

## Curriculum Structure

### FIRST SEMESTER:

Sr. No.	Subject	Theory	Practical		Marks	Credits
			EXT	INT		
01	Principles of Mass Communication	50	50	--	100	04
02	Development of Media	50	50	25	125	05
03	Print Media-1(reporting & editing)	50	50	25	125	05
04	Electronic Media (radio & TV)	50	50	25	125	05
05	Advertising and Public Relation/Corporate Communication	50	50	25	125	05
06	Seminar & Field Works	--	--	--	25	01
<b>Total</b>		<b>250</b>	<b>250</b>	<b>100</b>	<b>625</b>	<b>25</b>

### SECOND SEMESTER:

Sr. No.	Subject	Theory	Practical		Marks	Credits
			EXT	INT		
01	Sustainable Development Communication.	50	50	25	125	05
02	Communication Research	50	50	25	125	05
03	Media Law and Ethics	50	50	25	125	05
04	International Communication.	50	50	--	100	04
05	Media Management	50	50	25	125	05
06	Seminar & Field Works	--	--	--	25	01
<b>Total</b>		<b>250</b>	<b>250</b>	<b>100</b>	<b>625</b>	<b>25</b>

**Total of Semester I &II: Marks 625 + 625 =1250**  
**Credits 25 + 25 = 50**

### THIRD SEMESTER:

Sr. No.	Subject	Theory	Practical		Marks	Credits
			EXT	INT		
01	Print Media -II	50	50	25	125	05
02	Radio	50	50	25	125	05
03	Television	50	50	--	100	04
04	Public Relation/ Corporate Communication	50	50	25	125	05
05	Advertising	50	50	25	125	05
06	Seminar & Field Works	--	--	--	25	01
<b>Total</b>		<b>250</b>	<b>250</b>	<b>100</b>	<b>625</b>	<b>25</b>

### FOURTH SEMESTER:

Sr. No.	Subject	Theory	Practical		Marks	Credits
			EXT	INT		
01	New Media Application	50	50	25	125	05
02	Inter- cultural communication	50	50	25	125	05
03	Study visits to media centers	--	50	50	100	04
04	Dissertation	--	100	25	125	05
05	Seminar & Field works	--	--	25	25	01
06	Specialization (Theory Paper)	50	50	25	125	05
<b>Total</b>		<b>150</b>	<b>300</b>	<b>175</b>	<b>625</b>	<b>25</b>

### Electives:

- a) Environmental Communication
  - b) Woman, Children & Media
  - c) Science & Technology Communication
  - d) Rural, Folk & Tribal Communication
  - e) Film Studies
  - f) Human rights and Media,
  - g) Alternative media,
  - h) Political Communication
  - i) Health Communication
  - J) Communication in disaster management
  - k) FM Radio
  - l) Web radio and television
  - m) Brand Management
  - n) Feedback systems and any other area identified by students and faculty jointly / individually.
- 
-

**Total Marks:**

Total of Semester I &II: Marks	$625 + 625 = 1250$
Total of Semester III &IV: Marks	$625 + 625 = 1250$
	2500

**Total Credits:**

Total of Semester I &II: Credits	$25 + 25 = 50$
Total of Semester III &IV: Credits	$25 + 25 = 50$
	100

**Total Marks = 2500****Total Credits =100**