

Guru Jambheshwar University of Science & Technology Hisar

Department of Mass Communication



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Scheme and Syllabi of Examination

of

Integrated B.A. (Hons/Hons with Research) M.A. Mass Communication

B.A. (Hons/Hons with Research) Mass Communication

(NEP-2020)

For UTD (Regular Course)

Third Year

(w.e.f. Academic Session 2023-24 and 2024-24)



Guru Jambheshwar University of Science and Technology
Hisar-124001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



Scheme of Examination for Under Graduate Programme
 [UG Four Years Programme (Single Major from First Semester)]

Programme: B.A. (Hons/Hons with Research) Mass Communication and Integrated B.A.
(Hons/Hons with Research) M.A. Mass Communication

According to Curriculum and Credit Framework for Under Graduate Programme of NEP-2020

Third Year

SEMESTER-V								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	24MCO0501T	Introduction to Advertising Campaign	4	4	30	70	100	3
	24MCO0502T	Introduction to Public Relations Campaign	4	4	30	70	100	3
	24MCO0503T	Production for Print Media	2	2	15	35	50	2
	24MCO0503P	Production for Print Media -Lab	2	4	15	35	50	2
	24MCO0504T	Production for Electronic Media	2	2	15	35	50	2
	24MCO0504P	Production for Electronic Media - Lab	2	4	15	35	50	2
VOC	<i>To be opted from the pool of VOC</i>		4	4	30	70	100	3
SEC	24MCO0505I	Internship	4	4	--	100	100	
			24	32	150	450	600	
SEMESTER-VI								
DSC	24MCO0601T	Computer Applications for Media	4	4	30	70	100	3
	24MCO0602T	Introduction to Graphics	4	4	30	70	100	3
	24MCO0603T	Production for Advertising Campaign	2	2	15	35	50	2
	24MCO0603P	Production for Advertising Campaign - Lab	2	4	15	35	50	2
	24MCO0604T	Production for Public Relations Campaign	2	2	15	35	50	2
	24MCO0604P	Production for Public Relations Campaign -Lab	2	4	15	35	50	2
VOC	<i>To be opted from the pool of VOC</i>		4	4	30	70	100	3
SEC	<i>To be opted from the pool of SEC</i>		2	2	15	35	50	2
			22	30	165	385	550	
Courses offer for the Pool (Semester-V)								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
VOC	24VOC0510T	Presentation Skills	2	2	15	35	50	2
	24VOC0510P	Presentation Skills (Lab)	2	4	15	35	50	2
(Semester- VI)								

VOC	24VOC0610T	Documentary & Short Films	2	2	15	35	50	2
	24VOC0610P	Documentary & Short Films (Lab)	2	4	15	35	50	2
SEC	24SEC0619T	Visual Storytelling	2	2	15	35	50	2