

Master of Communication & Journalism (MCJ) Course Structure

1 Year

Semester - I	Semester - II
Title of the paper	Title of the paper
Introduction to Communication & Mass Media	Reporting & Editing - II
Reporting & Editing – I	Media Law & Ethics
Advertising & Public Relations	Information & Communication Technologies & New Media
Introduction to Electronic Media & Film	Photo & Magazine Journalism (Optional)
Prescribed Practical	Telugu Journalism (Optional)
	Practical

II Year

Semester - III	Semester - IV
Title of the paper	Title of the paper
Communication Theory & International Communication	Corporate & Organisational Communication
Communication Research Methods & Applications	Marketing Communication
Development & Rural Communication	Media Management
Electronic Media- I (Optional)	Electronic Media – II (Optional)
Print Media – I (Optional)	Print Media – II (Optional)
Practical	Practical
-	Project Report

The third and fourth semesters comprise specialization in Mass Communication theory like Development Communication, Communication Research and International Communication.