



SAGE University, Indore
Institute of Journalism and Mass Communication
Journalism and Mass Communication

CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective for Academic Session: 2024-25

Program: Masters of Arts in Journalism and Mass Communication

Admission Batch: 2024-25

Semester: I

Program Code :MA(JMC)

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance /Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation Lab Work /WPR	Attendance /Assignment /viva/ Lab		L	T	P	S (only for design)	S/M			NTCC
1	JMCDPMC001T	DC	Principle of Mass Communication	60	20	20				100	3					3	3	
2	JMCDCHOM001T	DC	History of Media	60	20	20	-	-	-	100	4		-		-	4	4	
3	JMCDRAE001T	DC	Reporting and Editing	60	20	20	-	-	-	100	3		-		-	3	3	
4	JMCDPMC001P	DC	Principle of Mass Communication				30	10	10	50	0	0	2		-	1	2	
5	JMCDRAE001P	DC	Reporting and Editing				30	10	10	50	0	0	2		-	1	2	
6	To be selected	DE	Departmental Elective I	60	20	20				100	4				-	4	4	
7	To be selected	DSEEC	Departmental skill enhancement Elective I				30	10	10	50		-	4		-	2	4	
8	To be selected	DE	Departmental Elective II	60	20	20				100	4				-	4	4	
			TOTAL	300	100	100	90	30	30	650	18		8			22	26	

List Of DE-I

List Of DSEEC-I

List Of DE-II

JMCDEPRE001T

Public Relation

JMCDSHSJ001P

Human skills for Journalism Advance

JMCDEFEL001T

Fundamental of English Language

JMCDEPHJ001T

Photo Journalism

JMCDSHLG001P

Hindi language and Grammar Advance

JMCDEIEB001T

Indian Economy and Business



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PROGRAM STRUCTURE
Effective for Academic Session: 2024-25

Admission Batch:2024-25

Program Code :MA(JMC)

Program:Masters of Arts in Journalism and Mass Communication

Semester: II

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation in Mid Sem Test (MST)	Attendance/Quiz/Assignment/Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M			NTC
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual													
1	JMDCFLJ001T	DC	Film Journalism (exploring Hindi cinema)	60	20	20				100	3						3	3
2	JMDCRAP001T	DC	Radio Production	60	20	20	-	-	-	100	3	0	-			-	3	3
3	JMDCFEW001T	DC	Feature Writing	60	20	20	-	-	-	100	4	0	-			-	4	4
4	JMDCRAP001P	DC	Radio Production				30	10	10	50	0	0	2			-	1	2
5	JMDCFLJ001P	DC	Film Journalism (exploring Hindi cinema)				30	10	10	50	0	0	2			-	1	2
6	To be selected	DE	Departmental Elective III	60	20	20				100	4		0			..	4	4
7	To be selected	DS	Departmental skill enhancement Elective II				30	10	10	50		-	4			-	2	4
8	To be selected	DE	Departmental Elective IV	60	20	20				100	4						4	4
9	JMCDPMNP001N	DAP	Minor Project							50						4	2	
			TOTAL	300	100	100	90	60	50	700	18		8			4	24	26

List Of DE-III		List Of DSEEC-II		List of DE-IV	
JMCDEADR001T	Advance Reporting	JMCDSEGRD001P	Graphic &Design	JMCDEMILE0001T	Media Law and Ethics
JMCDEMOJ001T	Mobile Journalism	JMCDSENEP001P	News Production	JMCDEBOC001T	Basics of Cinematography

**Note Internship will be done after examination of IInd semester and will be evaluated in IIIrd semester **



CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective for Academic Session: 2024-25

Program: Masters of Arts in Journalism and Mass Communication

Program Code :MA(JMC)

Semester: IIIrd

Admission Batch: 2023-24, 2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total	Hours/week							
				End Sem	Continuous Internal Evaluation on Mid Sem Test (CIE)	Attendance/Quiz /Assig./ Presentations	End Sem. Exam (ESE) For Practical and Viva	Continuous Internal Evaluation	Lab Work / WPR		Attendance /Assignment /viva/Lab manual	L	T	P	S (only for design)			S/M
1	JMDCADV001T	DC	Advertising	60	20	20				100	3						3	3
2	JMDCCOR001T	DC	Communication Research	60	20	20	-	-	-	100	4						4	4
3	JMDCDEC001T	DC	Development Communication	60	20	20	-	-	-	100	3						3	3
5	JMDCADV001P	DC	Advertising				30	10	10	50	0	0	2				1	2
6	JMDCDEC001P	DC	Development Communication				30	10	10	50			2				1	2
7	JMCDINP002N	DSEEC	Internship				30	10	10	50			4				2	
8	To be selected	DE	Departmental Elective V	60	20	20				100	4						4	4
9	To be selected	DE	Departmental Elective VI	60	20	20				100	4						4	4
10	To be selected	DE	Departmental Elective VII	60	20	20	-	-	-	100	4						4	4
			TOTAL	360	120	120	90	30	30	750	22		8				26	26

List Of Departmental Elective

Departmental Elective-V		Departmental Elective-VI			Departmental Elective-VIII		
JMCDEFJN001T	Fashion Journalism	JMCDEEVM001T	Event Management		JMCDEMEM001T	Media Management	
JMCDEWMD001T	Web Media	JMCDEBLG001T	Blogging		JMCDECYJ001T	Cyber Journalism	



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Effective for Academic Session: 2024-25

Program: Masters of Arts in Journalism and Mass Communication

Program Code-MA(JMC)

Semester: IVth

Admitted Batch: 2023-24, 2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week						
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz/Assig./Presentations	End Sem. Exam (ESE) For Practical and Viva	Continuous Internal Evaluation		L		T	P	S (only for design)	S/M			NTCC
1	To be selected	DE	Departmental Elective Lab VII	60	20	20				100	2				4		4	6
2	JMCDPMJP002N	DAP	Major Project						30	20	50					12	6	
			TOTAL	60	20	20			30	20	150	2		4	4	12	10	6

Departmental Elective-VII

JMCDETVP001B	TV Production
JMCDECRW001B	Creative Writing