



BRAINWARE UNIVERSITY
SCHOOL OF COMMUNICATION, MULTIMEDIA & FILM STUDIES
DEPARTMENT OF MEDIA SCIENCE & JOURNALISM
Master of Science in Media Science & Journalism (Programme Structure 2020)

Semester I

Instructions to students:-

1. All core subjects are compulsory
2. Students to choose any one subject from Elective I

Note: *For students from non-journalism background, Advanced Reporting is compulsory. Subjects are offered based on the terms and conditions set by the Departmental Head.

Subject Code	Papers	Subject Type	Credits				Total Marks
			L	T	P	C	
MMSJC101	Science of Communication - Theory and Practice	Core-1	3	1	-	4	100
MMSJC102	Reporting, Editing and Design Techniques	Core-2	2	-	-	2	100
MMSJC192	Editing and Design Lab	Core-2	-	-	4	2	100
MMSJC103	Media Marketing & Management	Core-3	3	1	-	4	100
MMSJC104	Media Laws & Ethics	Core-4	3	1	-	4	100
	Elective I (A or B)	Elective-1	-	-	-	4	100
	Total					20	
MMSJPE101A	A. Advanced Reporting*		3	1	-	4	100
MMSJPE101B	B. Introduction to Graphics in Mass Media		2	-	-	2	100
MMSJPE191B	B. Graphics Design Lab		-	-	4	2	100

Semester II

Instructions to students:-

1. Core subjects are compulsory
2. Students can choose any two subjects for Elective 2 and Elective 3 from the subjects listed after consultation with teachers.

Subjects are offered based on the terms and conditions set by the Departmental Head.

Subject Code	Papers	Subject Type	Credits				Total Marks
			L	T	P	C	
MMSJC201	Communication Research Methods	Core-5	3	1	-	4	
MMSJC202	Professional Advertising	Core-6	2	-	-	2	100
MMSJC292	Professional Advertising Lab	Core-6	-	-	4	2	100
MMSJC203	PR & Corporate Communication	Core-7	3	1	-	4	100
	Elective II & III						
	Elective II (A or B)	Elective-2				4	100
MMSJPE201	A. Media & Current Affairs		3	1	-	4	100
	B. New Media		3	1	-	4	100
	Elective III (A or B)	Elective-3				4	100
MMSJPE202A	A. Science of Photography & Photo-Journalism		2	-	-	2	100
MMSJPE292A	A. Photography & Photo-Journalism Lab		-	-	4	2	100
MMSJPE202B	B. Introduction to Animation in Mass Media		2	-	-	2	100
MMSJPE292B	B. Animation Practice Lab		-	-	4	2	100
	Total					20	



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Semester III

Instructions to students:-

1. Core subjects are compulsory
 2. Students can choose any one subject from the subjects listed under Elective
 3. Students can choose any one of the specialization listed below. No crossover of specialization is allowed
- Subjects are offered based on the terms and conditions set by the Departmental Head.

Subject Code	Papers	Subject Type	Credits				Total Marks
			L	T	P	C	
MMSJC391	Dissertation	Core-8	-	-	-	4	100
MMSJC382	Internship	Core-9	-	-	-	2	100
MMSJE303	Elective (Any 1 of A/B/C)	Elective-4					
MMSJE303	A. Environmental & Development Journalism		4	-	-	4	100
	B. Business Journalism		4	-	-	4	100
	C. Political Journalism		4	-	-	4	100
	*Specialization	Specialization				8	200/300/400
	Total					18	500/600/700

*Specialization (Any 1 specialization)			Credit				Total Mark
Specialization – Broadcast Media			L	T	P	C	
MMSJ304BM		Television News Production	2	-	-	2	100
MMSJ394BM		Television News Production Lab	-	-	4	2	100
MMSJ305BM		Radio News and Programme Production	2	-	-	2	100
MMSJ395BM		Radio News and Programme Production Lab	-	-	4	2	100
Specialization – Media Marketing & Management							
MMSJ304MM		Advertising and Public Relations	3	1	-	4	100
MMSJ305MM		Brand Planning and Management	3	1	-	4	100
Specialization – Print & New Media							
MMSJ304PM		Introduction to Publishing and Designing	3	1	-	4	100
MMSJ305PM		Online Journalism & Social Media	2	-	-	2	100
MMSJ395PM		Web Designing Lab	-	-	4	2	100
Specialization - Film Studies							
MMSJ304FS		Film Language	3	1	0	4	100
MMSJ305FS		Film and Audience	3	1	0	4	100



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Semester IV

Instructions to students:-

1. Specializations are offered based on the terms and conditions set by the Departmental Head.

2. Students to choose 4 papers from one area of specialization

*Project submission under each specialization is mandatory

Subject Code	Subjects	Credits				Total Marks
		L	T	P	C	
Specialization – Broadcast Media						
MMSJ491BM	Television Studio Production	-	-	8	4	100
MMSJ402BM	Scripting for Broadcast Media	4	-	-	4	100
MMSJ403BM	Broadcast Media Histrionics.	4	-	-	4	100
MMSJ404BM	Community & Internet Radio	4	-	-	4	100
MMSJ495BM	Techniques of Editing	-	-	8	4	100
MMSJ496BM	*Project ((Production and Screening of Documentary/short film/Audio Drama/Ad film))	-	-	-	6	100
	Total Credits				22	500
Specialization – Media Marketing & Management						
MMSJ401MM	Organizational Communication	4	-	-	4	100
MMSJ402MM	Strategic Media Planning and Advertising	3	1	-	4	100
MMSJ403MM	Marketing & Market Research	3	1	-	4	100
MMSJ404MM	Corporate Communication	3	1	-	4	100
MMSJ405MM	Digital Marketing	3	1	-	4	100
MMSJ496MM	Project (Organize and execute an event)	-	-	-	6	100
	Total				22	500
Specialization – Print and New Media						
MMSJ401PM	Data and Investigative Journalism	3	1	-	4	100
MMSJ402PM	Health and Science Communication	3	1	-	4	100
MMSJ403PM	Economic & Financial Journalism	3	1	-	4	100
MMSJ494PM	Advanced Photo Journalism	-	-	8	4	100
MMSJ405PM	New Media	3	1	-	4	100
MMSJ496PM	Project (Magazine/Specialized Reporting)	-	-	-	6	100
	Total				22	500
Specialization- Film Studies						
MMSJ401FS	Film Theory	3	1	4	4	100
MMSJ492FS	Advanced Film Production	-	-	8	4	100
MMSJ493FS	Techniques of Editing	-	-	8	4	100
MMSJ404FS	Film Industry and Society	3	1	-	4	100
MMSJ405FS	World Cinema	3	1	-	4	100
MMSJ496FS	Project (Screening of the short film made by the student)	-	-	-	6	100
	Total				22	500