

JMCVP

BA Journalism and Mass Communication & BSc Biotechnology PROGRAMME STRUCTURE

Study Components	No. of Courses	Credits/Course	Total
Credit			
<i>Language Courses</i>			
1. English	4	3	12
2. Additional Language	2	3	6
<i>Foundation Courses</i>	2	2-3	5
<i>Core Courses</i>	12-14	2-4	38
<i>Vocational Courses</i>	10-12	2-4	35
<i>Complementary Courses</i>	4-6	2-4	16
<i>Open/Elective Courses</i>	2	2	4
<i>Dissertation/project</i>	1	4	4

Semester 1 [2016 Admissions]

Language Course: English

AUEN 111.4 Listening, Speaking and Reading

Additional language Course

AUFR 111.4 Business French I

AUML 111.4 Gadyasahithyam

AUHN 111.4 Prose and Translation

Foundation Course-I

AUJC 121 Methodology and Theories of Mass Communication

Complementary Course

AUML131 SargathmakaRachana: ThathwavumAavishkaravum

Core Courses

AUJC141 Introduction to Mass Communication

AUJC142 Reporting

Vocational Course I

AUJC151 Editing

Semester 2 [2016 Admissions]

Language Course: English

AUEN 212.4 Modern English Grammar and Usage

Additional language Course

AUHN 211.4 Poetry, Novel and Communication skill

AUML 211.4 Drishyakalasaahithyam

AUFR 111.4 Business French II

Complementary Course

AUML231 MadhyamaRachana: ThathwavumAavishkaravum

Core Course

AUJC 241 Introduction to Environmental Studies

Vocational Course

AUJC 251 EBasics of Audio Visual Communication

Semester 3
[2015 Admissions]

Language Course: English

AUEN 311.4 Writing and Presentation Skills

Foundation Course

AUJC 321 Radio Broadcasting

Complementary Course

AUEN 331 Creative Writing

Core Course

AUJC 341 Magazine Journalism

Vocational Courses

AUJC 351 Photo Journalism

AUJC 352 Introduction to Television Production

Semester 4
[2015 Admissions]

Language Course: English

AUEN411.4 Readings in Literature

Core Courses

AUJC 441 PR & Corporate Communication

AUJC 442 Advertising

Complementary Courses

AUEN 431.4b English for the Media

AUJC 442 Advertising

Vocational Courses

AUJC 451 Introduction to Cinema
AUJC 452 Television Broadcasting

Semester 5
[2014 Admissions]

Core Courses

AUJC 541 Malayalam Journalism
AUJC 542 Mass Media Management

Vocational Courses

AUJC 451 Introduction to Cinema
AUJC 452 Television Broadcasting
AUJC 543 Media Laws and Ethics
AUJC 551 Documentary Film
AUJC 55P I Video Project (Practical)
AUJC 581.a Film Appreciation
AUJC 581.b Inter Cultural Communication
AUJC 544 Project

Semester 6
[2014 Admissions]

Core Courses

AUJC 641 Development Communication
AUJC 642 Business Journalism
AUJC 643 Advanced Television Production
AUJC 644 Project/Dissertation

Vocational Courses

AUJC 651 Introduction to Cyber Media
AUJC 652 Media and Society

Electives

AUJC 69.a Multimedia Production
AUJC 69.b Science Journalism