

MASTER OF JOURNALISM AND MASS COMMUNICATION

M. J. M. C.

CURRICULUM

for 2015 admissions onwards

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Master of Jour. & Mass. Commu.

2015 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat.	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practicals
T	-	Tutorial

DISCIPLINES

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

Arts and Sciences

AMRITA VISHWA VIDYAPEETHAM

C 1

SEMESTER I

Course Code	Course Title	L-T-P	Cr	ES
15MCJ501	Contemporary Media Scenario	2 0 0	2	A
15MCJ502	Print Journalism and Writing	2 0 0	2	B
15FNA504	Introduction to Communication and Media Theories (for 2015 Batch only)	1 1 0	2	E
16FNA500	Communication and Media Theories (from 2016 Batches)	2 0 0	2	E
15FNA506	Photography, Videography and Audiography I (for 2015 Batch only)	2 1 0	3	C
15FNA509	Research Methodology for Communication and Media Studies	2 1 0	3	G
15MCJ581	Print Journalism and Writing Practice	0 1 2	2	L1
15FNA573	Audiography Lab. I (for 2015 Batch only)	0 0 2	1	L2
15FNA574	Photography Lab. I (for 2015 Batch only)	0 0 2	1	L3
15FNA575	Videography Lab. I (for 2015 Batch only)	0 0 2	1	L4
16FNA551	Audiography Practice Lab. I (from 2016 Batches)	0 1 2	2	L2
16FNA552	Photography Practice Lab. I (from 2016 Batches)	0 1 2	2	L3
16FNA553	Videography Practice Lab. I (from 2016 batches)	0 1 2	2	L4
15FNA576	Graphic Design Lab. I	0 1 2	2	L5
15CUL501	Cultural Education	2 0 0	P/F	F
TOTAL				19

SEMESTER II

Course Code	Course Title	L-T-P	Cr	ES
15MCJ511	Broadcast Journalism and Reporting	2 0 0	2	D
15MCJ512	Media Studies	1 0 0	1	E
15FNA503	Film Studies	2 0 0	2	A
15FNA512	Media Ethics and Laws	2 0 0	2	B
15FNA516	Photography, Videography and Audiography II (for 2015 Batch only)	2 1 0	3	C
15FNA520	Short Film Production (Fiction and Documentary) (for 2015 Batch only)	1 1 0	2	G
15MCJ585	Scriptwriting/ Writing for Broadcast Media	0 0 2	1	L5
15FNA583	Photography, Videography and Audiography Lab. II (for 2015 Batch only)	0 0 2	1	L1
16FNA556	Audiography Practice Lab. II (from 2016 Batches)	0 1 2	2	L1
16FNA557	Photography Practice Lab. II (from 2016 Batches)	0 1 2	2	L6
16FNA558	Videography Practice Lab. II (from 2016 Batches)	0 1 2	2	L7
15FNA584	Digital Video Editing	0 1 2	2	L2
15FNA586	Graphic Design Lab. II	0 1 2	2	L4
15FNA679	Short Film Production (Fiction and Documentary) Lab.	0 1 2	2	L3
15AVP501	Amrita Values Programme	1 0 0	1	F
TOTAL				21

SEMESTER III

Course Code	Course Title	L-T-P	Cr	ES
15MCJ601	Communication for Development	2 0 0	2	A
15MCJ602	Media Analysis Techniques	2 0 0	2	B
15MCJ603	New Media and Web Content	2 0 0	2	C
15MCJ604	Online Journalism	2 0 0	2	D
15FNA517	Public Relations	1 0 0	1	F
	Elective	2 0 0	2	E
15MCJ681	Critical Viewing and Reading Analysis Practice	0 0 2	1	L1
15MCJ682	News Casting, Anchoring and Programme Presentation Skills	0 0 2	1	L2
15MCJ683	New Media and Web Content Lab.	0 0 2	1	L5
15MCJ684	Public Relations Campaign Practical	0 0 2	1	L3
15MCJ685	Reporting, Editing and Lab. Journal	0 0 2	1	L4
15MCJ686	Internship Training and Report Presentation	0 0 2	1	P1
15MCJ690	Live-in-Lab. [@] / Open Elective*	2 0 0	2	J
15MCJ698	Video News Production with Mini Project	0 0 2	1	P2
TOTAL			20	

SEMESTER IV

Course Code	Course Title	L-T-P	Cr	ES
15MCJ692	Internship		2	P1
15MCJ696	Comprehensive and Technical Viva-voce		4	P2
15MCJ699	Project		4	P
TOTAL			10	

Total credits for the Programme = 70

ELECTIVES (any one)

Course Code	Course Title	L-T-P	Cr	ES
15MCJ632	Creative Expression in Regional Language	2 0 0	2	E
15MCJ633	Photo Journalism	2 0 0	2	E
15MCJ634	Science Communication	2 0 0	2	E
15FNA637	Advertising	2 0 0	2	E

*One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

*Students undertaking and registering for a Live-in-Lab. project, can be exempted from registering for the Open Elective course in the third semester.

OPEN ELECTIVES (2 0 0 2)

15OEL631	Advanced Statistical Analysis for Research
15OEL632	Basics of PC Software
15OEL633	Computer Hardware and Networking
15OEL634	Consumer Protection Act
15OEL635	Corporate Communication
15OEL636	Design Studies
15OEL637	Disaster Management
15OEL638	Essentials of Cultural Studies
15OEL639	Foundations of Mathematics
15OEL640	Foundations of Quantum Mechanics
15OEL641	Glimpses of Life through Literature
15OEL642	Information Technology in Banking
15OEL643	Introduction to Web Technologies
15OEL644	Knowledge Management
15OEL645	Marketing Research
15OEL646	Media for Social Change
15OEL647	Media Management
15OEL648	Object-Oriented Programming
15OEL649	Painting and Sculpture
15OEL650	Personal Finance
15OEL651	Principles of Advertising
15OEL652	Principles of Packaging
15OEL653	Scripting for Rural Broadcasting
15OEL654	Social Media Website Awareness
15OEL655	Theatre Studies
15OEL656	Writing for Technical Purposes
15OEL657	Yoga and Personal Development