

CENTRE FOR DISTANCE & ONLINE EDUCATION

**EVALUATION SCHEME
SYLLABUS
(REVISED)**

**MASTER OF ARTS (M.A.)
IN
JOURNALISM AND MASS COMMUNICATION**

EFFECTIVE FROM: 2025-26



**Centre for Distance & Online Education
Swami Vivekanand Subharti University
Meerut (U.P.)**

**CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)**

Evaluation Scheme

Master of Arts in Journalism and Mass Communication(JMC)

1ST YEAR SEMESTER-I								
MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical /Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	MJ-101 CC	Principles of Mass Communication	CC	Theory	4	30	70	100
2	MJ-102 CC	Development of Media	CC	Theory	4	30	70	100
3	MJ-103 CC	Print Media	CC	Theory	5	30	70	100
4	MJ-104 CC	Electronic Media Production -1	CC	Theory	5	30	70	100
5	MJ-105 CC	Advertising and Public Relations	CC	Theory	5	30	70	100
6	MJ-106 AECC	Environmental Communication	AEC	Theory	2	30	70	100
TOTAL					25	180	420	600

CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)

1ST YEAR								
SEMESTER-II								
MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	MJ-201 CC	Development Communication and Case Study	CC	Theory	4	30	70	100
2	MJ-202 CC	Media Law & Ethics and Case Study	CC	Theory	4	30	70	100
3	MJ-203 CC	International Communication and Case Study	CC	Theory	5	30	70	100
4	MJ-204 CC	Communication Research & Lab	CC	Theory	5	30	70	100
5	MJ-205 CC	Media Management and Practices	CC	Theory	5	30	70	100
6	MJ-206 AECC	Indian culture and Human Values	AEC	Theory	2	30	70	100
TOTAL					25	180	420	600

CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)

2ND YEAR								
SEMESTER-III								
MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical /Project	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	MJ-301 CC	New Media	CC	Theory	5	30	70	100
2	MJ-302 CC	Public Relation and Corporate Communication	CC	Theory	5	30	70	100
3	MJ-303 CC	Electronic Media Production -2	CC	Theory	5	30	70	100
4	MJ-303 DSE	Photo Journalism	DSE	Theory	3	30	70	100
5	MJ-310 SEC	Theater and Folk Communication	SEC	Theory	2	30	70	100
6	MJ-351 CC	Internship Project- Report /Presentation Viva-Voc	PC	Project	10	-	100	100
TOTAL					30	150	450	600

**CENTRE FOR DISTANCE & ONLINE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT (U.P.)**

2ND YEAR SEMESTER-IV								
MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION								
S.N.	Course Code	Course Name	Course Type	Theory/ Practical/ Project/ Dissertation/ Viva	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
						AW		
1	MJ-401 CC	Inter Cultural Communication and Case Study	CC	Theory	4	30	70	100
2	MJ-402 DSE	Research Tools & Techniques	DSE	Theory	4	30	70	100
3	MJ-409 SEC	Business Communication and Interview	SEC	Theory	2	30	70	100
4	MJ -451 CC	Dissertation	CC	Dissertation	10	-	100	100
TOTAL					20	90	310	400

TOTAL OF ALL SEMESTER CREDITS: 100

ABBREVIATIONS:

AW : Assignment Work
CC : Core Compulsory
PC : Project Course
DSE : Discipline Specific Elective
SEC : Skill Enhancement Course
AEC : Ability Enhancement Course