



# 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
<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	
First Semester	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	Advertising	70	30	100
		JMS 406	Marketing Communication			
					<b>500</b>	
Second Semester	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	Communication Magazine	70	30	100
		JMS 456	Journalism Business Communication			
Open Elective	JME 457 JME 458	Communication Skills or Writing for Media	70	30	100	
					<b>600</b>	
Third Semester	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	International Communication	70	30	100
		JMS 506	Science Communication			
Open Elective	JME 508 JME 509	Media and Society or Advertising and PR	70	30	100	
					<b>600</b>	
Fourth Semester	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	Web Journalism	70	30	100
		JMS 556	Film Studies			
					<b>500</b>	
<b>Total Marks</b>						<b>2200</b>

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

<b>COURSE TITLE (HARD CORE)</b>	<b>COURSE TITLE (SOFT CORE)</b>	<b>OPEN ELECTIVE</b>	<b>PROJECT</b>
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 <b>or</b> Writing for Media  2. Media and Society <b>or</b> Advertising and PR	Dissertation

