

**Choice Base Credit System (CBCS)**  
**DEPARTMENT OF COMMUNICATION STUDIES & RESEARCH**  
**RANI DURGAVATI UNIVERSITY, JABALPUR**  
**MASTER OF JOURNALISM & COMMUNICATION (M.J.C.) &**  
**MASTER OF ARTS (M.A.) JOURNALISM**

**FIRST SEMESTER**

Course	SUBJECT	NATURE	CREDIT
Course 1	Principal of Mass Comm. & Deve. Comm.	Core	6
Course 2	Print Media (Specialized Reporting)	Core	6
Course 3	Public Relation	Core	6
Course 4	Advertising	Elective	6
Course 4	Marketing Research	Elective	
Course 5	Practical	Core	4

TOTAL CREDIT - 28

**SECOND SEMESTER**

Course	SUBJECT	NATURE	CREDIT
Course 6	International Communication	Core	6
Course 7	Communication Research	Core	6
Course 8	Electronic Communication	Core	6
Course 9	Media Development Laws and Ethics	Elective	6
Course 9	Constitution & Fundamental Rights	Elective	
Course 10	Practical	Core	4

TOTAL CREDIT - 28

### **THIRD SEMESTER**

<b>Course</b>	<b>SUBJECT</b>	<b>NATURE</b>	<b>CREDIT</b>
Course 11	Media Management	Core	6
Course 12	Editing Photo Journalism & Comp. Application	Core	6
Course 13	Electronic Media (Film, TV and Radio)	Core	6
Course 14	Inter Culture Communication	Elective	6
Course 14	Media Value & Ethics	Elective	
Course 15	Practical	Core	4

TOTAL CREDIT - 28

### **FOURTH SEMESTER**

<b>Course</b>	<b>SUBJECT</b>	<b>NATURE</b>	<b>CREDIT</b>
Course 16	Advertising & Marketing Research	Core	6
Course 17	Specialized (Print/Electronic)	Core	6
Course 18	Dissertation	Core	6
Course 19	Computer Application	Elective	6
Course 19	New Media Application	Elective	
Course 20	Practical	Core	4

TOTAL CREDIT - 28