

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Choice Based Credit System (CBCS) Scheme

### M.A. (Journalism and Mass Communication)

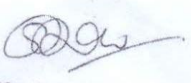
#### II- SEMESTER

S. No.	Subject Code	Name of Subject	Teaching Scheme/week			Examination Scheme					Total Marks	CREDITS
			L	T	P	Theory			Practical			
						End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment*		
1	JMCPG 201	Advertising	4	1	0	60	20	20	0	0	100	5
2	JMCPG 202	International Communication	4	1	0	60	20	20	0	0	100	5
3	JMCPG203	Web Media / Media Planning & Management	4	1	0	60	20	20	0	0	100	5
4	JMCPG 204	Radio Production	4	0	2	60	20	20	0	50	150	5
5	JMCPG205	Photography	3	0	2	60	20	20	0	50	150	4
6	JMCPG206	Field study and seminar	0	0	4	0	0	0	30	20	50	2
7	JMCPG207	Comprehensive Viva Voce	0	0	0	0	0	0	50	0	50	2
TOTAL			19	3	8	300	100	100	80	120	700	28

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

Optional Paper-JMCPG203

1. Web Media
2. Media Planning & Management

  
**Chairperson**  
**Board of Studies**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore

  
**Joint Registrar**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore

