ADAMAS UNIVERSITY

SCHOOL OF MEDIA AND COMMUNICATION

DEPARTMENT OF MEDIA STUDIES

JMC4201

M.A. Journalism and Mass Communication

(2026-28)

NEP 2020 Compliant Program Structure

95 Credits

School of Media and Communication, Adamas University

M.A. Journalism and Mass Communication

2-year Postgraduate Programs with Exit Option (50+45=95 Credits)

Program Structure (2026-28)

1st Year								
SEMESTER I								
S. No	**Type of Course**	**Code**	**Title of the Course**	**Contact Hours Per Week**				**Total Credits**
				L	**T**	**P**	**Credit**	**C**
1	CC	JRM409	Principles of Journalism and Mass Communication	4	0	0	4	**4**
2	CC	JRM410	Reporting and Editing (Print & Audio Visual)	2	0	4	4	**4**
3	CC	JRM411	Media Ethics and Laws	4	0	0	4	**4**
4	DSE	JRM412	Photography and Adobe Photoshop	0	1	6	4	**4**
5	MDE	JRM413	Media and Information Literacy	-	-	-	-	**-**
6	RM/CC	JRM406	Communication Research	4	0	0	4	**4**
7	AEC	AEC408 AEC409 AEC410	French I German I Spanish I	2	0	0	2	**2**
8	SEC	MGA412	Artificial Intelligence for Media Production	2	0	0	2	**2**
9	SEC	CLL406	Advanced Soft Skills and Aptitude I	1	0	0	1	**1**
						Semester Credits		**25**
SEMESTER II								
1	CC	JRM526	Broadcast Media	2	0	4	4	**4**
2	CC	JRM504	Multimedia Journalism	0	1	6	4	**4**
3	CC	JRM503	Media Economics	4	0	0	4	**4**
4	DSE	JRM502	Consumer Behavior and Brand Management	4	0	0	4	**4**
5	MDE	JRM527	Gender and Media	4	0	0	4	**4**
6	AEC	AEC503 AEC504 AEC505	French II German II Spanish II	2	0	0	2	**2**
6	SEC	JRM528	Videography and Video Editing	0	0	4	2	**2**
7	SEC	CLL407	Advanced Soft Skills and Aptitude II	1	0	0	1	**1**
						Semester Credits		**25**
						Total Credits Semester I and II		**50**
Exit option with Post-Graduate Diploma after the first year or two semesters with the completion of courses equivalent to 50 credits.								

2nd Year of curricular structure for 2-year PG Programme

PG Curricular Structure with Coursework

2nd Year								
SEMESTER III								
Sr. No	**Type of Course**	**Code**	**Title of the Course**	**Contact Hours Per Week**				**Total Credits**
				L	**T**	**P**	**Total**	**C**
1	CC	JRM529	Public Relations and Corporate Communication	3	1	0	4	**4**
2	CC	JRM530	Advertising and Social Media Marketing	2	0	4	4	**4**
3	CC	JRM531	Film Appreciation	3	1	0	4	**4**
4	DSE	JRM532	Radio and Podcasting	2	0	4	4	**4**
5	MDE	JRM522	Business Communication (Pan University Course)	4	0	0	4	**4**
6	INT/ PRJ	JRM517 JRM533	Internship Project	0	0	4	2	**2**
7	SEC	CLL503	Advanced Soft Skills and Aptitude III	1	0	0	1	**1**
							Semester Credits	**23**
****Internship will be compulsory between May to July**								
SEMESTER IV								
1	CC	JRM519	Development Communication	4	0	0	4	4
2	DSE	JRM534	New Media Technologies	0	1	6	4	4
3	DSE	JRM521	Data Journalism and Visualization	4	0	0	4	4
4	ENT	JRM524	Media Entrepreneurship	1	1	0	2	2
5	PRJ	JRM535	Dissertation	0	0	16	8	8
***who opt for OJT**								
1	OJT	JRM518	On Job Training	0	0	28	14	14
2	PRJ	JRM535	Dissertation	0	0	16	8	8
								22
							Total Credits Semester III and IV	**45**
Grand Total all four Semesters: 25+25+23+22= 95 Credits								