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

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

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

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