

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

M.A Mass Communication with Diploma in Web Designing - (CBCS Pattern)
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
Semester I							
	Introduction to Communication	5	3	25	75	100	4
	Reporting	5	3	25	75	100	4
	Editing	5	3	25	75	100	4
	Media History, Laws & Ethics	5	3	25	75	100	4
	Media Management & Public Relations	4	3	25	75	100	4
	Practical-I : Print Production	3	3	-	-	-	3
	Elective/Diploma-I : Introduction to Graphic Design	3	3	25	75	100	3
Semester-II							
	Advertising	5	3	25	75	100	4
	Broadcast Journalism	5	3	25	75	100	4
	Print Production Technologies	5	3	25	75	100	4
	Theories of Communication	6	3	25	75	100	5
	Practical-I : Print Production	3	3	40	60	100	3
	Practical-I : Advertising	3	3	40	60	100	3
	Elective/Diploma : II : Graphic and Animation	3	3	25	75	100	3
Semester-III							
	Film Studies and Photography	6	3	25	75	100	4
	Mass Media Research Methods	6	3	25	75	100	5
	Development Communication	6	3	25	75	100	4
	Marketing Communication	6	3	25	75	100	4
	Practical-III – Photography & Video Production	3	3	-	-	-	3
	Elective/Diploma-III : Web Designing Principles and Techniques	3	3	25	75	100	3
Semester-IV							
	Practical : Photography & Video Production	5	3	40	60	100	4
	Internship (Report 80% and Viva 20%)	-	-	25	75	100	4
	Project : (Report 80% and Viva 20%)	-	-	25	75	100	4
	Elective/Diploma-IV : Graphics and Animation and Web Designing	5	3	40	60	100	3
TOTAL		-	-	-	-	2200	90