



# Mangalore University

Department of Mass Communication and Journalism

Mangalagangothri – 574 199

Revised Scheme for **Choice Based Credit System**

**Master of Arts (Journalism and Mass Communication)**

(Effective from 2016-17)

| SEMESTER               | TYPE OF COURSE           | COURSE CODE                                         | COURSE TITLE                                                                                                                       | CREDITS           |
|------------------------|--------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>First Semester</b>  | Hard Core                | JMH 401<br>JMH 402<br>JMH 403                       | Communication Theory<br>News Reporting and Writing<br>Editing Practice                                                             | <b>3 x 5 = 15</b> |
|                        | Soft Core<br>(Any two)   | JMS 404<br>JMS 405<br>JMS 406                       | Development of Media<br>Advertising<br>Marketing Communication                                                                     | <b>2 x 3 = 06</b> |
| <b>Second Semester</b> | Hard Core                | JMH 451<br>JMH 452<br>JMH 453                       | Media Law and Ethics<br>Feature Writing<br>Photography and Photo Journalism                                                        | <b>3 x 5 = 15</b> |
|                        | Soft Core<br>(Any two)   | JMS 454<br>JMS 455<br>JMS 456                       | Development Communication<br>Magazine Journalism<br>Business Communication                                                         | <b>2 x 3 = 06</b> |
|                        | Open Elective            | <b>JME 457</b><br><b>JME 458</b>                    | <b>Communication Skills</b><br><b>or</b><br><b>Writing for Media</b>                                                               | <b>1x 3 = 03</b>  |
| <b>Third Semester</b>  | Hard Core                | JMH 501<br>JMH 502                                  | Media Research Methods<br>Media Management                                                                                         | <b>2 x 5 = 10</b> |
|                        | Soft Core<br>(Any Three) | JMS 503<br>JMS 504<br>JMS 505<br>JMS 506<br>JMS 507 | Corporate Communication and PR<br>Radio Broadcasting<br>International Communication<br>Science Communication<br>Kannada Journalism | <b>3 x 3 = 09</b> |
|                        | Open Elective            | <b>JME 508</b><br><b>JME 509</b>                    | <b>Media and Society</b><br><b>or</b><br><b>Advertising and PR</b>                                                                 | <b>1x 3 = 03</b>  |
| <b>Fourth Semester</b> | Hard Core                | JMH 551<br>JMH 552                                  | Television Programme Production<br>New Media Technology                                                                            | <b>2x 5 = 10</b>  |
|                        | Project                  | <b>JMP 553</b>                                      | <b>Dissertation</b>                                                                                                                | <b>1 x 5 = 05</b> |
|                        | Soft Core<br>(Any Two)   | JMS 554<br>JMS 555<br>JMS 556                       | Environmental Communication<br>Web Journalism<br>Film Studies                                                                      | <b>2 x 3 = 06</b> |
| <b>Total Credits</b>   |                          |                                                     |                                                                                                                                    | <b>88</b>         |

**Master of Arts (Journalism and Mass Communication)**  
(Effective from 2016-17)

| SEMESTER               | TYPE OF COURSE        | PAPER CODE                    | COURSE TITLE                                                               | MARKS  |                     | TOTAL MARKS |
|------------------------|-----------------------|-------------------------------|----------------------------------------------------------------------------|--------|---------------------|-------------|
|                        |                       |                               |                                                                            | THEORY | INTERNAL ASSESSMENT |             |
| <b>First Semester</b>  | Hard Core             | JMH 401                       | Communication Theory                                                       | 70     | 30                  | 100         |
|                        |                       | JMH 402                       | News Reporting and Writing                                                 | 70     | 30                  | 100         |
|                        |                       | JMH 403                       | Editing Practice                                                           | 70     | 30                  | 100         |
|                        | Soft Core (Any two)   | JMS 404                       | Development of Media                                                       | 70     | 30                  | 100         |
|                        |                       | JMS 405<br>JMS 406            | Advertising<br>Marketing Communication                                     | 70     | 30                  | 100         |
|                        |                       |                               |                                                                            |        |                     | <b>500</b>  |
| <b>Second Semester</b> | Hard Core             | JMH 451                       | Media Law and Ethics                                                       | 70     | 30                  | 100         |
|                        |                       | JMH 452                       | Feature Writing                                                            | 70     | 30                  | 100         |
|                        |                       | JMH 453                       | Photography and Photo Journalism                                           | 70     | 30                  | 100         |
|                        | Soft Core (Any two)   | JMS 454                       | Development                                                                | 70     | 30                  | 100         |
|                        |                       | JMS 455<br>JMS 456            | Communication Magazine<br>Journalism Business Communication                | 70     | 30                  | 100         |
|                        | Open Elective         | JME 457<br>JME 458            | Communication Skills<br>or<br>Writing for Media                            | 70     | 30                  | 100         |
|                        |                       |                               |                                                                            |        |                     | <b>600</b>  |
| <b>Third Semester</b>  | Hard Core             | JMH 501                       | Media Research Methods                                                     | 70     | 30                  | 100         |
|                        |                       | JMH 502                       | Media Management                                                           | 70     | 30                  | 100         |
|                        | Soft Core (Any Three) | JMS 503                       | Corporate Communication and PR                                             | 70     | 30                  | 100         |
|                        |                       | JMS 504                       | Radio Broadcasting                                                         | 70     | 30                  | 100         |
|                        |                       | JMS 505<br>JMS 506<br>JMS 507 | International Communication<br>Science Communication<br>Kannada Journalism | 70     | 30                  | 100         |
|                        | Open Elective         | JME 508<br>JME 509            | Media and Society<br>or<br>Advertising and PR                              | 70     | 30                  | 100         |
|                        |                       |                               |                                                                            |        |                     | <b>600</b>  |
| <b>Fourth Semester</b> | Hard Core             | JMH 551                       | Television Programme Production                                            | 70     | 30                  | 100         |
|                        |                       | JMH 552                       | New Media Technology                                                       | 70     | 30                  | 100         |
|                        | Project               | JMP 553                       | Dissertation                                                               | 100    | -                   | 100         |
|                        | Soft Core (Any Two)   | JMS 554                       | Environmental Communication                                                | 70     | 30                  | 100         |
|                        |                       | JMS 555<br>JMS 556            | Web Journalism<br>Film Studies                                             | 70     | 30                  | 100         |
|                        |                       |                               |                                                                            |        |                     | <b>500</b>  |
| <b>Total Marks</b>     |                       |                               |                                                                            |        |                     | <b>2200</b> |

# LIST OF HARD CORE, SOFT CORE, OPEN ELECTIVE AND PROJECT COURSES

| COURSE TITLE<br>(HARD CORE)                                                                                                                                                                                                                                                                   | COURSE TITLE<br>(SOFT CORE)                                                                                                                                                                                                                                                                                                                                                                        | OPEN ELECTIVE                                                                                                            | PROJECT      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------|
| 1. Communication Theory<br>2. News Reporting and Writing<br>3. Editing Practice<br>4. Media Law and Ethics<br>5. Feature Writing<br>6. Photography and Photo Journalism<br>7. Media Research Methods<br>8. Media Management<br>9. Television Programme Production<br>10. New Media Technology | 1. Development of Media<br>2. Advertising<br>3. Marketing Communication<br>4. Development Communication<br>5. Magazine Journalism<br>6. Business Communication<br>7. Corporate Communication and PR<br>8. Radio Broadcasting<br>9. International Communication<br>10. Science Communication<br>11. Kannada Journalism<br>12. Environmental Communication<br>13. Web Journalism<br>14. Film Studies | 1. Communication Skills<br><b>or</b><br>Writing for Media<br><br>2. Media and Society<br><b>or</b><br>Advertising and PR | Dissertation |

