

## SCHEME

### SEMESTER I

Subjects	Marks		Total Marks	Duration (Hrs.)	Nature
	Written	Internal Assessment			
Science of Human Communication	70	30	100	3	Theory
Current Affairs and Media Issues	70	30	100	3	Theory
Cross Culture Communication	70	30	100	3	Theory
Media Writing Skills	70	30	100	3	Practical
Basic Computer Application	70	30	100	3	Practical

### SEMESTER II

Subjects	Marks		Total Marks	Duration (Hrs.)	Nature
	Written	Internal Assessment			
T.V Journalism & Production	70	30	100	3	Theory
Reporting Skills & Practice	70	30	100	3	Theory
Laws & Ethics Related to Media	70	30	100	3	Theory
Photo Journalism	70	30	100	3	Practical
Media Production	70	30	100	3	Practical

### SEMESTER III

Subjects	Marks		Total Marks	Duration (Hrs.)	Nature
	Written	Internal Assessment			
Cyber Media & Journalism	70	30	100	3	Theory
Advertising Principles & Practices	70	30	100	3	Theory
Public Relation Principles & Practices	70	30	100	3	Theory
Radio Journalism & Production	70	30	100	3	Practical
Event Management Principles & Methods	70	30	100	3	Practical

### SEMESTER IV

Subjects	Marks		Total Marks	Duration (Hrs.)	Nature
	Written	Internal Assessment			
Development Communication	70	30	100	3	Theory
Media Management & Marketing	70	30	100	3	Theory
Research Methodology	70	30	100	3	Theory
Comprehensive Viva	70	30	100	3	Practical
Production Portfolio	70	30	100	3	Practical

- All subjects are Mandatory. There is no optional subject in any semester.