



ALAGAPPA UNIVERSITY

M.A. (Journalism and Mass Communication)

Sl.No.	Course Code No.	Name of the Course	CAI max	ESE max	Total max	C
I SEMESTER						
1	30911	Introduction to Journalism & Mass Communication	25	75	100	4
2	30912	Evolution of Media	25	75	100	4
3	30913	Photography	25	75	100	4
4	30914	Reporting & Editing	25	75	100	4
TOTAL			100	300	400	16
II SEMESTER						
5	30921	Theories of Communication	25	75	100	4
6	30922	Advertising & Public Relations	25	75	100	4
7	30923	Audio Production	25	75	100	4
8	30924	Video Production	25	75	100	4
TOTAL			100	300	400	16
III SEMESTER						
9	30931	Graphic Communication	25	75	100	4
10	30932	Communication Research Methods	25	75	100	4
11	30933	Media Laws and Ethics	25	75	100	4
12	30934	Internship(One Month)	25	75	100	4
TOTAL			100	300	400	16
IV SEMESTER						
13	30941	Development Communication	25	75	100	4
14	30942	New Media Communication	25	75	100	4
15	30943	Corporate Communication	25	75	100	4
16	30944	Project Work / Dissertation	25	75	100	4
TOTAL			100	300	400	16
TOTAL CREDITS			400	1200	1600	64