

**MA JMC Syllabus**

| <b>Masters in Journalism and Mass Communication</b> |                 |                     |   |                |                     |
|---|-----------------|---------------------|---|----------------|---------------------|
| <b>Year</b>   | <b>Semester</b> | <b>Paper Number</b> | <b>Name / Title of Paper</b>                        | <b>Credits</b> | <b>Subject Code</b> |
|   | Semester 1      | 1                   | Basic English Language Skills for Mass Media - 1    | 4              | MA JMC 01           |
|   |                 | 2                   | Understanding Media, Mass Comm.& Journalism         | 4              | MA JMC 02           |
|   |                 | 3                   | Media Occupations and Functions                     | 4              | MA JMC 03           |
|   |                 | 4                   | Understanding the Society and Issues                | 4              | MA JMC 04           |
|   | Semester 2      | 1                   | Basic English Language Skills for Mass Media - 2    | 4              | MA JMC 05           |
|   |                 | 2                   | Digital Media, Social Media, Immersive Media        | 4              | MA JMC 06           |
|   |                 | 3                   | Reporting Skills - Print, Radio, TV and Digital     | 4              | MA JMC 07           |
|   |                 | 4                   | Types of Professional Writing                       | 4              | MA JMC 08           |
|   | Semester 3      | 1                   | Social Media Content and Marketing                  | 4              | MA JMC 09           |
|   |                 | 2                   | Media Laws, Ethics and Challenges                   | 4              | MA JMC 10           |
|   |                 | 3                   | Introduction to Essential Social Sciences<br><br>OR | 4              | MA JMC 11           |

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|--|-------------------------|---|--|---|------------------|
|  |                         | 3 | Soft Skills & Emotional Intelligence<br>(Elective Paper)                       | 4 | MA JMC 12        |
|  |                         | 4 | Editing - Sub-editing, Radio, TV<br>programming                                | 4 | MA JMC 13        |
|  | Semester 4              | 1 | Media Business   | 4 | MA JMC 14        |
|  |                         | 2 | Specialisations - Beat Reporting &<br>Types                                    | 4 | MA JMC 15        |
|  |                         | 3 | Introduction to Advertising, Public<br>Relations & Corporate<br>Communications | 4 | MA JMC 16        |
|  |                         | 4 | Visual communication<br><br>OR   | 4 | MA JMC 17        |
|  |                         | 4 | Media Research & Research paper<br>Writing (Elective Paper)                    | 4 | MA JMC 18        |
|  | Electives               | 5 | Writing for films - Screenplay, Lyrics<br>and Dialogues                        | 4 | MA JMC 19        |
|  |                         | 6 | Advertising - Copywriting & Creative<br>Planning                               | 4 | MA JMC 20        |
|  | Practical /<br>Training | 7 | Internships  | 2 | MA JMC- P-<br>21 |
|  |                         | 8 | Studio time and editing practice   | 2 | MA JMC- P-<br>22 |