising and Public Relations	MJ – 105 CC
II	Development Communication and Case Study	MJ – 201 CC
	International Communication and Case Study	MJ – 202 CC
	Media Law & Ethics and Case Study	MJ – 203 CC
	Communication Research & Lab	MJ – 204 CC
	Media Management and Practices	MJ – 205 CC
III	New Media	MJ – 301 CC
	Public Relation and Corporate Communication	MJ – 302 CC
IV	Inter Cultural Communication and Case Study	MJ – 401 CC

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSEC)		
SEMESTER	COURSE	COURSE CODE
III	DSE Course Any three of the following	
	DSE 1. Photo Journalism	MJ – 303 DSE
	DSE 2. Media Writing	MJ – 304 DSE
	DSE 3. Media Translation	MJ – 305 DSE
	DSE 4. Camera Light and Sound	MJ – 306 DSE
	DSE 5. Editing (Audio/Video)	MJ – 307 DSE
	DSE 6. Product Branding	MJ – 308 DSE
	DSE 7. Event Management	MJ – 309 DSE
IV	DSE Course Any Four of the following	
	DSE 8. Research Tools & Techniques	MJ – 402 DSE
	DSE 9. Court & Crime Journalism	MJ – 403 DSE
	DSE 10. Women and child Related Issues	MJ – 404 DSE
	DSE 11. Rural Communication	MJ – 405 DSE
	DSE 12. Health Communication	MJ – 406 DSE
	DSE 13. Science & Technology Journalism	MJ – 407 DSE
	DSE 14. Human Rights	MJ – 408 DSE

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)		
SEMESTER	COURSE	COURSE CODE
I	AECC – 1 - Environmental Communication	MJ – 106 AECC
II	AECC – 2 Indian culture and Human Values	MJ – 206 AECC

SKILL ENHANCEMENT COURSE (SEC)		
SEMESTER	COURSE	COURSE CODE
III	SEC: (Any one of the following)	
	SEC 1. Theater and Folk Communication	MJ – 310 SEC
	SEC 2. Film Studies	MJ – 311 SEC
	SEC 3. Design and Graphic	MJ – 312 SEC
IV	SEC: (Any one of the following)	

	SEC 4. Business Communication and Interview	MJ – 409 SEC
	SEC 5. Media Agencies	MJ – 410 SEC
	SEC 6. Web Journalism	MJ – 411 SEC

INTERNSHIP PROJECT REPORT WORK (PRACTICAL)		
SEMESTER	COURSE NAME	COURSE CODE
III	Internship Project	MJ – 351 CC
IV	Dissertation	MJ – 451 CC

COURSE EVALUATION

All Courses (Core and Elective) offered by Department of JOURNALISM AND MASS COMMUNICATION will have an evaluation system that comprises of the following two components:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% (30 Marks) of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% (70 Marks) of the final grade that the student gets in a course.

A student will have to pass **both** the components i.e. CCA and ESE separately to become eligible to be declared successful in a course. The pass percentage is **20 (Twenty percent)** in CCA and **40 (Forty Percent)** in ESE. i.e. 6 marks out of 30 in CCA and 28 marks out of 70 in ESE.

1. **CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA)** Continuous Comprehensive Assessment (CCA) will have following components:

Sr. No.	Component	When	Marks
I	Class Room Attendance	During the Semester	10
II	Mid Term Test(one or more)	After 40 – 45 teaching days, ideally covering at least 1/2 syllabus	15
III	Practical including Seminar/ Assignment /Term Paper /other activities	During the Semester	05
TOTAL (I+II+III)			30