

CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH
VIZIANAGARAM



Programme Structure and Syllabus

Master of Arts (Journalism and Mass Communication)

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

COURSE STRUCTURE
M.A. JOURNALISM AND MASS COMMUNICATION

Semester	Course Code	Course Title	L	T	P	C	Theory Exam	Internal Assessment	Total
I	JMC401	History of Indian Media	3	0	-	3	70	30	100
	JMC402	Communication Theory & Model	3	0	-	3	70	30	100
	JMC403	Writing for Media	3	0	-	3	70	30	100
	JMC404	Print & Radio Journalism	3	0	-	3	70	30	100
	JMC405	Reporting and Editing	3	0	-	3	70	30	100
	JMC406	PRACTICUM-1 – Print Layout Design & Radio News Bulletin	-	0	6	3	50	50	100
	JMC407	PRACTICUM-2 – Reporting & Editing	-	0	6	3	50	50	100
Total Credits						21			700
II	JMC451	Development Communication	3	0	-	3	70	30	100
	JMC452	Media Laws & Ethics	3	0	-	3	70	30	100
	JMC453	Television Journalism	3	0	-	3	70	30	100
	JMC454	Photojournalism	3	0	-	3	70	30	100
	JMC455	ELECTIVE-I Intercultural Communication	3	0	-	3	70	30	100
		Rural Communication							
		Environmental Communication							
	JMC456	PRACTICUM-3 – Rural Communication Project & Photojournalism	-	0	6	3	50	50	100
JMC457	PRACTICUM-4 – Television Productions	-	0	6	3	50	50	100	
Total Credits						21			700
III	JMC501	Advertising & Public Relations	3	0	-	3	70	30	100
	JMC502	Film Studies	3	0	-	3	70	30	100
	JMC503	Folk Media & Tribal Communication	3	0	-	3	70	30	100
	JMC504	Research Methodology	3	0	-	3	70	30	100
	JMC505	ELECTIVE-II – Social Media & Society	3	0	-	3	70	30	100
		Media, Culture and Society							
		Health and Science Communication							
JMC506	Internship Report + Viva-voce	-	0	12	6			100	
Total Credits						21			600
IV	JMC551	ELECTIVE-III - Media Management	3	0	-	3	70	30	100
		Quantitative Research Methods							
		Global Communication							
	JMC552	ELECTIVE-IV – Introduction to New Media	3	0	-	3	70	30	100
		Qualitative Research Methods							
		Political Communication							
	JMC553	Pre-Project Seminar	-	0	4	2	50	50	100
JMC554	Research Project, Dissertation & Viva-voce	-	0	12	6	50	50	100	
JMC555	Project	-	0	12	6	50	50	100	
Total Credits						20			500