

**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**

**M.A. (Journalism and Mass Communication)  
Degree Program 2020-22**

**II - SEMESTER**

| S. No.       | Subject Code | Name of Subject               | Teaching Scheme/week |          |          |           | Examination Scheme      |               |                      |                         |                      | Total Marks |
|--------------|--------------|-------------------------------|----------------------|----------|----------|-----------|-------------------------|---------------|----------------------|-------------------------|----------------------|-------------|
|              |              |                               | L                    | T        | P        | credits   | Theory                  |               |                      | Practical               |                      |             |
|              |              |                               |                      |          |          |           | End Sem University Exam | Two Term Exam | Teachers Assessment* | End Sem University Exam | Teachers Assessment* |             |
| 1            | JMCPG 201    | Advertising                   | 5                    | 0        | 0        | 5         | 60                      | 20            | 20                   | 0                       | 0                    | 100         |
| 2            | JMCPG 202    | International Communication   | 5                    | 0        | 0        | 5         | 60                      | 20            | 20                   | 0                       | 0                    | 100         |
| 3            | JMCPG203     | Media Planning and Management | 5                    | 0        | 0        | 5         | 60                      | 20            | 20                   | 0                       | 0                    | 100         |
| 4            | JMCPG 204    | Radio Production              | 4                    | 0        | 2        | 5         | 60                      | 20            | 20                   | 0                       | 50                   | 150         |
| 5            | JMCPG205     | Photography                   | 3                    | 0        | 2        | 4         | 60                      | 20            | 20                   | 0                       | 50                   | 150         |
| 6            | JMCPG206     | Field study and seminar       | 0                    | 0        | 4        | 2         | 0                       | 0             | 0                    | 60                      | 40                   | 100         |
| 7            | JMCPG207     | Comprehensive Viva Voce       | 0                    | 0        | 0        | 2         | 0                       | 0             | 0                    | 50                      | 0                    | 50          |
| <b>TOTAL</b> |              |                               | <b>22</b>            | <b>0</b> | <b>4</b> | <b>28</b> | <b>300</b>              | <b>100</b>    | <b>100</b>           | <b>110</b>              | <b>140</b>           | <b>750</b>  |

\*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.



**Chalmerson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore




Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore