

**Sant Gadge Baba Amravati University Amravati FACULTY: Inter disciplinary
Scheme of Teaching, Learning, Examination & Evaluation leading to Two Years PG Degree Master of Journalism & Mass Communication (M. A. JMC) following Two Years PG Programme wef 2023-24**
Two Years - Four Semesters Master's Degree Programme - NEP v 23

First Year Semester – I

| Sr. No. | Subject | Type of Course | Subject Code | Teaching & Learning Scheme | | | | | | Duration Of Exam Hours | Examination & Evaluation Scheme | | | | | | | | |
|---------|--|-------------------|--------------|---|---|---|-------|---------|-----------|------------------------|---|-----------------|----------|-----------------|-------------|----------------|----------------|-----------------------|-------|
| | | | | Teaching Period Per Week | | | | Credits | | | Maximum Marks | | | Minimum Passing | | | | | |
| | | | | L | T | P | Total | L/T | Practical | Total | Theory + MCQ Internal | Theory External | Internal | External | Total Marks | Marks Internal | Marks External | Grade | |
| 0 | *Pre-Requisite Course(s) if applicable/MOOC/Internship/Field Work cumulatively If students wish to opt Minor Course of UG as Major for PG, balance 12 Credits Course will have to be completed (As and when applicable) | Th-Prq | | 0 | 0 | 0 | 0 | | | | Additional Credits to be earned = (1) minus (2) (1) Credits from Major DSC Courses in UG(minus)(2). The Credits already earned from the Course as Minor at UG, now to be opted as Major at PG | 2 | 20 | 30 | | 50* | 08 | 12 | P |
| 1 | Research Methodology and IPR | Th-Major | | 4 | | | 4 | 4 | | 4 | | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 2 | DSC-I.1 - Introduction to Journalism & Mass Communication | Th-Major | | 5 | | | 5 | 5 | | 5 | | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 3 | DSC-II.1 – Traditional Indian Communication | Th-Major | | 4 | | | 4 | 4 | | 4 | | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| | DSC-III.1 – Reporting & News Writing | Th-Major | | 4 | | | 4 | 3 | | 4 | | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 4 | DSE-I/MOOC – New Media & Journalism / Film Communication | Th-Major Elective | | 3 | | | 3 | 3 | | 3 | | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| | | | | | | | | | | | | | | | | | | Minimum Passing Marks | Grade |
| 5 | DSC-III.1 Lab – Reporting & News Writing | Pr-Major | | | | | 2 | 2 | | 1 | 1 | 3 | | | 25 | 25 | 50 | 25 | P |
| 6 | DSE-II/Laboratory/MOOC Lab – New Media Techniques / Film Communication | Pr-Major Elective | | | | | 2 | 2 | | 1 | 1 | 3 | | | 25 | 25 | 50 | 25 | P |
| 7 | #On Job Training, Internship/ Apprenticeship; Field projects Related to Major @ during Vacation cumulatively | Related to DSC | | 120 Hours cumulatively during vacations of Semester I and Semester II | | | | | | 4* | | | | | | | | P* | |
| 8 | Co-curricular Courses: Health and wellness, Yoga Education, Sports and Fitness, Cultural Activities, NSS/NCC, Fine/Applied/Visual/Performing Arts During Semester I, II, III and IV | Generic Optional | | 90 Hours Cumulatively From Semester I to Semester IV | | | | | | | | | | | | | | | |
| | TOTAL | | | | | | | | | 22 | | | | | 600 | | | | |

L:Lecture, T: Tutorial, P: Practical/Practicum

Pre-requisite Course mandatory if applicable: **Prq**, Theory: **Th**, Practical/Practicum: **Pr**, Faculty Specific Core: **FSC**, Discipline Specific Core: **DSC**, Discipline Specific Elective: **DSE**, Laboratory: **Lab**, OJT: On Job Training: Internship/ Apprenticeship; Field projects: **FP**; RM: Research Methodology; Research Project: **RP**, **Co-curricular Courses :CC**

Note: **Co-curricular Courses:** In addition to the above, CC also include but not limited to Academic activities like paper presentations in conferences, Aavishkar, start-ups, Hackathon, Quiz competitions, Article published, Participation in Summer school/ Winter School / Short-term course, Scientific Surveys, Societal Surveys, Field Visits, Study tours, Industrial Visits, online/offline Courses on Yoga (Yoga for IQ development, Yoga for Ego development, Yoga for Anger Management, Yoga for Eye sight Improvement, Yoga for Physical Stamina, Yoga for Stress Management, etc.). These can be completed cumulatively during **Semester I, II, III and IV**. Its credits and grades will be reflected in semester IV credit grade report.

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Two Years - Four Semesters Master's Degree Programme - NEP v 23

First Year Semester -II [Level 6.0]

| Sr. No. | Subject | Type of Course | Subject Code | Teaching & Learning Scheme | | | | | | Duration Of Exam Hours | Examination & Evaluation Scheme | | | | | | | | |
|--|---|------------------|--------------|--|---|---|---|---|----|------------------------|---------------------------------|-----------------|----------|-----------------|-------------|----------------|----------------|-----------------------|---|
| | | | | | | | | | | | Maximum Marks | | | Minimum Passing | | | | | |
| | | | | L | T | P | | | | | Theory +MCQ Internal | Theory External | Internal | External | Total Marks | Marks Internal | Marks External | Grade | |
| 1 | DSC-I.2 – Print Media Journalism | Th-Major | | 4 | | | 4 | 4 | | 4 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 2 | DSC-II.2 – Rural & Agriculture Journalism | Th-Major | | 5 | | | 5 | 5 | | 5 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 3 | DSC-III.2 – Radio Journalism | Th-Major | | 4 | | | 4 | 4 | | 4 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 4 | DSE-II/MOOC – Advance Photo Journalism / Magazine Journalism | Th-MajorElective | | 3 | | | 3 | 3 | | 3 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| | | | | | | | | | | | | | | | | | | Minimum Passing Marks | |
| 5 | DSC-I.2Lab – Editing of Newspaper | Pr-Major | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | | 25 | P |
| 6 | DSE-IIILaboratory/MOOCLab – Skills in Photography | Pr-MajorElective | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | | 25 | P |
| 7 | #OnJobTraining,Internship/Apprenticeship;Fieldprojects RelatedtoMajor@duringvacations Cumulatively | Relatedto Major | | 120Hours cumulatively during vacations of Semester I And Semester II | | | | | 4* | | | | | | | | | P* | |
| 8 | Co-curricular Courses: Health and wellness, Yoga Education, Sports and Fitness, Cultural Activities, NSS/NCC, Fine/Applied/Visual/Performing Arts During Semester I, II, III and IV | Generic Optional | | 90Hours Cumulatively From Sem I to Sem IV | | | | | | | | | | | | | | | |
| Exit Option with a PG Diploma with 4 Credits On-the-job training/internship in the respective Major subject <ul style="list-style-type: none"> Student has to earn Total minimum 4 Credits cumulatively during Vacations of Semester I and Semester II from internship in order to exit After First Year with PG Diploma (42-44 Credits) after Three Year UG Degree | | | | | | | | | | | | | | | | | | | |
| | TOTAL | | | | | | | | | 18+4* | | | | | | 500 | | | |

L: Lecture, T: Tutorial, P: Practical/Practicum

Prerequisite Course mandatory if applicable: Prq, Theory: Th, Practical/Practicum: Pr, Faculty Specific Core: FSC, Discipline Specific Core: DSC, Discipline Specific Elective: DSE, Laboratory: Lab, OJT: On Job Training: Internship/Apprenticeship; Field projects: FP; RM: Research Methodology; Research Project: RP, Co-curricular Courses: CC

Note: # OnJobTraining, Internship/Apprenticeship; Field projects Related to Major (During vacations of Semester I and Semester II) for duration of 120 hours mandatory to all the students, to be completed during vacations of Semester I and/or II.

| Sr. No. | Subject | Type of Course | Subject Code | Teaching & Learning Scheme | | | | | | | Duration Of Exam Hours | Examination & Evaluation Scheme | | | | | | | |
|---------|--|-------------------|--------------|--|---|---|---|---|---|----|------------------------|---------------------------------|-----------------|----------|-----------|-------------|-----------------------|----------------|-------|
| | | | | | | | | | | | | Maximum Marks | | | Practical | | | | |
| | | | | L | T | P | | | | | | Theory +MCQ Internal | Theory External | Internal | External | Total Marks | Marks Internal | Marks External | Grade |
| 1 | Contemporary Applied Technological Advancements in Journalism Research relevant/supportive to Major DSC-I.3 | Th-Major | | 4 | | | 4 | 4 | | 4 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 2 | DSC-II.3 – TV Journalism | Th-Major | | 4 | | | 4 | 4 | | 4 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 3 | DSC-III.3 – Corporate Communication | Th-Major | | 5 | | | 5 | 5 | | 5 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| 4 | DSE-III/MOOC – Business Communication / International Communication | Th-Major Elective | | 3 | | | 3 | 3 | | 3 | 3 | 40 | 60 | | | 100 | 16 | 24 | P |
| | | | | | | | | | | | | | | | | | Minimum Passing Marks | | |
| 5 | DSC-II 3Lab – TV Documentary & Short Films | Pr-Major | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | 25 | | P |
| 6 | DSE-III Lab / MOOC Lab Practical related to DSE III. | Pr-Major Elective | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | 25 | | P |
| 7 | Research Project Phase-I | Major | | 2 | 4 | 6 | 2 | 2 | 4 | | | | | 50 | -- | 50 | 25 | | P |
| 8 | Co-curricular Courses: Health and wellness, Yoga Education, Sports and Fitness, Cultural Activities, NSS/NCC, Fine/ Applied/ Visual/ Performing Arts During Semester I, II, III and IV | Generic Optional | | 90 Hours Cumulatively From Sem I to Sem IV | | | | | | | | | | | | | | | |
| | TOTAL | | | | | | | | | 22 | | | | | | 550 | | | |

L:Lecture, T: Tutorial, P: Practical/Practicum

Prerequisite Course mandatory if applicable: Prq, Theory:

Th, Practical/Practicum: Pr, Faculty Specific Core: FSC, Discipline Specific Core: DSC, Discipline Specific Elective: DSE, Laboratory: Lab, OJT: On Job Training: Internship/Apprenticeship; Field projects: FP; RM: Research Methodology; Research Project: RP, Co-curricular Courses: CC

Note: **Co-curricular Courses:** In addition to the above, CC also include but not limited to Academic activities like paper presentations in conferences, Aavishkar, start-ups, Hackathon, Quiz competitions, Article published, Participation in Summer school/ Winter School / Short-term course, Scientific Surveys, Societal Surveys, Field Visits, Study tours, Industrial Visits, online/offline Courses on Yoga (Yoga for IQ development, Yoga for Egodevelopment, Yoga for Anger Management,

YogaforEyesightImprovement, YogaforPhysicalStamina, YogaforStressManagement, etc.). These can be completed cumulatively during Semester I, II, III and IV. Its credits and grades will be reflected in semester IV credit grade report.

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Scheme of Teaching, Learning, Examination & Evaluation leading to Two Years PG Degree Master of Journalism & Mass Communication (M. A. JMC) following Two Years PG Programme wef 2023-24
Two Years - Four Semesters Master's Degree Programme - NEP v 23
Second Year Semester – IV [Level 6.5]

| Sr. No. | Subject | Type of Course | Subject Code | Teaching & Learning Scheme | | | | | | Duration Of Exam Hours | Examination & Evaluation Scheme | | | | | | | | |
|---------|---|------------------|--------------|--|---|---|----|---------|---|------------------------|---------------------------------|-----------------|----------|----------|-------------|-----|-----|-----------------------|---|
| | | | | Teaching Period Per Week | | | | Credits | | | Maximum Marks | | | | Total Marks | | | | |
| | | | | L | T | P | | | | | Theory +MCQ Internal | Theory External | Internal | External | | | | | |
| 1 | DSC-I.4 – Development of Media | Th-Major | | 5 | | | | 5 | 5 | | 5 | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 2 | DSC-II.4 – Editing | Th-Major | | 4 | | | | 4 | 4 | | 4 | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 3 | DSC-III.4- Advertising and Media | Th-Major | | 4 | | | | 4 | 4 | | 4 | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| 4 | DSE-IV/MOOC – Environmental Journalism / Intercultural Communication | Th-MajorElective | | 3 | | | | 3 | 3 | | 3 | 3 | 40 | 60 | | 100 | 16 | 24 | P |
| | | | | | | | | | | | | | | | | | | Minimum Passing Marks | |
| 5 | DSC-III.4Laboratory – Devp of AD materials | Pr-Major | | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | 25 | P |
| 6 | DSE-IVLaboratory/MOOCLab – Practical related to DSE IV | Pr-MajorElective | | | | 2 | 2 | | 1 | 1 | 3 | | | | 25 | 25 | 50 | 25 | P |
| 7 | ResearchProjectPhase-II | Major | | | 2 | 8 | 10 | 2 | 4 | 6 | 3 | | | | 75 | 75 | 150 | 75 | P |
| 8 | Co-curricular Courses: Health and wellness, Yoga Education, Sports and Fitness, Cultural Activities, NSS/NCC, Fine/Applied/Visual/Performing Arts During Semester I, II, III and IV | Generic Optional | | 90 Hours Cumulatively From Sem I to Sem IV | | | | | | | | | | | | | | | |
| | TOTAL | | | | | | | | | 24 | | | | | | 650 | | | |

L: Lecture, T: Tutorial, P: Practical/Practicum

Prerequisite Course and mandatory if applicable: Prq, Theory: Th, Practical/Practicum: Pr, Faculty Specific Core: FSC, Discipline Specific Core: DSC, Discipline Specific Elective: DSE, Laboratory: Lab, OJT: On Job Training: Internship/Apprenticeship; Field projects: FP; RM: Research Methodology; Research Project: RP, Co-curricular Courses: CC

Note: **Co-curricular Courses:** In addition to the above, CC also include but not limited to Academic activities like paper presentations in conferences, Aavishkar, start-ups, Hackathon, Quiz competitions, Article published, Participation in Summer school/ Winter School / Short-term course, Scientific Surveys, Societal Surveys, Field Visits, Study tours, Industrial Visits, online/offline Courses on Yoga (Yoga for IQ development, Yoga for Egodevelopment, Yoga for Anger Management,

YogaforEyesightImprovement, YogaforPhysicalStamina, YogaforStressManagement, etc.). These can be completed cumulatively during **Semester I, II, III and IV**. Its credits and grades will be reflected in semester IV credit grade report.

Table: Comprehensive Credits distribution amongst the type of Courses over Two Years (Four Semesters) PG Programme and Minimum Credits to be earned for PG Degree
[M.A. in Journalism and Mass Communication]

| Sr. No. | Type of Course | Total Credits Offered | Minimum Credits Required |
|---------|---|---|--|
| 1 | MAJOR | | |
| | i. DSC | 56 | 56 |
| | ii. DSE | 16 | 16 |
| | TOTAL | 72 | 72 |
| 2 | Research Methodology and IPR (FSC/DSC: Major) | 04 | 04 |
| 3 | On Job Training, Internship/Apprenticeship; Field projects Related to Major | 04 | 02 (Minimum 60 Hours OJT/FP is mandatory) |
| 4 | Research Project | 10 | 10 |
| | OPTIONAL | | |
| 5 | Co-Curricular Courses (offline and/or online as applicable): Co-curricular Courses: Health and wellness, Yoga Education, Sports and Fitness, Cultural Activities, NSS/NCC, Fine/Applied/Visual/Performing Arts, CC also include but not limited to Academic activities like paper presentations in conferences, Aavishkar, start-ups, Hackathon, Quiz competitions, Article published, Participation in Summer school/Winter School/Short term course, Scientific Surveys, Societal Surveys, Field Visits, Study tours, Industrial Visits, online/offline Courses on Yoga (Yoga for IQ development, Yoga for Egodevelopment, Yoga for Anger Management, Yoga for Eyesight Improvement, Yoga for Physical Stamina, Yoga for Stress Management, etc.). | Limited to Maximum 03 Credits only (For 90 Hours of CC cumulatively) | 00 |
| | TOTAL | 93 | 88 |

TableA:ComprehensiveCreditDistributionforCC

| Sr. No. | Activitiesoffline/onlineas applicable) | CreditsatLevels | | | | | | Letter Grade |
|---------|---|------------------------|------------|-------|-------------|----------|------------------------|--------------|
| | | College | University | State | Zoneifexist | National | International if exist | |
| 1 | Healthandwellness, Yoga*Competitions *IfaCourse(online/offline)onYogaiscompletedor60Hours,2 credits will be awarded to the student (1Credit=30Hours) | 1 | 2 | 3 | 4 | 5 | 6 | P(Pass) |
| 2 | UnnatBharatAbhiyan[UBA] | 1 | 2 | 3 | 4 | 5 | 6 | P(Pass) |
| 3 | Sportsandfitnessactivities(seeseparateTableB) | 1 | 1 / 2 | 2 / 3 | 3 / 4 | 4 / 5 | 5 / 6 | P(Pass) |
| 4 | Culturalactivities,Fine/Applied/Visual/Performing Arts | 1 | 2 | 3 | 4 | 5 | 6 | P(Pass) |
| 5 | N.S.S.activitiesCamps | 1 | 2 | 3 | 4 | 5 | 6 | P(Pass) |
| 6 | AcademicactivitieslikeResearchPaper/Article/Posterpresentations, Aavishkar, start-up, Hackathon, Quiz competitions, other curricular, co-curricular activities,students exchange programme etc.ResearchPaper/Articlepublished | 1 | 2 | 3 | 4 | 5 | 6 | P(Pass) |
| 7 | ParticipationinSummerschool/WinterSchool/Shortterm course (notlessthan30hours1or2weeksduration) (notless than60hours2 or3 weeks duration) | 2 Credits 4 Credits | | | | | | P(Pass) |
| | ScientificSurveys,SocietalSurveys | 2 Credits | | | | | | P(Pass) |
| | FieldVisits,Studytours,IndustrialVisits | 1 Credit | | | | | | P(Pass) |
| | NCC Activities | AsgiveninTableC | | | | | | |

Table B: Credit Distribution for Sports and Fitness

| Sr. No. | Particulars of Sports Status (Individual/Team) | Credits | Letter Grade |
|---------|--|---------|--------------|
| 1 | College Level Participation | 1 | P (Pass) |
| 2 | University Level Participation | 1 | P (Pass) |
| 3 | University Level Rank 1,2,3 | 2 | P (Pass) |
| 4 | State Level Participation | 2 | P (Pass) |
| 5 | State Level Rank 1,2,3 | 3 | P (Pass) |
| 6 | Zonal Level Participation | 3 | P (Pass) |
| 7 | Zonal Level Rank 1,2,3 | 4 | P (Pass) |
| 8 | National Level Participation | 4 | P (Pass) |
| 9 | National Level Rank 1,2,3 | 5 | P (Pass) |
| 10 | International Level Participation | 5 | P (Pass) |
| 11 | International Level 1,2,3 | 6 | P (Pass) |

Table C: Credit Distribution for NCC activities

| Sr. No. | Particulars of NCC Activities | Credits | Letter Grade |
|---------|-----------------------------------|---------|--------------|
| 1 | Participation in NCC activities | 1 | P (Pass) |
| 2 | 'B' Certificate obtained | 2 | P (Pass) |
| 3 | 'C' Certificate obtained | 3 | P (Pass) |
| 4 | State Level Participation | 4 | P (Pass) |
| 5 | National level Participation | 5 | P (Pass) |
| 6 | International Level Participation | 6 | P (Pass) |

This will carry 4 Credits for learning of 120 hours. Its credits and grades will be reflected in Semester II credit grade report.

Note: **Co-curricular Courses:** In addition to the above, CC also include but not limited to Academic activities like paper presentations in conferences, Aavishkar, start-ups, Hackathon, Quiz competitions, Article published, Participation in Summer school/ Winter School / Short-term course, Scientific Surveys, Societal Surveys, Field Visits, Study tours, Industrial Visits, online/offline Courses on Yoga (Yoga for IQ development, Yoga for Eg development, Yoga for Anger Management, Yoga for Eyesight Improvement, Yoga for Physical Stamina, Yoga for Stress Management, etc.). These can be completed cumulatively during **Semester I, II, III and IV**. Its credits and grades will be reflected in semester IV credit grade report.