



BRAINWARE UNIVERSITY
SCHOOL OF COMMUNICATION, MULTIMEDIA & FILM STUDIES
DEPARTMENT OF MEDIA SCIENCE & JOURNALISM
MASTER OF SCIENCE IN MEDIA SCIENCE & JOURNALISM - 2023

Semester-I

Course Code	Course Name	Course Type	L -T -P	Credit	Total Marks
MMSJC101	Science of Communication - Theory and Practice	Core-1	3-1-0	4	100
MMSJC102	Reporting, Editing and Design Techniques	Core-2	2-0-0	2	100
MMSJC192	Editing and Design Lab	Core-2	0-0-4	2	100
MMSJC103	Media Marketing & Management	Core-3	3-1-0	4	100
MMSJC104	Media Laws & Ethics	Core-4	3-1-0	4	100
	Elective I (A or B)				
MMSJPE101A	A. Advanced Reporting	Elective-1	3-1-0	4	100
MMSJPE101B	B. Introduction to Graphics in Mass Media	Elective-1	2-0-0	2	100
MMSJPE191B	B. Graphics Design Lab	Elective-1	0-0-4	2	100
	Total			20	600



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Semester-II

Course Code	Course Name	Course Type	L -T -P	Credit	Total Marks
MMSJC201	Communication Research Methods	Core-5	3-1-0	4	100
MMSJC202	Professional Advertising	Core-6	2-0-0	2	100
MMSJC292	Professional Advertising Lab	Core-6	0-0-4	2	100
MMSJC203	PR & Corporate Communication	Core-7	3-1-0	4	100
	Elective II & III				
	Elective II (A or B)				
MMSJPE201A	A. Media & Current Affairs	Elective 2	3-1-0	4	100
MMSJPE201B	B. New Media	Elective 2	3-1-0	4	100
	Elective III (A or B)				
MMSJPE202A	A. Science of Photography & Photo-Journalism	Elective 3	2-0-0	2	100
MMSJPE292A	A. Photography & Photo-Journalism Lab	Elective 3	0-0-4	2	100
MMSJE202B	B. Introduction to Animation in Mass Media	Elective 3	2-0-0	2	100
MMSJPE292B	B. Animation Practice Lab	Elective 3	0-0-4	2	100
	Total			20	700



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Semester-III

Course Code	Course Name	Course Type	L -T -P	Credit	Total Marks
MMSJC381	Dissertation	Core-8	0-0-0	4	100
MMSJC382	Internship	Core-9	0-0-0	2	100
MMSJE303	Elective (Any 1 of A/B/C)	Elective-4			
MMSJE303A	A. Environmental & Development Journalism		4-0-0	4	100
MMSJE303B	B. Business Journalism		4-0-0	4	100
MMSJE303C	C. Political Journalism		4-0-0	4	100
	Specialization any of the following				
	Specialization – Broadcast Media				
MMSJ304BM	Television News Production		2-0-0	2	100
MMSJ394BM	Television News Production Lab		0-0-4	2	100
MMSJ305BM	Radio News and Programme Production		2-0-0	2	100
MMSJ395BM	Radio News and Programme Production Lab		0-0-4	2	100
	Specialization – Media Marketing & Management				
MMSJ304MM	Advertising and Public Relations		3-1-0	4	100
MMSJ305MM	Brand Planning and Management		3-1-0	4	100
	Specialization – Print & New Media				
MMSJ304PM	Introduction to Publishing and Designing		3-1-0	4	100
MMSJ305PM	Online Journalism & Social Media		2-0-0	2	100
MMSJ395PM	Web Designing Lab		0-0-4	2	100
	Specialization - Film Studies				
MMSJ304FS	Film Language		3-1-0	4	100
MMSJ305FS	Film and Audience		3-1-0	4	100
	Total			18	700/500/600 /500



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Semester-IV

Course Code	Course Name	Course Type	L - T - P	Credit	Total Marks
	Specialization any of the following				
	Specialization – Broadcast Media (Any four of the following and project)				
MMSJ491BM	Television Studio Production		0 – 0 – 8	4	100
MMSJ402BM	Scripting for Broadcast Media		3-1-0	4	100
MMSJ403BM	Broadcast Media Histrionics		3-1-0	4	100
MMSJ404BM	Community & Internet Radio		3-1-0	4	100
MMSJ495BM	Techniques of Editing		0-0-8	4	100
MMSJ496BM	Project (Production and Screening of Documentary/Short film/Audio drama/and film)			6	100
	Total			22	500
	Specialization – Media Marketing & Management (Any four of the following and project)				
MMSJ401MM	Organizational Communication		3-1-0	4	100
MMSJ402MM	Strategic Media Planning and Advertising		3-1-0	4	100
MMSJ403MM	Marketing & Market Research		3-1-0	4	100
MMSJ404MM	Corporate Communication		3-1-0	4	100
MMSJ405MM	Digital Marketing		3-1-0	4	100
MMSJ496MM	Project (Organize and execute an event)			6	100
	Total			22	500
	Specialization – Print and New Media (Any four of the following and project)				
MMSJ401PM	Data and Investigative Journalism		3-1-0	4	100
MMSJ402PM	Health and Science Communication		3-1-0	4	100
MMSJ403PM	Economic & Financial Journalism		3-1-0	4	100
MMSJ494PM	Advanced Photo Journalism		0-0-8	4	100
MMSJ405PM	New Media		3 – 1 – 0	4	100



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MMSJ496PM	Project (Magazine/Specialized Reporting)			6	100
	Total			22	500
	Specialization- Film Studies (Any four of the following and project)				
MMSJ401FS	Film Theory		3-1-0	4	100
MMSJ492FS	Advanced Film Production		0-0-8	4	100
MMSJ493FS	Techniques of Editing		0-0-8	4	100
MMSJ404FS	Film Industry and Society		3-1-0	4	100
MMSJ405FS	World Cinema		3-1-0	4	100
MMSJ496FS	Project (Screening of the short film made by the student)			6	100
	Total			22	500

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Total Credits: 80
Total Marks: 2500/2300/2400/2300