

Programme structure

Total Credits: 85

Structure of the curriculum

Course category	No of courses	Credits per course	Total Credits
Core courses	20	Varies from 2 to 4	68
Elective courses	09	Varies from 3 to 4	33
Open electives	06	3	18
Total credits			119 (Total credit exceed the programme credit of 85 as not all the electives would be offered every semester and only a few of them would be offered accordingly)

SEMESTER-WISE-SCHEDULE

SEMESTER I							
Course code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Contact Hour (CH)	Credits (CR)	Course Type
MC-572	Communication theories	3	0	0	3	3	Core
MC-573	Principles of Journalism	1	1	2	6	4	Core
MC-574	Advertising	2	0	2	6	4	Core
MC-575	Broadcast media: Radio	2	0	2	6	4	Core
MC-576	New media: Evolution, principles & theory	2	0	2	6	4	Core
MC-577	Media in Northeast India	2	1	0	3	3	Core

SEMESTER II							
		L	T	P	CH	CR	
MC-578	Writing for media	1	1	2	6	4	Core
MC-579	Photojournalism	1	0	2	5	3	Core
MC-580	Broadcast media: Television	1	0	2	5	3	Core
MC-581	PR & Corporate communication	2	1	1	5	4	Core
MC-582	Portfolio Preparation and Comprehensive Viva-Voce - I	0	1	1	3	2	Core
Electives							
MC-583	Media Management	3	1	0	4	4	Core elective
MC-584	Graphic design for media	1	1	2	6	4	Core elective
MC-585	Health Communication	2	1	1	5	4	Core elective
MC-586	Film appreciation and criticism	2	1	0	3	3	Open elective
MC-587	Digital media literacy	1	0	2	5	3	Open elective

SEMESTER III							
		L	T	P	CH	CR	
MC-588	Communication research methods	2	1	1	5	4	Core
MC-589	Communication for social change and development	2	0	1	4	3	Core
MC-590	Media law and ethics	3	0	0	3	3	Core
MC-591	Internship					4	Core
MC-592	Media, culture and society	2	1	0	3	3	Core elective
MC-593	Television programme and production	1	0	2	5	3	Core elective
MC-594	Folk and community media	1	0	2	5	3	Core elective
MC-595	Visual communication	1	0	2	5	3	Open elective
MC-596	Communication skills	2	0	1	4	3	Open elective
MC-597	Assamese Journalism	2	0	1	4	3	Open elective
MC-598	Science Communication	3	0	0	3	3	Open elective

SEMESTER IV							
		L	T	P	CH	CR	
MC-599	Understanding cinema	1	1	1	4	3	Core
MC-600	Science Communication	1	1	2	6	4	Core
MC-601	Political and International Communication	3	0	0	3	3	Core
MC-602	Communication research project					4	Core
MC-603	Portfolio Preparation and Comprehensive Viva-Voce - II	0	1	1	3	2	Core
MC-604	New media production	1	0	3	7	4	Core elective
MC-605	Documentary production	1	0	3	7	4	Core elective
MC-606	Community Radio	1	0	3	7	4	Core elective

Mapping of course with program outcomes (POs)

	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5
SEMESTER I	MC-572	Communication theories	✓	✓	✓		
	MC-573	Principles of Journalism	✓	✓	✓	✓	✓
	MC-574	Advertising	✓	✓	✓	✓	✓

	MC-575	Broadcast media: Radio	✓	✓	✓	✓	✓	
	MC-576	New media: Evolution, principles & theory	✓	✓	✓	✓	✓	
	MC-577	Media in Northeast India		✓	✓			
SEMESTER II	MC-578	Writing for media	✓	✓	✓	✓	✓	
	MC-579	Photojournalism	✓	✓		✓	✓	
	MC-580	Broadcast media: Television	✓	✓		✓	✓	
	MC-581	PR & Corporate communication	✓	✓	✓	✓	✓	
	MC-582	Portfolio Preparation and Comprehensive Viva-Voce - I				✓	✓	
	Electives							
	MC-583	Media Management	✓	✓	✓	✓		
	MC-584	Graphic design for media		✓		✓	✓	
	MC-585	Health Communication	✓	✓	✓	✓	✓	
	Open Electives							
	MC-586	Film appreciation and criticism		✓	✓	✓	✓	
	MC-587	Digital media literacy	✓	✓	✓	✓		

SEMESTER III	MC-588	Communication Research methods	✓	✓	✓	✓	✓	
	MC-589	Communication for social change and development	✓	✓	✓	✓	✓	
	MC-590	Media law and ethics	✓	✓	✓	✓	✓	
	MC-591	Internship	✓	✓	✓	✓	✓	
	Elective							
	MC-592	Media, culture and society	✓	✓	✓	✓	✓	
	MC-593	Television programme and production				✓	✓	
	MC-594	Folk and community media		✓		✓	✓	
	Open elective							
	MC-595	Visual communication		✓		✓	✓	

	MC-596	Communication skills					
	MC-597	Assamese Journalism		✓		✓	
	MC-598	Science Communication		✓		✓	✓

SEMESTER IV	MC-599	Understanding cinema		✓	✓	✓		
	MC-600	Science Communication						
	MC-601	Political and International Communication	✓	✓	✓	✓		
	MC-602	Communication research project	✓	✓	✓	✓	✓	
	MC-603	Portfolio Preparation and Comprehensive Viva-Voce - II				✓	✓	
	Electives							
	MC-604	New media production	✓		✓	✓	✓	
	MC-605	Documentary production	✓			✓	✓	
	MC-606	Community Radio	✓			✓	✓	

Evaluation Plan: MA MCJ

The evaluation plan in general has been adopted with the following objectives ---

- A judicious blend of theoretical and practical pedagogy which shall encourage the learners to think independently and experiment with new and innovative ideas of their own
- Faculty members shall endeavor to guide the learners to think and act with creative ideas and problem-solving initiatives for converting even an adverse situation to their advantage
- Encourage team work with each individual contributing adequately and meaningfully to the end goal
- Prepare them with technical finesse

Keeping in view the above objectives along with program objectives, programme outcome, learning outcome etc. evaluation is carried out in the following manner -

Dividing the total credits into minor and major portions, care has been taken ---

- To set the questions on theoretical definitions and their practical applications (wherever applicable)