

**St. Xavier's University, Kolkata**

**Department of Mass Communication**

**2 Year PG & 1 Year PG Credit Framework for 2026 Onwards**

Year	Sem	Discipline Specific Core (DSC)	Discipline Specific Elective (DSE)	Internship/ Project	Total Credits
1 <sup>st</sup> Year	I	5 Core papers (4 credits for each)			20
		Communication Theory			
		Print Media			
		Broadcast Media			
		Advertising and Public Relations			
		Photography			
	II	4 Core papers (4 credits for each)	1 Elective (4 credits) Event Management or Brand Management or Media and Artificial Intelligence Literacy or Indian Knowledge Systems: Communication Perspectives		20
		Communication Research Methods			
		Film Studies			
		Digital Media and Data Journalism			
Media Entrepreneurship Management					
2 <sup>nd</sup> Year	III	Communication for Social and Behavioural Change	<b>Specializations (16 Credits)</b>  <b>Specialization 1: Marketing Communication (Semester 3)</b> <ul style="list-style-type: none"> <li>• Consumer Behaviour and Market Research</li> <li>• Corporate Communication</li> <li>• Digital Media Marketing</li> <li>• Brand Portfolio Development</li> </ul>		20

			<p><b>Specialization 2: Digital Audiovisual Production</b></p> <ul style="list-style-type: none"> <li>• Audiovisual Production</li> <li>• Visual Storytelling</li> <li>• Animation and VFX</li> <li>• News and Documentary Production</li> </ul> <p><b>Specialization 3: Artificial Intelligence and Digital Media</b></p> <ul style="list-style-type: none"> <li>• Artificial Intelligence, Society and Digital Culture</li> <li>• Artificial Intelligence and Media</li> <li>• Multimedia Storytelling</li> <li>• Digital Media Campaign and Artificial Intelligence</li> </ul>		
	IV	Dissertation As per specialization (4 Credits)		<p>Internship <b>(4 Credits)</b></p> <p><b>Media Project (12 Credits)</b></p> <p><b>Marketing Communication</b></p> <p>Corporate Film Making Media Social Marketing</p> <p><b>Digital Audiovisual Production</b></p> <p>Non-fiction Project Fiction Project</p> <p><b>Artificial Intelligence and Digital Media</b></p>	20

				Interactive Campaign	
				Multi-platform Storytelling	
				Total	80