

ADMISSIONS 2025-26

CHOICE BASED CREDIT SYSTEM

CURRICULUM AND COURSE STRUCTURE

The Choice Based Credit System Post-Graduate Diploma in Media Studies has been designed strictly adhering to the UGC guidelines incorporating the suggestions, and inputs of Kerala State Higher Education Council (KSHEC) and consulting the updated curriculum of the major universities in India and abroad, and deliberations with industry professionals. The admissions for 2025-26 will follow this.

The curriculum has tried to strike an optimum balance between the theoretical and practical aspects of Media and Communication theory, practice and research. We expect to help train students to meet the challenges of the ever-changing media and communication landscape, and to equip them with the critical skills required to sustain themselves in the Information Society.

Apart from the traditional career opportunities in Print, Electronic, Digital Media, Public Relations, and Advertising, students completing the course have diverse career opportunities in content creation, research, integrated marketing communication, and social communication initiatives. Students also have the option to build a profession in various government and non-governmental organisations.

With its emphasis on innovative pedagogy and criticality, we also hope to equip students with the necessary skills and attitudes to become efficient communication researchers.

- Expert Lectures from eminent Media Professionals and academics
- Seminars, workshops, Discussions and debates
- Brainstorming sessions
- Case studies
- Demonstrations
- Practical
- Tutorials
- Group/ Peer teaching and learning
- Project-based learning
- Field-based learning
- Open-ended project work
- Quiz and games
- Technology-enabled learning, etc.
- Experiential learning
- Gamified content

Outline of Choice Based Credit System:

1. Discipline specific Core Course:

A course, which should be studied compulsorily by a candidate as a core requirement is the Core course.

2. Open Elective Course:

Open Elective (OE) Course: This is a course that students can choose from any subject area within the institution, in addition to their primary area of study. Open electives can be interdisciplinary, allowing students from one discipline to choose a course from another. They can also give students more autonomy over their curriculum, allowing them to customize it to reflect their interests and passions.

3. Ability Enhancement Courses (AEC):

Ability Enhancement Courses (AEC) are educational programs designed to improve students' skills and knowledge, often focusing on foundational skills and specific competencies.

4. Dissertation/Video Project:

A Compulsory academic activity designed to acquire special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project.

A Choice Based Credit System (CBCS) consisting of 2 semesters with 40 credits
Each course is divided into Units.

JC&TVJ

DSC	stands for Discipline Core Course	Total Credits 24
OEC	stands for Open Elective Course	Total Credits 4
AEC	stands for Ability Enhancement Course	Total Credits 8
D / P	stands for Dissertation / Project	Total Credits 3
I	stands for Internship	Total Credits 1

PR&ADVERTISING

DSC	stands for Discipline Core Course	Total Credits 32
OEC	stands for Open Elective Course	Total Credits 4
D / P	stands for Dissertation / Project	Total Credits 3
I	stands for Internship	Total Credits 1

i)	Theory (T/L)	1 Credit = 15 Hours
ii)	Practical (P)	1 Credit = 30 Hours
iii)	Outdoor & Experimental Education (OEE)	1 Credit = 45 hours

From OEC, Students required to select minimum two courses to achieve credit

Lectures (L), Tutorials (T), Practical (P) and Outdoor & Experimental Education (OEE)

Assessment Strategy

The National Education Policy (NEP) 2020 emphasizes formative and continuous assessment rather than summative assessment. Therefore, the scheme of assessment should have components of these two types of assessment.

Assessment will have correlations with the learning outcomes that are to be achieved by a student after completion of the course. Therefore, the learning outcomes must guide the mode and system of assessments.

Continuous Evaluation	CE
Written Examination	WE

In 2025-26, the total expected working days after the statutory public holidays 252 days

Unexpected holidays (Natural calamities etc.) 12 days

Events 20 days

Compulsory working days 220 days / 1210 Hours / 5.5 Hours per day

Class time	10.00 am to 01.00 pm
	02.00 pm to 04.30 pm

(The timings may vary according to the purpose)

Journalism and Communication	JC
Television Journalism	TVJ
Public Relations & Advertising	PRA

The minimum credits required for the PG Diploma will be 40
 Post-Graduate Diploma in Journalism & Communication
 40 Credits. 1200 Hours
 Examination Written & Practicals Total Marks : 1000

Discipline Specific Core Courses (DSC)
 (Credits&Written Examination Compulsory)

Semester I&II

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJP RDSC01	Theories & Methodologies of Mass Communication (Written Examination-100 Marks)	2				2
02	JCTVJP SC02	Introduction to Journalism Practices (Written Examination-100 Marks)	2				2
03	JCTVJP SC03	The World of Moving Images (Written Examination-100 Marks)	2				2
04	JCTVJP SC04	Exploring the World of Sounds (Written Examination-100 Marks)	2				2

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
05	JCDSC05	News paper writing & Production (Written Examination: 50 Marks Practicals: 50 Marks Total:100 Marks)	1	2	1		4
END OF SEMESTER							
06	JCTV JDSC06	Advanced Journalism Practices (Written Examination-100 Marks)	2				2
07	JCTV JDSC07	Science & Environmental Communication (Written Examination-100 Marks)	2				2
08	JCTV JDSC08	AI & New Media (Written Examination-100 Marks)	2				2
09	JCTV JDSC09	Ethics, Constitution & Media Laws (Written Examination-100 Marks)	2				2
10	JCTV JDSC09	Magazine Journalism (Written Examination-50 Marks, Practical work 50 Total- 100 Marks)	1	2	1		4

**Ability Enhancement Courses (AEC)
(Credits Only)**

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTV JAEC01	Creative Writing					2
02	JCTV JAEC02	Edit, Design & Presentation					2
03	JCTV JAEC03	മലയാളം: പത്രഭാഷ തത്ത്വവും പ്രയോഗവും					2
04	JCTV JDSC04	Advanced writing in English	2				2

**Open Elective Courses (Minimum Two Courses)
(Credits Only)**

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJ PROEC01	Videography					2
02	JCTVJ PROEC02	Video Editing					2
03	JCTVJ PROEC03	Documentary Production					2
04	JCTVJ PROEC04	Photo Journalism					2

Project: Dissertation and Viva - 3 Credit
Internship- 1 Credit
(Credits Only)

Post-Graduate Diploma in Television Journalism

40 Credits. 1200 Hours

Examination Written & Practicals Total Marks : 1000

Discipline Specific Core Courses (DSC)
(Credits&Written Examination Compulsory)

Semester I&II

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJPR DSC01	Theories & Methodologies of Mass communication (Written Examination-100 Marks)	2				2
02	JCTVJ DSC02	Introduction to Journalism Practices (Written Examination-100 Marks)	2				2
03	JCTVJ DSC03	The World of Moving Images (Written Examination-100 Marks)	2				2
04	JCTVJP SC04	Exploring the World of Sounds (Written Examination-100 Marks)	2				2
05	TVJD SC05	TV News Production (Written Examination: 50 Marks Practicals: 50 Marks Total:100 Marks)	1	2	1		4

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
END OF SEMESTER							
06	JCTVJ DSC06	Advanced Journalism Practices (Written Examination-100 Marks)	2				2
07	JCTVJ DSC07	Science & Environmental Communication (Written Examination-100 Marks)	2				2
08	JCTV JDSC08	AI & New Media (Written Examination-100 Marks)	2				2
09	JCTV JDSC09	Ethics, Constitution & Media Laws (Written Examination-100 Marks)	2				2
10	TVJD SC10	TV Programme Production (Written Examination-50 Marks, Practical work 50 Total- 100 Marks)	1	2	1		4

**Ability Enhancement Courses (AEC)
(Credits Only)**

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJ AEC01	Creative Writing					2
02	JCTVJ AEC02	Edit, Design & Presentation					2
03	JCTVJ AEC03	മലയാളം: പത്രഭാഷ തത്ത്വവും പ്രയോഗവും					2
04	JCTVJ AEC04	Advanced writing in English					2

Open Elective Courses (Minimum Two Courses)
(Credits Only)

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJPR OEC01	Videography					2
02	JCTVJPR OEC02	Video Editing					2
03	JCTVJPR OEC03	Documentary Production					2
04	JCTVJPR OEC04	Photo Journalism					2

Project: Video Production and Viva - 3 Credit
Internship- 1 Credit
(Credits Only)

Post-Graduate Diploma in PR & Advertising

40 Credits. 1200 Hours

Examination Written & Practicals Total Marks : 1000

Discipline Specific Core Courses (DSC)
(Credits&Written Examination Compulsory)

Semester I&II

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJ PR01	Theories & Methodologies of Mass communication (Written Examination-100 Marks)	2				2
02	PRA02	Media Laws, Ethics & Cyber Regulations					2
03	PRA03	Public Relations Principles, Skills & Applied Psychology					3

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
04	PRA04	Public Relations & Marketing					4
05	PRA05	AI Enabled Content creation and New Media, Digital Marketing & SEO					3
06	PRA06	Creative Writing for Media, PR & Advertising and Production					3
07	PRA07	Advertising: Print, Electronic & Digital Media Production					4
08	PRA08	Research and Planning in PR- Government- Corporate Communication					3
09	PRA09	Journalism Foundations & Newsroom Practice					4
10	PRA10	Production Tools, Campaign Planning & Event Management					4

Open Elective Courses (Any Two)
(Credits Only)

Serial No.	Course Code	Course Title	Credits L/T	Credits P	Credits OEE	Hours	Total Credits
01	JCTVJPR OEC01	Videography					2
02	JCTVJPR OEC02	Video Editing					2
03	JCTVJPR OEC03	Documentary Production					2
04	JCTVJPR OEC04	Photo Journalism					2

Project: Dissertation / Video Production and Viva - 3 Credit
Internship - 1 Credit
(Credits Only)

There will be a subject-specific final exam of 100 marks, and pass mark will be 40

Students must achieve not less than 40 credits to get the post-graduate diploma.

Open elective courses are offered only if there are a minimum of 20 takers.

Students are required to choose their options before the start of each semester.

Grading Formula for PG Courses

Institute of Communication follows the 10-Point Grading System

Grade Points: The grading system is based on a scale of 0 to 10, with each grade corresponding to specific grade points.

Grades and Their Corresponding Points:

- O (Outstanding) : 10 points
- A+ (Excellent) : 9 points
- A (Very Good) : 8 points
- B+ (Good) : 7 points
- B (Average) : 6 points
- C (Pass) : 5 points
- D (Minimal Pass) : 4 points
- E (Fail) : 0 points
- F (Absent) : 0 points

Credit System: Courses are assigned certain credits based on their weightage and the amount of work required. The total credits influence the calculation of the Grade Point Average (GPA).

Grade Point Average (GPA): The GPA is calculated by taking the sum of the grade points earned in all courses, weighted by the respective credit hours.

Cumulative Grade Point Average (CGPA): This is the average of GPA calculated over all semesters up to a particular point in the program.

Calculation:

- $GPA = (\text{Total Grade Points Earned}) / (\text{Total Credits})$
- $CGPA = (\text{Sum of GPA for all semesters}) / (\text{Total Credits of all semesters})$

Assessment Components: Evaluation can include exams, assignments, projects, practical work, and class participation, contributing to the final grade.

Minimum Passing Criteria: Students must achieve a grade of 'C' (5 points) to pass a course. A grade lower than this is considered a failure.

Transcripts: After evaluation, students receive a transcript showing their grades along with corresponding credits and points for each subject, helping them understand their academic performance clearly.

The 40 + 5 credit course will have

CC $15 \times 9 = 135$ class hours,

OE + GE Practical $15 \times 30 = 450$

Practice $10 \times 40 = 40$