



Integral University, Lucknow
Faculty of Mass Communication

Study and Evaluation Scheme

Program: PG Diploma in Journalism & Mass Communication

Semester- I

Program: PG Diploma in Journalism & Mass Communication																	Semester - I				
S. No.	Course code	CourseTitle	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.	JM401	Introduction to Mass Communication	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓					✓	✓	
2.	JM402	Advertising & PR	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓				✓	
3.	JM403	Reporting & Editing	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓			✓	✓	
4.	JM404	Broadcast Journalism	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓			✓	✓	
5.	JM405	Media Laws & Ethics	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓	
Practical																					
6.	JM406	News Anchoring & Reporting	Core	0	0	8	0	0	0	0	100	0:0:8	4	✓	✓	✓			✓	✓	
Total				15	05	08	200	100	240	200	600	15:5:8	24								

Program: PG Diploma in Journalism & Mass Communication

Semester- II

S. No.	Course code	CourseTitle	Type of Paper	Period			EvaluationScheme				Sub Tot.	Credit	Total Credits	Attributes						
				Perhr/week/sem			CA		Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics
				L	T	P	UE	TA												
THEORIES																				
1.	JM407	Media & Society	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓					✓	✓
2.	JM408	Research methods in Mass Communication	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓				✓
3.	JM409	Convergent Journalism	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓
4.	JM410	Feature Writing	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓
5.	JM411	Media Management	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓
Practical																				
6.	JM412	TV & Radio Production	Core	0	0	8	0	0	0	0	100	0:0:8	4	✓	✓	✓			✓	✓
Total				15	05	08	200	100	240	200	600	15:5:8	24							

