

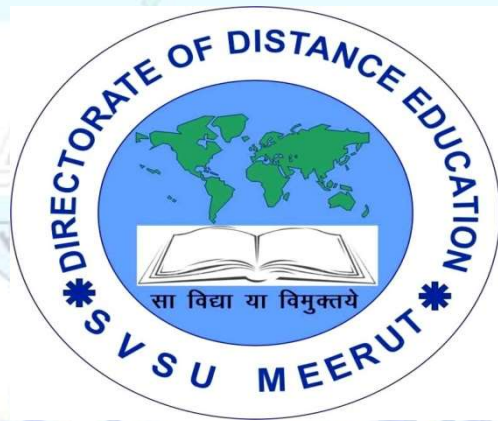
Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

MASTER OF ARTS (JMC)
(2020-21)



Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

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Swami Vivekanand Subharti University
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Syllabus of MA(JMC)

TABLE 3 List of Course with Credits Distribution (L+T+P)

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)	End-Semester Examination (ESE)	
SEMESTER I										
MJ – 101 CC	Principles of Mass Communication	Core Course	3	1	..	4	4	30	70	100
MJ – 102 CC	Development of Media	Core Course	3	1	..	4	4	30	70	100
MJ – 103 CC	Print Media	Core Course	3	1	1	5	5	30	70	100
MJ – 104 CC	Electronic Media Production -1	Core Course	3	1	1	5	5	30	70	100
MJ – 105 CC	Advertising and Public Relations	Core Course	3	1	1	5	5	30	70	100
MJ- 106 AECC	Environmental Communication	Ability Enhancement Course	1	..	1	2	2	30	70	100
	Total					25	25	180	420	600

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SEMESTER II

MJ – 201 CC	Development Communication and Case Study	Core Course	3	1	..	4	4	30	70	100
MJ – 202 CC	Media Law & Ethics and Case Study	Core Course	3	1	..	4	4	30	70	100
MJ – 203 CC	International Communication and Case Study	Core Course	3	1	1	5	5	30	70	100
MJ – 204 CC	Communication Research & Lab	Core Course	3	1	1	5	5	30	70	100
MJ – 205 CC	Media Management and Practices	Core Course	3	1	1	5	5	30	70	100
MJ- 206 AECC	Indian culture and Human Values	Ability Enhance ment Course	1	..	1	2	2	30	70	100
Total						25	25	180	420	600

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SEMESTER III										
MJ – 301 CC	New Media	Core	3	1	1	5	5	30	70	100
MJ – 302 CC	Public Relation and Corporate Communication	Core	3	1	1	5	5	30	70	100
MJ – 303 CC	Electronic Media Production - 2	Core	3	1	1	5	5	30	70	100
MJ – 303 DSE	Photo Journalism	DSE	1	1	1	3	3	30	70	100
MJ – 310 SEC	Theater and Folk Communication	Skill Enhance ment Course	1	..	1	2	2	30	70	100
MJ – 351 CC	Internship Project - Report / Presentation / Viva Voce	Core	10	10	10	30	70	100
Total						30	30	30	420	600

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SEMESTER IV											
MJ – 401 CC	Inter Cultural Communication and Case Study	Core	3	1		4	4		30	70	100
MJ – 402 DSE	Research Tools & Techniques	DSE	1	1	2	4	4		30	70	100
MJ – 409 SEC	Business Communication and Interview	Skill Enhancement Course (Any- 1 out of 2)	1	..	1	2	2		30	70	100
MJ – 451 CC	Dissertation (Report Submission / Presentation / Viva Voce)	Core		..	10	10	10		30	70	100
Total						20	20		120	280	400