

National Education Policy

The NEP 2020 envisages a broad based, multi-disciplinary, holistic Under Graduate and Post Graduate education with flexible curricula, creative combinations of subjects, integration of vocational education with appropriate certification.

The UG curriculum is a three-year course divided into six semesters with appropriate certification within this period. While the PG is a two-year course divided in four segments with appropriate certification within this period.

The course has been set with the aim for recognizing, identifying, and fostering the unique capabilities of each student, by sensitizing teachers as well as parents to promote each student's holistic development in both academic and non-academic spheres.

Since this is a multi-disciplinary course it aims at holistic education across all subjects. The prime emphasis is on conceptual understanding rather than rote learning and learning-for-exams and aimed at bring out the creativity and critical thinking to encourage logical decision-making and innovation.

The three pivots on which the course stands are:

- The course details are rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high-quality education to all, and thereby making India a global knowledge superpower.
- The curriculum and pedagogy aims at developing a deep sense of respect towards the fundamental duties and Constitutional values, bonding with one's country, and a conscious awareness of one's roles and responsibilities in a changing world.

To instil a deep-rooted pride in being Indian, not only in thought, but also in spirit, intellect, and deeds, as well as to develop knowledge, skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

COURSE STRUCTURE
MA (J&MC) PROGRAMME (SESSION 2022-2023)

FIRST SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media Principles and theories	Core	2236111	4	3	0	2
2	Photography and its types	Core	223612	4	3	0	2
3	Digital Branding	Core	223624	3	2	0	2
4	Writing & Editing – for Media & Publishing	Core	223614	3	2	0	2
5	Media in Myriad Forms	Core	223615	3	2	0	2
6	Term Paper - Community Outreach	Core	223116	1	2	0	0
7	GE			4	3	1	0
8	FL 1	USC- 1		2	2	0	0
9	Mentored Seminar -1	SEC-1		1	1	0	0
		TOTAL		25		0	
		Total contact hours per week					

SECOND SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Digital Film-making	Core	223621	4	3	0	2
2	India and International Relations	Core	223622	4	3	0	2
3	Film Studies & Appreciation	Core	223623	4	3	0	2
5	Strategic PR & Corporate Communication	Core	223625	3	2	0	2
6	Advertising and Design	Core		3	2		2
6	Video Editing	Core	223626	2		0	4
7	Leadership, Domestic Immersive Experience –Industry Project/ Field Trip	Core	223627	2	2	0	0
8	FL 2	USC-2		2	2	0	0
9	Mentored Seminar -2	SEC-2		1	1	0	0
		TOTAL		25		0	

		Total contact hours per week	
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THIRD SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Multimedia Journalism	CORE	223631	3	2	0	2
2	Radio production and promotion	CORE	223632	3	2	0	2
3	Television Production	CORE	223633	3	2	0	2
4	Media laws and Ethics	CORE	223636	2	2		0
5	Event Management	{ DSE }	223634	3	2	0	2
6	Advance New Media		223635	3	2	0	2
7	Media and Entertainment Industry			3	2	0	2
9	Internship		223137	5			
10	Mentored Seminar -3 (Industry Interface)			1	1	0	0
11	FL 3			2	2		
		TOTAL		25			
		Total contact hours per week					

FOURTH SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Media Research	CORE		3	2	0	2
2	Development communication	CORE		3	2	0	2
3	Documentary production	CORE		3	2	0	2
4	Motion Graphics	CORE		3	2	0	2
5	Dissertation/Thesis	CORE		2	2	0	0
6	Sports Journalism	{ DSE }		3	2	0	2
7	Business Journalism			3	2	0	2
8	Environment Journalism			3	2	0	2
9	FL- 4	Any two		2	2	0	0
10	Internship			3	0	3	0

		TOTAL	25			
		Total contact hours per week				

MA/Media and Communication/ 1year in common/ 1 year of specialization.(5th and 6th Semester chose any 2 DSE out of 3