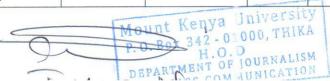


SCHOOL OF SOCIAL SCIENCES DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

COURSE STRUCTURE FOR MASTER OF ARTS IN JOURNALISM AND MEDIA STUDIES (MA.JMS)

Course Academic Year Structure for M.A in Journalism and media studies by unit, contact and Credit Hours

UNIT TITLE	CODE	SEMESTER	YEAR	CONTACT HOURS	CREDIT HOURS
Core Units					
Theories of Communication	MJL5101	1	1	42	3
Trends in Mass Communication	MJL5113	1	1	42	3
Issues of Law and Ethics in Mass Communication	MJL5103	1	1 .	42	3
Writing for Mass Media	MJL5105	1	1	42	3
Media Management	MJL5104	2	1	42	3
Advanced Editing for Mass Media	MJL5106	2	1	42	3
Research Methodology	SMCU001	2	1	42	3
Audience Studies	MJL5107	2	1 -	42	3
Thesis option begins after 1st year	3 1		-		
Area of Specialization: Journalism					
(Choose any 4 units)					
New Media and Convergence	MJL5201	3	1	42	3
Specialized Writing	MJL5202	3	1	42	3
Development Communication	MJL5203	3	1	42	3
Investigative Journalism	MJL5204	3	1	42	3
Mediated Conflict Reporting	MJL5205	3	1	42	3
Area of Specialization:					
Corporate Communication			and the same of the same of	-	



(Choose any 4 units)					
Strategic Public Relations	MJL5206	3	1	42	3
Communication Strategy	MJL5207	3	1	42	3
Formulation and Implementation					
Media Analysis for Corporate	MJL5208	3	1	42	3
Communication					
Theories of Public Relations	MJL5209	3	1	42	3
Corporate Advertising, Image and	MJL5210	3	1	42	3
Identity					
Area of Specialization:					
Media Management					
(Choose any 4 units)					
Media Operations and Organization	MJL5211	3	1	42	3
Media Leadership and planning	MJL5212	3	1	42	3
Media Economics	MJL5213	3	1	42	3
Management Practices	MJL5214	3	1	42	3
Media Strategy Implementation	MJL5223	3	1	42	3
Project option begins after 2 nd					
year 1st Semester					
Research Project	SMCU003	2	2 -		

