



SARDAR PATEL UNIVERSITY
Programme - MA
(Under the Choice based Credit Scheme)
SEMESTER- III
STRUCTURE WITH EFFECT FROM: 2022-23



M.A. (Journalism and Mass Communication)

| Course Type | Course Code | Name of Course | Theory/ Practical | Credit | Contact Hrs/ Week | Exam Duration in Hrs | Component of Marks | | |
|---------------------|-------------|--|----------------------|--------|----------------------|----------------------------|--------------------|----------|-------|
| | | | | | | | Internal | External | Total |
| Core Courses | PA03CJMC51 | Advertisement and Public Relation | Theory | 05 | 05 | 03 | 30 | 70 | 100 |
| | PA03CJMC52 | Development Journalism | Theory | 05 | 05 | 03 | 30 | 70 | 100 |
| | PA03CJMC53 | Communication Research | Theory | 05 | 05 | 03 | 30 | 70 | 100 |
| Elective Courses | PA03EJMC51 | Traditional And Alternative Media | Theory | 05 | 05 | 03 | 30 | 70 | 100 |
| | PA03EJMC52 | Field Practicum In Print/Digital Media (Newspapers/Magazines) | Field Work | 05 | | | 30 | 70 | 100 |