

**SCHEME & SYLLABUS FOR
M.Sc. JAMC**

(JOURNALISM, ADVERTISING & MASS COMMUNICATION)

SEMESTER I-IV

Semester-I

MJAMC101- Introduction to Communication	100 Marks
MJAMC102- Print Media in India: Growth & Development	100 Marks
MJAMC103- Print Media - Reporting & Desk	100 Marks
MJAMC104- Electronic Media & Photography	100 Marks
MJAMC105- Advertising	100 Marks
MJAMC106- Current Affairs	50 Marks
MJAMC107- Project work	25 Marks (Internal)

Semester-II

MJAMC201- Development Communication	100 Marks
MJAMC202- Media Management	100 Marks
MJAMC203- Media Law and Ethics	100 Marks
MJAMC204- Mass Communication Research-I	100 Marks
MJAMC205- Radio & TV Production Techniques	100 Marks
MJAMC206- Current Affairs	50 Marks
MJAMC207- Project work	25 Marks (Internal)


Semester-III

MJAMC301- Mass Communication Research-II	100 Marks
MJAMC302- New Media Technology	100 Marks
MJAMC303- Print Media-II - Reporting, Desk and Specialisation	100 Marks
MJAMC304- Intercultural and International Communication	100 Marks
MJAMC305- Public Relations and Corporate Communication	100 Marks
MJAMC306- Current Affairs	50 Marks
MJAMC307- Project work	25 Marks (Internal)

Semester-IV

MJAMC401- Media and Human Rights	100 Marks
MJAMC402- Film Studies	100 Marks
MJAMC403- Current Affairs	100 Marks
MJAMC404- Dissertation	100 Marks
MJAMC405- Internship	50 Marks

Deputy Registrar
I.K. Gujral Punjab Technical University
Kapurthala-144603


Deputy Registrar
I.K. Gujral Punjab Technical University
Kapurthala-144603
