

SIDHO-KANHO-BIRSHA UNIVERSITY
MASTER OF ARTS (MA) PROGRAMME

IN

JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER

COURSE STRUCTURE

	Course Code	Course Title	Credit	Marks
First Semester	MJMCCCT 101	Evolution and Development of Media	4	40+10
	MJMCCCT 102	Mass Communication Theory	4	40+10
	MJMCCCT 103	Media Laws & Ethics	4	40+10
	MJMCCCT 104	Print Journalism: News & News Reporting	4	40+10
	MJMCCCT 105	Media Organization Management	4	40+10
	MJMCCCT 106	International Relations	4	40+10

SECOND SEMESTER

COURSE STRUCTURE

	Course Code	Course Title	Credit	Marks
Second Semester	MJMCCCT 201	Radio: As a Medium of Communication	4	40+10
	MJMCCCT 202	Television (Theory and Practical)	4	40+10
	MJMCCCT 203	Personality Development (Full Practical Paper)	4	40+10
	MJMCCCT 204	Media Literacy	4	40+10
	MJMCCCT 205	Indigenous Communication	4	40+10
	MJMCCCT 206	Print Journalism: Editing & Design	4	40+10

THIRD SEMESTER

COURSE STRUCTURE

	Course Code	Course Title	Credit	Marks
Third Semester	MJMCCCT 301	Communication Research	4	40+10
	MJMCCCT 302	Advertising and Public Relations	4	40+10
	MJMCMET303	Paper I of opted Major Elective Group	4	40+10
	MJMCMET304	Paper II of opted Major Elective Group	4	40+10
	MJMCOET 305	OPEN ELECTIVE	4	50
	MJMCOPS 306	OUTREACH PROGRAMME	4	50

FOURTH SEMESTER

COURSE STRUCTURE

	Course Code	Course Title	Credit	Marks
Fourth Semester	MJMCCCT 401	Film Appreciation	4	40+10
	MJMCMET402	Paper III of opted Major Elective Group	4	40+10
	MJMCMET403	Paper IV of opted Major Elective Group	4	40+10
	MJMCMET404	Paper V of opted Major Elective Group	4	40+10
	MJMCACT405	ADD-On Course	4	40+10
	MJMCMEP406	Project & Dissertation	4	40+10

LIST OF MAJOR ELECTIVE COURSES

Students of the Journalism and Mass Communication course are required to study ONE Group from the available groups (if any)

Group-A

Paper	Course Ref Code	Course Title	Credit	Marks
I	MJMCMET303A	Web Journalism	4	40+10
II	MJMCMET304A	Development Communication	4	40+10
III	MJMCMET402A	Sports Journalism	4	40+10
IV	MJMCMET403A	Science Communication	4	40+10
V	MJMCMET404A	Health Communication	4	40+10

Group-B

Paper	Course Ref Code	Course Title	Credit	Marks
I	MJMCMET303B	Mobile Journalism	4	40+10
II	MJMCMET304B	Advanced Advertising and Corporate Communications	4	40+10
III	MJMCMET402B	Rural Communication	4	40+10
IV	MJMCMET403B	Digital Journalism	4	40+10
V	MJMCMET404B	Gender, Media and Society	4	40+10