

**RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**

**Scheme of Curriculum for M.A. Journalism and Mass Communication for the Batch admitted during 2017-2018 Onwards**

Sem	Part	Type	Sub Code	Subject	Credit	Per Week	CIA	ESE	Total	Exam Hours
1	3	Theory	17MJC13A	Core I –Communication Models and Theories	4	6	40	60	100	3
1	3	Theory	17MJC13B	Core II - Reporting & Editing	4	6	40	60	100	3
1	3	Theory	17MJC13C	Core III - Media, Laws and Ethics	4	6	40	60	100	3
1	3	Practical	17MJC13P	Core Practical I - Editorial practice	4	6	40	60	100	3
1	3	Practical	17MJC13Q	Core Practical II - Photography	4	6	40	60	100	3
2	3	Theory	17MJC23A	Core IV – Advertising and Marketing	4	5	40	60	100	3
2	3	Theory	17MJC23B	Core V - Public Relations	4	5	40	60	100	3
2	3	Theory	17MJC23C	Core VI - Media Management	4	5	40	60	100	3
2	3	Theory	17MJC23D	Core VII –Environmental Journalism	4	5	40	60	100	3
2	3	Practical	17MJC23P	Core Practical III - Print Production	4	5	40	60	100	3
2	3	Practical	17MJC23Q	Core Practical IV - Advertising	4	5	40	60	100	3
3	3	Theory	17MJC33A	Core VIII – Radio Television Production	4	6	40	60	100	3
3	3	Theory	ELE1	Elective I	4	6	40	60	100	3
3	3	Theory	ELE2	Elective II	4	6	40	60	100	3
3	3	Theory	17MJC33P	Core Practical V - – Radio Television Production	4	6	40	60	100	3
3	3	Theory	17MJC33Q	Core Practical VI – New Media Writing	4	6	40	60	100	3
4	3	Theory	17MJC43A	Core IX - Communication Research	4	6	40	60	100	3
4	3	Theory	ELE3	Elective III	4	4	40	60	100	3
4	3	Theory	ELE4	Elective IV	4	4	40	60	100	3
4	3	Practical	17MJC43V	Core Project I - Research Project	4	8	40	60	100	3
4	3	Practical	17MJC43X	Internship#	2		50	-	50	3
4	3	Practical	17MJC43W	Core Project – II Audio Visual Projects	8	8	80	120	200	3
<b>TOTAL</b>					<b>90</b>	<b>120</b>	<b>930</b>	<b>1320</b>	<b>2250</b>	

Elective	Sub code	Subject
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Elective-I	17MJC3EA	Event Management
	17MJC3EB	Consumer Behavior
	17MJC3EC	Media Market Research
Elective-II	17MJC3ED	Online Journalism
	17MJC3EE	Web 2.0
	17MJC3EF	e-Governance
Elective-III	17MJC4EA	Video Editing
	17MJC4EB	Visual Language
	17MJC4EC	Development Communication
Elective-IV	17MJC4ED	Film Appreciation
	17MJC4EE	Script Writing
	17MJC4EF	Cyber Securities