



2nd Semester

Course Code	Course Name	Paper Category	Hours Per Week			Credits
			L	T	P	
MCJ-21201CR	Print Media Editing	Core	3	0	2	3+0+1=4
MCJ-21202CR	Development Communication	Core	3	0	2	3+0+1=4
MCJ-21203CR	Media Publication	Core	2	0	4	2+0+2=4
MCJ-21204CR	Advertising	Core	1	0	2	1+0+1=2
MCJ-21205DCE	Media & Society	Elective (DCE)	3	1	0	3+1+0=4
MCJ-21206DCE	Photojournalism	Elective (DCE)	2	0	4	2+0+2=4
MCJ-21207DCE	Narrative Journalism	Elective (DCE)	3	0	2	3+0+1=4
MCJ-21208DCE	Urdu Journalism	Elective (DCE)	3	1	0	3+1+0=4
MCJ-21209DCE	Media History (J&K)	Elective (DCE)	3	0	2	3+0+1=4
MCJ021210DCE	Political Communication	Elective (DCE)	3	0	2	3+0+1=4
MCJ-21002GE	Media Literacy	Elective (GE)	1	0	2	1+0+1=2
MCJ-21003OE	Visual Storytelling	Elective (OE)	1	0	2	1+0+1=2
MCJ021004OE	Rural Affairs Reporting	Elective (OE)	1	0	2	1+0+1=2



MARKS SCHEME:

MCJ-21201CR: Print Media Editing

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21202CR: Development Communication

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21203CR: Media Publication

Total Marks: 100 (Term Examination: 60, Continuous Internal Assessment: 40)

MCJ-21204CR: Advertising

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)

MCJ-21205DCE: Media & Society

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21206DCE: Photojournalism

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21207DCE: Narrative Journalism

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21208DCE: Urdu Journalism

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21209DCE: Media History J&K

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21210DCE: Political Communication

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)

MCJ-21002GE: Media Literacy

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)

MCJ-21003OE: Visual Story Telling

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)

MCJ-21004OE: Rural Affairs Reporting

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)