



DR. RAM MANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

Structure of Syllabus for

Program: M.A., Subject: MASS COMMUNICATION & JOURNALISM

Structure of Syllabus Developed by			
Name of BoS Convener/BoS Member	Designation	Department	College/ University
Dr. Vijayendu Chaturvedi	Convener	Deptt. of Mass Communication & Journalism	Dr. Rammanohar Lohia Avadh University, Ayodhya.
Prof. Mukul Srivastava	Member	Deptt. of Journalism & Mass Communication	Lucknow University, Lucknow
Prof. Govind Ji Pandey	Member	Deptt. of Journalism & Mass Communication	BBA Central University, Lucknow
Dr. Manoj Mishra	Member	Deptt. of Mass Communication	VBS Purvanchal University, Jaunpur
Dr. Rajesh Singh Kushwaha	Member	Deptt. of Mass Communication	IIMC Amrawati Maharashtra.

Course Code		Course Title	Credits	T/P	Evaluation	
A	B				CIE	ETE
A	B	C	D	E	F	G
SEMESTER I (YEAR I)						
A550701T	CORE	Basic Principles of Communication	5	T	25	75
A550702T	CORE	Origin and Growth of Media	5	T	25	75
A550703T	CORE	Print Media	5	T	25	75
A550704T	FIRST ELECTIVE (Subject Elective) (Select any one)	Public Relations	5	T	25	75
A550705T		Science Communication	5	T	25	75
A550706P	SECOND ELECTIVE (Subject Elective) (Select any one)	Field Work (Print Media Training)	5	P	50	50
A550707P		Practical (Print Media)	5	P	50	50
SEMESTER II (YEAR I)						
A550801T	CORE	Media Laws & Ethics	5	T	25	75
A550802T	CORE	Development Communication	5	T	25	75
A550803T	CORE	Radio Program and Production	5	T	25	75
A550804T	THIRD ELECTIVE (Generic Elective) (Select any one)	Advertising	5	T	50	50
A550805T		Sports Journalism	5	T	50	50
A550806P	FOURTH ELECTIVE (Subject Elective) (Select any one)	Media Internship (One month internship in media organization)	5	P	50	50
A550807P		Practical (Radio & Advertising Scripts)	5	P	50	50

SEMESTER III (YEAR II)						
A550901T	CORE	T.V. Programme and Production	5	T	25	75
A550902T	CORE	Web Journalism	5	T	25	75
A550903T	CORE	Communication Research	5	T	25	75
A550904T	FIFTH ELECTIVE (Subject Elective) (Select any one)	Health Communication	5	T	25	75
A550905T		International Communication	5	T	25	75
A550906P	SIXTH ELECTIVE (Subject Elective) (Select any one)	Field Visit (T.V. Broadcast)	5	P	50	50
A550907P		Practical (T.V. Scripts and Presentation)	5	P	50	50
SEMESTER IV (YEAR II)						
A551001T	CORE	Corporate Communication & Media Management	5	T	25	75
A551002T	CORE	Digital Media	5	T	25	75
A551003T	SEVENTH ELECTIVE (Subject Elective) (Select any one)	Cinema Studies	5	T	25	75
A551004T		Photography	5	T	25	75
A551005P	RESEARCH PROJECT/ DISSERTATION	Dissertation	10	P	50	50