



FACULTY OF ARTS



COURSE STRUCTURE & SYLLABUS

M.A (JOURNALISM AND MASS COMMUNICATION)

CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

Effective from Academic Year: 2021-22



Faculty Name: Faculty of Arts

Programme Name: M.A. JMC

Programme Structure Summary

SEMESTER 1											
Course Group	Course Name	Cr	Teaching Scheme				INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs					
Non-Credit	Non Credit Orientation Program - Concepts of Communication, Journalism and Mass Media	0								NA	
Core I	Mass Communication Principles and Theory	4	3	0	1	4	40/16	60/24		100/40	
Core II	Print Media-Reporting & Writing	4	2	1	1	4	40/16	60/24		100/40	
Core III	Editing and Print Production	4	2	1	1	4	40/16	60/24		100/40	
Core IV	Political and Economic Systems of India	4	3	0	1	4	40/16	60/24		100/40	
Core V	Field Work Practicum- Print Media (Newspaper organizations / Magazines houses etc.)	4	1	3	0	1			40/16	60/24	100/40

SEMESTER 2											
Course Group	Course Name	Cr	Teaching Scheme				INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs					
Core I	Development Communication	4	3	0	1	4	40/16	60/24		100/40	
Core II	Radio Programme & Production	4	2	1	1	4	40/16	60/24		100/40	
Core III	Television Programme & Production	4	2	1	1	4	40/16	60/24		100/40	
Core IV	Media and Societal Change	4	3	0	1	4	40/16	60/24		100/40	
Core V	Field Work Practicum- Broadcast Media (Radio Organizations / TV News Channels/ TV Production Houses)	4	1	3	0	1			40/16	60/24	100/40

SEMESTER 3											
Course Group	Course Name	Cr	Teaching Scheme				INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs					
Core I	Public Relations	4	3	0	1	4	40/16	60/24		100/40	
Core II	Advertising Theory & Practice	4	2	1	1	4	40/16	60/24		100/40	
Core III	New Media Practices	4	2	1	1	4	40/16	60/24		100/40	
Core IV	Media Management, Planning & Buying	4	3	0	1	4	40/16	60/24		100/40	
Core V	Field Work Practicum-Advertising / PR Agencies / Digital Marketing Organizations	4	1	3	0	1			40/16	60/24	100/40

SEMESTER 4											
Course Group	Course Name	Cr	Teaching Scheme				INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
			T	P	Tu	Cont. Hrs					
Core I	Film Studies	4	3	0	1	4	40/16	60/24		100/40	
Core II	Fundamentals of Digital Photography & Photojournalism(Practical)	4	2	1	1	4			40/16	60/24	100/40
Core III	Communication Research Methodology	4	2	1	1	4	40/16	60/24		100/40	
Core IV	Media Laws and Ethics	4	3	0	1	4	40/16	60/24		100/40	
Core V	Field Work Practicum -Film / TV Production Houses/ Photography Agencies (Or) Research Dissertation	4	1	3	0	1			40/16	60/24	100/40



Faculty Name: Faculty of Arts

Programme Name: M.A. JMC

Programme Outcomes

PO-1	Students will develop analytical and life-skills and can apply in any challenging role they further perceive.
PO-2	Students can make their career in the fields of Print Media as Reporters, Editors, and Designers.
PO-3	Students can make their career in the fields of Audio Visual Media like Film, TV, Radio etc as Content Creators, Producers, Production Managers etc.
PO-4	Students can make their career in the fields of Advertising and Public Relations organizations.
PO-5	Students can make their career in the fields of Social Media and Digital Marketing.
PO-6	Students can be entrepreneurs and can initiate start-ups in the fields of Print, Electronic, Digital media, Photography and Film Industry.
PO-7	Students can be Freelance Journalists and Digital Content Creators.
PO-8	Students can enter the field of academics and research.
PO-9	Students can appear for UPSC, GPSC and can occupy reputed positions in the Department of Information and so on.



Faculty Name: Faculty of Arts
 Programme Name: MA JMC
 Semester: I
 Academic Batch: 2021-2022

Course Group	Board of Studies / Faculty Ownership	Course Code	Course Name	Cr	Teaching Scheme				Assessment/ Evaluation Type		External Exam Duration (Hrs.)		INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
					T	P	Tu	Cont. Hrs	T	P	T	P					
Non- Credit	Journalism and Mass Communication		Non Credit Orientation Program * - Concepts of Communication, Journalism and Mass Media	0												NA	
Core I	Journalism and Mass Communication		Mass Communication Principles and Theory	4	3	0	1	4	T		2.5		40/16	60/24		100/40	
Core II	Journalism and Mass Communication		Print Media-Reporting & Writing	4	2	1	1	4	T		2.5		40/16	60/24		100/40	
Core III	Journalism and Mass Communication		Editing and Print Production	4	2	1	1	4	T		2.5		40/16	60/24		100/40	
Core IV	Journalism and Mass Communication		Political and Economic Systems of India	4	3	0	1	4	T		2.5		40/16	60/24		100/40	
Core V	Journalism and Mass Communication		Field Work Practicum- Print Media (Newspaper organizations/Magazines houses etc.)	4	1	3	0	1		P				40/16	60/24	100/40	

T = Theory, P = Practical, Tu = Tutorial

* Interaction by Subject experts from media industry / teachers for 15 hours or 2 working days in the beginning of the semester.

Name & Sign
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 [Dean / Director]:



Faculty Name: Faculty of Arts
 Programme Name: MAJMC
 Semester: II
 Academic Batch: 2021-2022

Course Group	Board of Studies / Faculty Ownership	Course Code	Course Name	Cr	Teaching Scheme				Assessment/ Evaluation Type		External Exam Duration (Hrs.)		INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
					T	P	Tu	Cont. Hrs	T	P	T	P					
Core I	Journalism and Mass Communication		Development Communication	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core II	Journalism and Mass Communication		Radio Programme & Production	4	2	1	1	4	T		2.5		40/16	60/24			100/40
Core III	Journalism and Mass Communication		Television Programme & Production	4	2	1	1	4	T		2.5		40/16	60/24			100/40
Core IV	Journalism and Mass Communication		Media & Societal Change	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core V	Journalism and Mass Communication		Field Work Practicum- Broadcast Media (Radio Organizations / TV News Channels / TV Production Houses)	4	1	3	0	1		P					40/16	60/24	100/40

T = Theory, P = Practical, Tu = Tutorial

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Name & Sign [Dean / Director]:



Faculty Name: Faculty of Arts
 Programme Name: MAJMC
 Semester: III
 Academic Batch: 2021-2022

Course Group	Board of Studies / Faculty Ownership	Course Code	Course Name	Cr	Teaching Scheme				Assessment/ Evaluation Type		External Exam Duration (Hrs.)		INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
					T	P	Tu	Cont. Hrs	T	P	T	P					
Core I	Journalism and Mass Communication		Public Relations	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core II	Journalism and Mass Communication		Advertising Theory & Practice	4	2	1	1	4	T		2.5		40/16	60/24			100/40
Core III	Journalism and Mass Communication		New Media Practices	4	2	1	1	4	T		2.5		40/16	60/24			100/40
Core IV	Journalism and Mass Communication		Media Management, Planning & Buying	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core V	Journalism and Mass Communication		Field Work Practicum- Advertising / PR Agencies / Digital Marketing Organizations	4	1	3	0	1		P					40/16	60/24	100/40

T = Theory, P = Practical, Tu = Tutorial

Name & Sign [Chairman - Board of Studies]:

Name & Sign [Dean / Director]:



Faculty Name:
 Programme Name:
 Semester: Academic Batch:

Course Group	Board of Studies / Faculty Ownership	Course Code	Course Name	Cr	Teaching Scheme				Assessment/ Evaluation Type		External Exam Duration (Hrs.)		INT(T) Max./ Passing	EXT(T) Max./ Passing	INT(P) Max./ Passing	EXT(P) Max./ Passing	Grand Total Max./ Passing
					T	P	Tu	Cont. Hrs	T	P	T	P					
Core I	Journalism and Mass Communication		Film Studies	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core II	Journalism and Mass Communication		Fundamentals of Digital Photography & Photojournalism (Practical)	4	2	1	1	4		P				40/16	60/24		100/40
Core III	Journalism and Mass Communication		Communication Research Methodology	4	2	1	1	4	T		2.5		40/16	60/24			100/40
Core IV	Journalism and Mass Communication		Media Laws and Ethics	4	3	0	1	4	T		2.5		40/16	60/24			100/40
Core V	Journalism and Mass Communication		Field Work Practicum -Film / TV Production Houses / Photography Agencies (Or) Research Dissertation	4	1	3	0	1		P					40/16	60/24	100/40

T = Theory, P = Practical, Tu = Tutorial

Name & Sign
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[Dean / Director]: