

# INTERNATIONAL COLLEGE FOR GIRLS(AUTONOMOUS)

## MA in Journalism & Mass Communication CREDIT TEMPLATE (2009-10)

### Semester-I

S. No	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max Marks	Min Marks
				Per Sem	Per Week			
1.	JMC I21	Principles of Mass Communication	Theory	60	04	04	100	40
2.	JMC I22	Development of Mass Media in India	Theory	60	04	04	100	40
3.	JMC I23	Contemporary India	Theory	60	04	04	100	40
4.	JMC I24	Newspaper Journalism & Feature Writing	Theory	60	04	04	100	40
5.	JMC I25	Seminar	Practical	30	02	02	100	40

### Semester-II

S. No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max Marks	Min Marks
				Per Sem	Per Week			
1.	JMC 221	Electronic Media : Concept & Process	Theory	60	04	04	100	40
2.	JMC 222	Radio Programme Production	Theory	60	04	04	100	40
3.	JMC 223	Editing Layout & Graphic Designing	Theory	60	04	04	100	40
4.	JMC 224	Media Systems & Organizations	Theory	60	04	04	100	40
5.	JMC 225	Seminar	Practical	30	02	02	100	40

**Semester-III**

S.No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max Marks	Min Marks
				Per Sem	Per Week			
1.	JMC 321	Television Programme Production	Theory	60	04	04	100	40
2.	JMC 322	Communication Research	Theory	60	04	04	100	40
3.	JMC 323	Information Communication Technology	Theory	60	04	04	100	40
4.	JMC 324	Media Laws & Ethics	Theory	60	04	04	100	40
5.	JMC 325	Seminar/Synopsis	Practical	30	02	02	100	40

**Semester-IV**

S.No.	Paper Code	Paper Title	Type of Paper (Theory, Practical Project, Seminar)	Contact Hours		Credits	Max Marks	Min Marks
				Per Sem	Per Week			
1.	JMC 421	PR and Corporate Communication	Theory	60	04	04	100	40
2.	JMC 422	Advertising & Social Marketing	Theory	60	04	04	100	40
3.	JMC 423	Communication & Development Journalism	Theory	60	04	04	100	40
4.	JMC 424	Project/Dissertation	Project	30	02	02	100	40