

Course Structure

MA (Mass Communication)

FIRST SEMESTER

- SOACL – C001 Principle of Mass Communication Th. 60 + SM 40
- SOACL – C002 Development of Media Th. 60 + SM 40
- SOACL – C003 Print Media – I (Reporting and Editing) Th. 60 + SM 40
- SOACL – C004 Electronic Media (Radio and Television) Th. 60 + SM 40
- SOACL – C005 Advertising and Public Relations / Corporate Communication Th. 60 + SM 40
- SOACL – C006 General Awareness and Current Affairs Th. 60 + SM 40

SECOND SEMESTER

- SOACL – C007 Development Communication Th. 60 + SM 40
- SOACL – C008 Communication Research Th. 60 + SM 40
- SOACL – C009 Media Law and Ethics Th. 60 + SM 40
- SOACL – C010 Advanced Public Relations/ Corporate Communication Th. 60 + SM 40
- SOACL – C011 Media Management Th. 60 + SM 40
- SOACL – C012 Print Media Practical – II (Practical) P. 60 + SM 40

THIRD SEMESTER

- SOACL – C013 Radio : Radio Journalism and Production– I Th. 60 + SM 40
- SOACL – C014 Television : Television Journalism and Production – I Th. 60 + SM 40
- SOACL – C 015 Advanced Advertising Th. 60 + SM 40
- SOACL – C 016 Dissertation 100 Marks

ELECTIVE

- SOACL – E 017 International Communication Th. 60 + SM 4
Or
- SOACL – E 018 Society and Communication Media Th. 60 + SM 40
- SOACL – E Human Rights and Mass Media Th. 60 + SM 40
Or
- SOACL – C 020 Health Communication Th. 60 + SM 40

FOURTH SEMESTER

- SOACL – C021 New Media Technology Th. 60 + SM 40
- SOACL – C022 Film Studies Th. 60 + SM 40
- SOACL – C023 Radio Journalism and Production–II (Practical) P. 60 + SM 40
- SOACL – C024 T.V. Journalism and Production – II (Practical) P. 60 + SM 40

ELECTIVE

- SOACL – E025 Environmental Communication
Or
- SOACL – E026 Science and Technology Communication Th. 60 + SM 40
- SOACL – E027 Inter-Cultural Communication
Or
- SOACL – E028 Sports Communication Th. 60 + SM 40

SEMESTER – V

- Core Course C - 11 Global Media and Politics
- Core Course C - 12 Advanced Broadcast Media
- DSE : Any two of the followings
 - DSE - 1 Media Industry and Management AND / OR Media Industry and Management
 - DSE - 2 Photography
 - DSE - 3 Media Gender and Human Rights

SEMESTER – VI

- Core Course C - 13 Advanced New Media
- Core Course C - 14 Communication Research and Methods
- DSE : Any two of the following
 - DSE - 4 Introduction to Film Studies
 - DSE - 5 Development Journalism
 - DSE - 6 * Dissertation