

St JOSEPH'S COLLEGE, (Autonomous), BANGALORE

M.S (Communication)

Course Overview:

The Post Graduate Degree Program in Communication is spread over four semesters with a total of 83 credit units of study.

The programme is a balanced mix of conceptual theory oriented papers and skill competencies in Print/ Electronic Media and New Media along with a few non media papers that offer an insight into the political/social context in which media operates.

On completion of the programme of study, a student will have skill competency across media capable of handling multi task situations that contemporary media organizations demand and also have a thorough understanding of the principles, conceptual issues related to media in a global context.

There is greater emphasis on continuous assessment based on student performance in class seminars, field based assignments and experiential learning activities. A one- credit theory paper means one- hour contact session per week, and two hours sessions for a practical paper. On an average a student will have between 28-30 contact hours of instruction per week with additional work on assignments, practice sessions in the lab and/or field based work related to the papers. In addition, special lectures, weekly seminars and related academic activities will be organized on regular basis. Regularity of attendance in classes, active participation in class seminars/debates is mandatory for all students. Every student admitted to the course will bring out the assigned number of lab newspaper as student editor under the guidance of a faculty member. Each student will also have to complete production assignments in radio, television web design and multimedia presentation. The faculty in charge will decide the modalities for executing the assignments and evaluating the performance.

Grades for internal assessment and semester examination will be equitably distributed. On an average there will be three assignments/class presentations per semester for theory papers and weekly assignments for practical papers. A minimum of 40% is required in internal as well as semester examination for passing each paper. An overall grade of 50% is required to successfully complete the degree program.

Course structure and credits

Semester I

Papers	Credits	Marks
Core papers		
Introduction to Communication	4	100
Media Organisation & Ideology	4	100
Reporting & Editing	5	100
Principles of Advertising	3	100
Lab Newspaper (Practical)* (includes newspaper design+layout+photo journalism) (<i>Beacon</i> everyday + one issue of <i>Communique</i>)	2	50
Media Seminar - weekly**		
Minor electives		
Contemporary Ideologies	2	50
Total	20	500

Semester II

Papers	Credits	Marks
Core papers		
Media Research Techniques	4	100
Media Laws & Ethics	4	100
Audio Production Skills (Practical)*	4	100
Public Relations: Theory and Practice	4	100
Lab Newspaper (Practical)* <i>Beacon</i> everyday + <i>Communique</i> -4 issues	1	25
Media Seminar (Weekly)	1	25
Minor electives		
Civil Society & Social Movements	2	50
Total	20	500

Internship with a Media Organisation- Total 6 Weeks duration – 3 credits

Note: * All practical courses will have continuous internal assessment for regular class assignments

** Media Seminar spread over two semesters

Internship training of 6 weeks duration is to be completed during the summer break after the completion of second semester examination and before commencement of third semester classes. Portfolio of work done, assessment by supervisor and certificate of completion of training is required for award of degree certificate.

III Semester

Papers	Credits	Marks
Core papers		
Media & Culture Studies	4	100
Political Communication	3	100
Video Production Skills (Practical)	4	100
Lab Journal (<i>Communiqué/The Beacon</i>)	1	25
Media Seminar	1	25
Minor electives		
Development Communication	2	50
Specialisation (any one)		
Broadcast News (Radio/TV)*(Practical)	5	100
Web Journalism*(Practical)		
Total	20	500

Note * Broadcast news bulletin for narrowcasting twice a week by groups by rotation/College website to be updated twice a week.

Semester IV

Papers	Credits	Marks
Core papers		
International Communication	3	100
Film Appreciation	4	100
Science/Environmental Journalism	3	100
Thesis- Independent Study	5	100
Project- Independent work (Documentary, feature film/web news portal/ PR event/PS Campaign)	5	100
Total	20	500

Total Credits 80 + 3 credits for Internship

Total Marks 2000