

Advance Diploma in Journalism and Mass Communication (ADJMC)

2 Year Course – Semester Wise Syllabus with Subject Code

Semester I

Subject Code	Subject Name
ADJMC101	Introduction to Journalism & Mass Communication
ADJMC102	Communication Theory & Process
ADJMC103	Reporting & News Writing
ADJMC104	Media Ethics & Laws
ADJMC105	Computer Applications in Media
ADJMC106	Practical – News Writing Lab

Semester II

Subject Code	Subject Name
ADJMC201	Editing Techniques & Page Designing
ADJMC202	Print Media Journalism
ADJMC203	Radio Journalism
ADJMC204	Television Journalism
ADJMC205	Photography & Photo Journalism
ADJMC206	Practical – Print & Broadcast Media

Semester III

Subject Code	Subject Name
ADJMC301	Digital Media & Cyber Journalism
ADJMC302	Public Relations & Corporate Communication
ADJMC303	Advertising Principles & Practices
ADJMC304	Media Management
ADJMC305	Film Studies & Documentary Production
ADJMC306	Practical – Digital Media Production

Semester IV

Subject Code	Subject Name
ADJMC401	New Media & Social Media Marketing

ADJMC402	Media Research Methodology
ADJMC403	Event Management
ADJMC404	Media Entrepreneurship
ADJMC405	Internship / Industrial Training
ADJMC406	Major Project & Viva Voce