



Integral University, Lucknow
Department of Journalism &
Mass Communication
Study and Evaluation Scheme

Program: Bachelor of Journalism & Mass Communication

Semester: Third

S. No.	Course code	Course Title	Type of Paper	Period Per hr/week/sem			Evaluation Scheme				Sub Tot.	Credit	Total Credits	Attributes						
				L	T	P	CA		Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics
							UE	TA												
THEORIES																				
1.	JM201	International Relations	Foundation	3	1	0	40	20	60	40	100	3:1:0	4				✓	✓	✓	✓
2.	JM202	Script Writing	Core	1	1	2	40	20	60	40	100	1:1:2	4	✓	✓	✓			✓	✓
3.	JM203	Media Ethics & Laws	Core	3	1	0	40	20	60	40	100	3:1:0	4				✓	✓	✓	✓
4.	JM204	Public Relations	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓				✓
5.	JM205	Media Management	Core	1	1	2	40	20	60	40	100	1:1:2	4	✓	✓	✓			✓	✓
PRACTICAL																				
6.	JM206	Visual Communication	Core	0	0	8	-	-	-	-	100	0:0:4	4	✓	✓	✓			✓	✓
Total				11	5	12	200	100	300	200	600	11:5:8	24							

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THEORIES																				
1.	JM207	Features & Specialized Journalism	Foundation	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓			✓	✓
2.	JM208	Radio Production	Core	1	1	2	40	20	60	40	100	1:1:2	4	✓	✓	✓			✓	✓
3.	JM209	Photography	Core	1	1	2	40	20	60	40	100	1:1:2	4	✓	✓	✓				✓
4.	JM210	Development Communication	Core	3	1	0	40	20	60	40	100	3:1:0	4			✓	✓	✓	✓	✓
PRACTICAL																				
5.	JM211	Video Editing	Core	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓				✓
6.	JM212	*Internship	Core	0	0	8	0	0	0	0	100	0:0:4	8	✓	✓	✓			✓	✓
Total				8	4	20	160	80	240	160	600	8:4:12	24							

TA=Teacher's Assessment, ESE= End Semester Examination; Sessional=CT+TA; Subject Total= Sessional+ESE