Integral University, Lucknow
Faculty of Mass Communication

Study and Evaluation Scheme

Program: PG Diploma in Journalism & Mass Communication **Semester- I**

S. No.	Course code	CourseTitle	Typeof Paper	Period Perhr/week/sem			EvaluationScheme				Sub. Tot.	Credit	Total Credits	Attributes						
				L	T	P	CA		Total	ESE				Employability	Entrepreneurship	SkillDevelopment	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	Typeof Paper	Period Perhr/week/sem			EvaluationScheme				Sub. Tot.	Credit	Total Credits	Attributes						
				L	T	P	CA		Total	ESE				Employability	Entrepreneurship	SkillDevelopment	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics
							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**							