CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

## Program Schemes for MAJMC

**Cluster: UILAH** **Institute**: UIMS

**Department: Media Studies** **Type of Program:** UG/PG

| SEMESTER-1 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Critical & Contemporary Media Paradigms | Program Core | 3 |
| Transnational Journalism and Media Practices | Program Core | 2 |
| Trans media Storytelling | Program Core | 2 |
| Data Journalism | Program Core | 2 |
| Multilingual Translation and Typing Lab | Program Core | 2 |
| Gender Studies: Media, Identity and Representation | Program Core | 2 |
| Creative Writing Lab | Program Core | 2 |
| Judicial processes, Media Trials and Ethical Journalism | Program Core | 2 |
| Contemporary Issues and Current Affairs-I | Program Core | 1 |
| Basics of Research | Program Core | 2 |
| Domain Aptitude-1 | Ability Enhancement | 1 |
| Professional Business Communication | Skill Enhancement | 1 |

| SEMESTER-2 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Political Communication & Public Opinion Analysis | Program Core | 3 |
| Development Communication | Program Core | 3 |
| Contemporary Issues and Current Affairs-II | Program Core | 2 |
| Audio and Video Editing Lab | Program Core | 3 |
| Designing Lab | Program Core | 3 |
| Mobile Journalism | Program Core | 1 |
| AI tools in Media | Program Core | 1 |
| Professional Soft Skills-1 | Skill Enhancement | 1 |

| SEMESTER-3 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Experiential Learning & Practice Project | Program Core | 3 |
| Communication Research | Program Core | 3 |
| Psychology of Communication | Program Core | 2 |

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|---|---|---|
| Contemporary Issues and Current Affairs-III | Program Core | 2 |
| Dissertation-1 | Project | 2 |
| Event management | Ability Enhancement | 1 |
| Open elective | Open elective | 3 |
| **SEMESTER-4** | | |
| **Course Name** | **Course Category** | **Credits** |
| Master's Thesis | Dissertation | 12 |
| Industrial Internship (Radio, TV, Print, Digital, Advertising, Public Relation, Photography, Event Management) | Internship | 9 |

| **Program Electives** | | | |
|---|---|---|---|
| **Semester** | **Course Name** | **Course Category** | **Credits** |
| 2 | Print-Digital Media Convergence | Program Elective | 3 |
| 2 | Content Writing Lab | Program Elective | 1 |
| 2 | Reporting for Print Media | Program Elective | 1 |
| 2 | Broadcast Media Operations | Program Elective | 3 |
| 2 | Podcast series | Program Elective | 1 |
| 2 | Newsroom Simulation Lab | Program Elective | 1 |
| 2 | Creative Advertising and PR Practices | Program Elective | 3 |
| 2 | Brand Identity and Visual Communication Studio | Program Elective | 1 |
| 2 | PR Writing and Media Content Lab | Program Elective | 1 |
| 2 | Basics of Film Studies | Program Elective | 3 |
| 2 | Scripting for Short Film and Documentary | Program Elective | 1 |
| 2 | Cinematic Language and Visual Composition | Program Elective | 1 |
| 3 | Media Analytics & Audience Intelligence | Program Elective | 3 |
| 3 | Print Media Production and Interactive Web Communication Lab | Program Elective | 4 |
| 3 | Virtual Production & Immersive Media Technologies | Program Elective | 3 |
| 3 | AI in Broadcast Media Production | Program Elective | 4 |
| 3 | Corporate Reputation Management & Crisis PR | Program Elective | 3 |
| 3 | Campaign Studio: Brand Strategy in Practice | Program Elective | 4 |
| 3 | Cinematic Narrative Structures | Program Elective | 3 |
| 3 | Documentary and Short Film Production Lab | Program Elective | 4 |