



**BRAINWARE UNIVERSITY**  
**SCHOOL OF COMMUNICATION, MULTIMEDIA AND FILM STUDIES**  
**DEPARTMENT OF MEDIA SCIENCE AND JOURNALISM**  
**MASTER OF SCIENCE IN MEDIA SCIENCE AND JOURNALISM -2024**

**Semester-I**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MSJ10101	Communication Models and Theories	3	0	0	40	60	100	3
2	MSJ10102	Reporting and Editing	4	0	0	40	60	100	4
3	MSJ10103	New Media	3	0	0	40	60	100	3
4	MSJ10104	Integrated Marketing Communication	3	0	0	40	60	100	3
5	MSJ10105	Media Laws & Ethics	3	0	0	40	60	100	3
6	MSJ17301	A. Media Marketing and Management B. Photography	2	0	4	40	60	100	4
<b>TOTAL</b>			<b>18</b>	<b>0</b>	<b>4</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>20</b>

**Semester-II**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MSJ20106	Communication Research Methods	3	0	0	40	60	100	3
2	MSJ20107	Political Journalism	3	0	0	40	60	100	3
3	MSJ20108	Environmental and Development Journalism	3	1	0	40	60	100	4
4	MSJ20109	Broadcast Journalism	4	0	0	40	60	100	4
5	MSJ27302	A. Visual Studies B. Advertising Design	2	0	2	40	60	100	3
6	MSJ27303	A. Public Relations and Corporate Communications B. Audiography	2	0	2	40	60	100	3
<b>TOTAL</b>			<b>17</b>	<b>1</b>	<b>4</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>20</b>



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**Semester-III**  
**Students will select any one Specialization**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MSJ38101	Dissertation	0	0	0	40	60	100	4
2	MSJ38102	Internship	0	0	0	0	100	100	3
3	MSJ30110	Digital Marketing and Brand Management	4	0	0	40	60	100	4
<b>Broadcast, Print &amp; New Media</b>									
4	MSJ30201A	TV and Radio News Production	2	0	0	40	60	100	2
5	MSJ30202A	Print and New Media News Production	2	0	0	40	60	100	2
6	MSJ39203A	TV and Radio News Production Lab	0	0	4	40	60	100	2
7	MSJ39204A	Print and New Media News Production Lab	0	0	4	40	60	100	2
<b>Film Making and Production</b>									
4	MSJ30201B	Basics of Camera, Sound and Creative Writing	2	0	0	40	60	100	2
5	MSJ30202B	Basics of Direction, Scripting and Storyboarding	2	0	0	40	60	100	2
6	MSJ39203B	Cinematography and Sound Recording	0	0	4	40	60	100	2
7	MSJ39204B	Editing and Promotion	0	0	4	40	60	100	2
<b>TOTAL</b>			<b>8</b>	<b>0</b>	<b>8</b>	<b>240</b>	<b>460</b>	<b>700</b>	<b>19</b>

**Semester-IV**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MSJ48103	Project	0	0	0	40	60	100	10
<b>Broadcast, Print &amp; New Media</b>									
2	MSJ47205A	Television & Radio Production	2	0	4	40	60	100	4
3	MSJ40206A	Creative Writing for Media	3	1	0	40	60	100	4
4	MSJ47207A	Content Development and Production	2	0	2	40	60	100	3
5	MSJ49208A	Advanced Editing Techniques	0	0	6	40	60	100	3
<b>Film Making and Production</b>									
2	MSJ47205B	Advanced Cinematography and Sound Recording	2	0	4	40	60	100	4
3	MSJ40206B	Advanced Direction, Scripting and Storyboarding	3	1	0	40	60	100	4
4	MSJ47207B	Film Theories and Psychology	2	0	2	40	60	100	3
5	MSJ49208B	Film Editing	0	0	6	40	60	100	3
<b>TOTAL</b>			<b>6</b>	<b>1</b>	<b>12</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>25</b>