

**Norms and Structure
for Master of Arts in Journalism and Mass Communication/ MA(JMC)**

Programme Information

Duration: Two years (Full-time)

Minimum credits: 100

Total seats: 30 (25 subsidized + 05 non-subsidized)

Supernumerary seats: As per Himachal Pradesh University norms.

Reservation: As per Himachal Pradesh University norms. The reserved seats shall be worked out on the basis of the existing 120-point roster.

Fee structure:

- Subsidized seats: Fees and charges as per Himachal Pradesh University Rules
- Non-subsidized seats: Rs.20000 per semester along with other charges/fees of the University

Eligibility Criteria

Age Limit: As per Himachal Pradesh University norms.

Educational Qualifications: Graduation (or equivalent) degree in any discipline from a recognized University established by law with at least 50% marks (45% marks) in case of SC/ST candidates).

Admission: The admission shall strictly be on the basis of merit achieved in the entrance process. The entrance process will be of 100 marks and will be held in two stages: Stage 1 – Written Test (80 marks); and Stage 2 – Personal Interview (20 marks). The marks of both the written test and personal interview will be added for the final merit. A maximum of three-times the candidates in each category will be invited for the personal interview stage. A minimum of 35 percent (aggregate of Stage 1 and Stage 2) in the entrance process are required to qualify for admission.

Degree requirements:

- i. To be eligible for the award of the degree of MA(JMC) a candidate must secure a minimum of **100 credits, subject to the following minimum conditions:**
 - a) Core Courses: 14 courses (or 80 credits), including 10 Discipline Specific Core (or 60 credits) and four Skill Enhancement Core Courses (or 20 credits). In addition to this one non-CGPA Ability Enhancement Course is mandatory.
 - b) Discipline Specific Elective Courses: Three courses (or 12 credits)
 - c) Generic Elective Courses: Two courses (or 08 credits) from other disciplines
- ii. In each individual course, a candidate must secure a minimum of 40% marks each in internal assessment, practical exam, and semester-end theory exam to pass a course and earn credits in that course.
- iii. Attendance: 75% of total lectures delivered in all courses/papers, including Cleanliness Drive and Mentorship programme.

Internal Assessment (IA): Internal Assessment shall be based on the performance in the class (CCA) along with attendance. CCA shall be based on one or some of the following: class tests, quiz, assignments, classroom participation, seminars, presentations, discussions, group exercises, etc. The marks for attendance shall be awarded to regular students as follows:

Classroom Attendance Incentive: Those having greater than 75% attendance (25% will be added to percent attendance of students representing the University in co-curricular activities) will be awarded IA marks as follows: ≥ 75% but < 80% – 1 mark; ≥ 80% but < 85% – 2 marks; ≥ 85% but < 90% – 3 marks; ≥ 90% but < 95% – 4 marks; and ≥ 95% – 5 marks.

List of Courses

Discipline Specific Core Courses

Course Code					Title of the course	Credits				Marks Distribution			
LE	SUB	YR	SE M	NO.		L	T	P	TO T	IA ~	PR	ESE	TO T
Semester – I													
M	JMC	22	1	01	Communication Theory	5	1	0	6	20	0	80	100
M	JMC	22	1	02	Modern Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	03	Social Media and Mobile Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	04	Convergence Media	4	1	1	6	20	0	80	100
Semester – II													
M	JMC	22	2	01	Advertising and Online Promotion	4	1	1	6	20	0	80	100
M	JMC	22	2	02	Broadcast Journalism and Production	4	1	1	6	20	0	80	100
Semester – III													
M	JMC	22	3	01	Communication Research	5	1	0	6	20	0	80	100
M	JMC	22	3	02	Public Relations and Public Opinion in Digital Age	4	1	1	6	20	0	80	100
Semester – IV													
M	JMC	22	4	01	Media Ethics, Laws and Development	5	1	0	6	20	0	80	100
M	JMC	22	4	02	Visual Communication and Design	4	1	1	6	20	0	80	100

Skill Enhancement Core Courses

Semester – I													
M	JMC	2 2	1	05	Value-added Communication Practice-1	0	0	4	4	20	80	0	100
Semester – II													
M	JMC	2 2	2	03	Value-added Communication Practice-2	0	0	6	6	20	80	0	100
Semester – III													
M	JMC	2 2	3	03	Value-added Communication Practice-3	0	0	6	6	20	80	0	100
Semester – IV													
M	JMC	2 2	4	03	Comprehensive Viva Voce	0	0	4	4	0	100	0	100

Ability Enhancement Core Course*

Semester-III													
M	JMC	2 2	3	04	Industry Internship*	0	0	4	4	20	80	0	100

Discipline Specific Elective Courses

Semester-I													
M	JMC	22	1	06	Community and Community Media	3	1	0	4	20	0	80	100
Semester – II													
M	JMC	22	2	04	Development Communication	3	1	0	4	20	0	80	100
Semester-III													
M	JMC	22	3	05	Media and Cultural Studies	3	1	0	4	20	0	80	100
Semester-IV													
M	JMC	22	4	04	Dissertation	0	1	3	4	20	80	0	100
M	JMC	22	4	05	Major Project	0	0	4	4	20	80	0	100

Generic Elective Courses[^]

Semester II													
M	JMC	22	2	05	Basics of Convergence Media	4	0	0	4	20	0	80	100
Semester IV													
M	JMC	22	4	06	Ethico-legal Issues in Media	4	0	0	4	20	0	80	100

[^]Generic Elective Courses listed here are inter-departmental and are available only for students of other disciplines. A maximum of 30 seats are available per course per semester on first-come-first-serve basis.

*Mandatory Non-CGPA Core Course.

List of abbreviations

ESE	End-semester Examination
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical Exam
SEM	Semester
SUB	Subject
T	Tutorial
TOT	Total marks
YR	Year of introduction