

BHARATHIAR UNIVERSITY : COUMBATORE 641 046							
MA(Journalism and Mass Communication)							
University Department (CBCS Pattern)							
(For the students admitted from the academic year 2016-17 onwards)							
Scheme of Examination							
Semester I	Code	Subject	Hrs	Internal	External	Total	Credits
Core I	16MCC01	Communication Models & Theories	6	25	75	100	4
Core II	16MCC02	Media Laws and Ethics (Self Study)		25	75	100	4
Core III	16MCC03	Reporting and Editing	6	25	75	100	4
Core IV	16MCC04	Editorial Practice (Practical I)	5	40	60	100	4
Core V	16MCC05	Print Media (Practical II)	5	40	60	100	4
Elective I	16MCE01	Media Analysis	2		50 **	50	2
Supportive I		Subject chosen by the students	2	12	38	50	2
Semester II							
Core VI	16MCC06	Advertising	5	25	75	100	4
Core VII	16MCC07	Media, Society and Culture	5	25	75	100	4
Core VIII	16MCC08	Print production and packaging	5	25	75	100	4
Core IX	16MCC09	Design Principles (Practical III)	4	40	60	100	4
Core X	16MCC10	New Media Studies	5	25	75	100	4
Elective II	16MCE02	E -Content Development	4	25	75	100	4
Supportive II		Subject chosen by the students	2	12	38	50	2
Semester III							
Core XI	16MCC11	Film studies & Photography	6	25	75	100	4
Core XII	16MCC12	Development Communication	6	25	75	100	4
Core XIII	16MCC13	Photography & Videography (Practical IV)	6	40	60	100	4
Core XIV	16MCC14	Lab Journal Publication		100 *	-	100	4
Elective III	16MCE03	Public Relations	6	25	75	100	4
Supportive		Subject chosen by the students	2	12	38	50	2
Semester IV							
Core XV	16MCC15	Research Methods in Communication and Media	6	25	75	100	4
Core XVI	16MCC16	3D Animation and Adobe After Effects (Practical V)	6	40	60	100	4
Core XVIII	16MCC17	Internship I & II		75 +75 *		150	6
Elective IV	16MCE04	Project Study (Report -50 and Viva -25)	4	25	75	100	4
						2250	90

* Internal Evaluation Only

** External Evaluation Only

NOTE: The syllabus for the above papers be the same as prescribed for the academic year 2015-16