



Syllabus for Master of Communication and Journalism (MCJ)

Semester-I

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ4013	Media History	3	1	0	4	4
MJ4015	Media, Culture and Society	3	1	0	4	4
MJ4017	Communication Models and Theories	3	1	0	4	4
MJ4019	Media Laws and Ethics	3	1	0	4	4
MJ4011	Writing for Media	1	1	0	2	2
Practical						
MJ4091	Media Writing Project	0	0	6	6	3
Sessional						
MJ4081	Contemporary Issues Seminar – I	0	1	0	1	1
TOTAL		13	6	6	25	22

Semester-II

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ4016	Media Economics	3	1	0	4	4
MJ4018	Communication Research	3	1	0	4	4
MJ4020	Advertising and Public Relations	3	1	0	4	4
MJ4022	Critical Approaches to Media Texts	3	1	0	4	4
MJ4014	Audiovisual Journalism	1	1	0	2	2
Practical						
MJ4092	Audiovisual Journalism Project	0	0	6	6	3
Sessional						
MJ4082	Contemporary Issues Seminar – II	0	1	0	1	1
TOTAL		13	6	6	25	22

Specialization 1: Convergent Journalism

Semester-III

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5101	Print Journalism	3	1	0	4	4
MJ5103	Photojournalism	3	1	0	4	4
MJ5105	Web and Mobile Journalism	3	1	0	4	4
-	DSE – 1	1	1	0	2	2
-	DSE – 2	1	1	0	2	2
Practical						
MJ5191	Convergent Journalism Project – I	0	0	4	4	2
Sessional						
MJ5181	Contemporary Issues Seminar – III	0	1	0	1	1
MJ5183	Summer Internship	4 weeks during vacation, after Semester II				4
MJ5187	Pre-Dissertation Report	Regular consultation with the supervisor, 4 hours weekly				4

	TOTAL	11	6	4	21	27
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List of DSEs (Semester-III)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5171	Sports Journalism	1	1	0	2	2
MJ5173	Business Journalism	1	1	0	2	2
MJ5175	Investigative Journalism	1	1	0	2	2

Semester-IV

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5102	Radio Journalism	3	1	0	4	4
MJ5104	Television Journalism	3	1	0	4	4
-	DSE / Open Elective – 3	1	1	0	2	2
Practical						
MJ5192	Convergent Journalism Project – II	0	0	4	4	2
Sessional						
MJ5182	Contemporary Issues Seminar – IV	0	1	0	1	1
MJ5184	Dissertation	Regular consultation with the supervisor				6
	TOTAL	7	4	4	15	19

List of DSEs (Semester-IV)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5272	Data Journalism	1	1	0	2	2
MJ5274	Odia Journalism	1	1	0	2	2

Specialization 2: Communication for Social Change

Semester-III

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5207	Theories of Development	3	1	0	4	4
MJ5209	Social and Behaviour Change Communication	3	1	0	4	4
MJ5211	Participatory Media	3	1	0	4	4
-	DSE-I	1	1	0	2	2
-	DSE-II	1	1	0	2	2
Practical						
MJ5293	Participatory Media Project	0	0	4	4	2
Sessional						
MJ5281	Contemporary Issues Seminar – III	0	1	0	1	1
MJ5283	Summer Internship	4 weeks during vacation, after Semester II				4
MJ5287	Pre-Dissertation Report	Regular consultation with supervisor				4
	TOTAL	11	6	4	21	27

List of DSEs (Semester-III)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5271	Policy, Planning and Governance	1	1	0	2	2
MJ5273	Media and Peace Building	1	1	0	2	2
MJ5275	Documentation and Project Writing	1	1	0	2	2

Semester-IV

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5208	Media and Public Policy	3	1	0	4	4
MJ5210	Campaign for Social Change	3	1	0	4	4
-	DSE / Open Elective – 3	1	1	0	2	2
Practical						
MJ5292	Campaign for Social Change Project	0	0	4	4	2
Sessional						
MJ5282	Contemporary Issues Seminar – IV	0	1	0	1	1
MJ5286	Dissertation	Regular consultation with the supervisor				6
TOTAL		8	3	4	15	19

List of DSEs (Semester-IV)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5272	Media Activism and Advocacy	1	1	0	2	2
MJ5274	Media and International Development	1	1	0	2	2

Specialization 3: Communications Management

Semester-III

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5307	Cultural and Creative Industries	3	1	0	4	4
MJ5309	Media Management	3	1	0	4	4
MJ5311	Integrated Marketing Communication	3	1	0	4	4
-	DSE – 1	1	1	0	2	2
-	DSE – 2	1	1	0	2	2
Practical						
MJ5391	IMC Project	0	0	4	4	2
Sessional						
MJ5381	Contemporary Issues Seminar – III	0	1	0	1	1
MJ5383	Summer Internship	4 weeks during vacation, after Semester II				4
MJ5387	Pre-Dissertation Report	Regular consultation with the supervisor, 4 hours weekly				4
TOTAL		11	6	4	21	27



List of DSEs (Semester-III)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5371	Corporate Communication	1	1	0	2	2
MJ5373	Organisational Communication	1	1	0	2	2

Semester-IV

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5306	Applied Public Relations	3	1	0	4	4
MJ5308	Event Management	3	1	0	4	4
-	DSE / Open Elective – 3	1	1	0	2	2
Practical						
MJ5392	Ad & PR Project	0	0	4	4	2
Sessional						
MJ5382	Contemporary Issues Seminar-IV	0	1	0	1	1
MJ5386	Dissertation	Regular consultation with the supervisor, 6 hours weekly				6
	TOTAL	7	4	4	15	19

List of DSEs (Semester-X)

Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
MJ5372	Media Entrepreneurship	1	1	0	2	2
MJ5374	Digital Marketing	1	1	0	2	2

List of Open Electives (Semester X)

List of Open Electives (Semester IV)						
Course Code	Course Title	Contact Hours				Credit Units
		Lecture	Tutorial	Practical	Total	
KIIT School of Rural Management						
—	CSR Management	2	0	0	2	2
—	Strategic Interventions in Dev Org	2	0	0	2	2

* Students of MCJ may opt the above-mentioned DSEs / open electives for the academic year 2022-23.