



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) in Light of NEP-2020

M.A. (Journalism and Mass Communication) 2021-2023

S. No.	Subject Code	Name of Subject	II Semester									Total Marks
			Teaching Scheme/week				Examination Scheme					
			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	3	0	0	3	60	20	20	0	0	100
2	JMCPG 202	International Communication	3	0	0	3	60	20	20	0	0	100
3	JMCPG203	Media Planning & Management	3	0	0	3	60	20	20	0	0	100
4	JMCPG 204	Radio Production	2	0	2	3	60	20	20	30	20	150
5	JMCPG205**	Photography	2	0	2	3	60	20	20	30	20	150
		Film Appreciation										
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	30	20	50
8	GEJMCPG	Generic Elective				3						
TOTAL			13	0	4	22	300	100	100	150	100	750

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

** Discipline Specific Elective Subject

Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Joint Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

17.1.2022