



Course Outline and Syllabus for Master of Journalism and Mass Communication
(MJMC) under CBCS and CAGP
(with effect from the academic year 2014-2015)

FIRST SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
Hard Core (HC)									
HC 1.1	Introduction to Communication and Journalism	3	1	0	4	80	00	20	100
HC 1.2	News Writing and Reporting	2	1	1	4	60	20	20	100
HC 1.3	Editing	2	1	1	4	60	20	20	100
HC 1.4	Information Technology for Media	2	1	1	4	60	20	20	100
Soft Core (SC) (Any Two)									
SC 1.1	Business Communication	3	1	0	4	80	00	20	100
SC 1.2	Agriculture Communication	3	1	0	4	80	00	20	100
SC 1.3	Computer Skills for Media	2	1	1	4	60	20	20	100
Total Credits for First Semester					24				600

L = Lecture T = Tutorial P = Practical

Lecture = 1 Credit = 1 Hour; Tutorial = 1 Credit = 02 Hours; Practical = 1 Credit = 2 Hours

SECOND SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
Hard Core (HC)									
HC 2.1	Advertising and Marketing Communication	3	1	0	4	80	00	20	100
HC 2.2	Media Business and Management	3	1	0	4	80	00	20	100
HC 2.3	Media Laws and Ethics	3	1	0	4	80	00	20	100
HC 2.4	Technical Writing	2	1	1	4	60	20	20	100
Soft Core (SC) (Any One)									
SC 2.1	Translation and Journalistic Writing	2	1	1	4	60	20	20	100
SC 2.2	Kannada Journalism	3	1	0	4	80	00	20	100
Open Elective (OE) (Any One)									
OE 2.1	Journalistic Writing	2	1	1	4	60	20	20	100
OE 2.2	Public Relations	3	1	0	4	80	00	20	100
Total Credits for Second Semester					24				600

THIRD SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
	Hard Core (HC)								
HC 3.1	Communication Research Methods	3	1	0	4	80	00	20	100
HC 3.2	Broadcasting Communication	2	1	1	4	60	20	20	100
HC 3.3	Environmental Communication	3	1	0	4	80	00	20	100
HC 3.4	Television Production	2	1	1	4	60	20	20	100
	Soft Core (SC) (Any One)								
SC 3.1	Magazine Production Techniques	2	1	1	4	60	20	20	100
SC 3.2	Traditional Media	3	1	0	4	80	00	20	100
	Open Elective (OE) (Any One)								
OE 3.1	Communication Skills	3	1	0	4	80	00	20	100
OE 3.2	Writing for Electronic Media	2	1	1	4	60	20	20	100
	Educational Tour: Compulsory Educational Tour (Media Visit) shall be conducted after Third Semester and before the Commencement of Fourth Semester;.								
Total Credits for Third Semester					24				600

FOURTH SEMESTER

Paper No.	Title of the Paper	Credit Pattern			Total Credits	Marks Distribution			Total Marks
		L	T	P		L/T	P	IA	
	Hard Core (HC)								
HC 4.1	Development Communication	3	1	0	4	80	00	20	100
HC 4.2	Public Relation and Corporate Communication	3	1	0	4	80	00	20	100
HC 4.3	Inter-Cultural Communication	3	1	0	4	80	00	20	100
HC 4.4	Dissertation	0	0	4	4	80	00	20	100
	Soft Core (SC) (Any Two)								
SC 4.1	Film Communication	2	1	1	4	60	20	20	100
SC 4.2	Photo Journalism	2	1	1	4	60	20	20	100
SC 4.3	Online Journalism	2	1	1	4	60	20	20	100
	Internship : Compulsory Internship training for one month after completion of Fourth Semester Theory and Practical Examination.								
Total Credits for Fourth Semester					24				600