

ಸಂತ ಅಲೋಶಿಯಸ್ ಕಾಲೇಜು
(ಸ್ವಾಯತ್ತ)
ಮಂಗಳೂರು- 575 003



ST ALOYSIUS COLLEGE
(Autonomous)
P.B.No.720
MANGALURU- 575 003, INDIA
Phone:+91-0824 2449700,2449701
Fax: 0824-2449705
Email: principal_sac@yahoo.com
Website: www.staloysius.edu.in

Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Ranked 94 in College Category – 2018 Under NIRF, MHRD, Government of India
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India

Date: 07-02-2019

NOTIFICATION

Sub: Syllabus of **M.A. [Journalism & Mass Communication]**
Under Choice Based Credit System.

Ref: 1. Academic Council decision dated 15-11-2018
2. Office Notification dated 05-02-2019

Pursuant to the Notification cited under reference (2) above, the Syllabus of **M.A. [Journalism & Mass Communication]** Under Choice Based Credit System is hereby notified for implementation with effect from the academic year **2019-20**.


PRINCIPAL




REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar
3. Library
4. PG Office

Structure, credits and scheme of examination of the Post-graduate courses under Revised Choice Based Credit System

M.A. [Journalism & Mass Communication] - 2019 - 2020 Onwards

I Semester (3 Hard core and 2 soft core papers)

Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
PH 101.1	Theories of Communication	3	30	70	100	3
PH 102.1	Advanced Reporting & Editing	3	30 (pracs)	70	100	3
PH 103.1	Corporate Communication and Public Relations	3	30	70	100	3
PS 104.1	Development of Media	3	30	70	100	3
PS 105.1	Media Law and Ethics	3	30	70	100	3
Total			150	350	500	

II Semester (3 Hard core papers, 1 soft core paper and 1 open elective paper)

PH 101.2	Communication Research Methods	3	30	70	100	3
PH 102.2	Introduction to Audio Visual Media	3	30 (pracs)	70	100	3
PH 103.2	Film Studies	3	30	70	100	3
PS 104.2	Development Communication	3	30	70	100	3
PO 105.2	Broadcast & Communication (CBCS)	3	30	70	100	
PO 106.2	Travel Journalism (CBCS)					
Total			150	350	500	

Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
III Semester (3 Hard core papers, 1 soft core paper and 1 open elective; 2 credits for Internship)						
PH 101.3a	Television Production	3	30	70	100	5
PH 101.3b	Digital Journalism	3				
PH 101.3c	Digital Media Marketing	3				
PH 102.3a	Radio Production	3	30	70	100	5
PH 102.3b	Kannada Language Press	3				
PH 102.3c	Malayalam Language Press					
PH 102.3d	Creative Strategy & Communication	3				
PH 103.3	Advertising and Marketing Communication	3	30 (pracs)	70	100	5
PH 104.3	Media Internship	-	-	-	50	2
PS 105.3	Environment and Media	3	30	70	100	4
PO 106.3	Film Appreciation	3	30	70	100	3
PO 107.3	Gender and Media					
Total			150	350	550	24
IV Semester (3 Hard core papers and 2 Soft core papers)						
PH 101.4	Dissertation	3	30	70	100	5
PH 102.4a	Online Broadcasting	3	30	70	100	5
PH 102.4b	Magazine Journalism					
PH 102.4c	Instructional Designing and content writing					
PH 103.4a	Project: Film Production	-	30	70	100	5
PH 103.4b	Project: Corporate Communication/ Event Management					
PH 103.4c	Project: Print & Online					
PS 104.4	Media and Cultural Studies	3	30	70	100	4
PS 105.4	Political Communication	3	30	70	100	4
Total			150	350	500	23
Grand Total					2050	92