

## PG Diploma in Agriculture Journalism and Science Communication

### COURSE STRUCTURE SUMMARY

#### FIRST SEMESTER

S. No.	SUBJECT CODE	SUBJECT NAME	CREDITS
1	AJC 101	Basics of Journalism & Mass Communication (Role & Importance of Communication in Agriculture)	3(2+1)
2	AJC 102	Introduction to Agriculture Journalism	3(1+2)
3	AJC 103	Introduction to TV and radio Journalism	3(1+2)
4	AJC 104	Computer Application & Skills	3(1+2)
5	AJC 105	Video Camera & Editing: Principles & Practice	3(1+2)
6	AJC 106	Basics of New Media	3(1+2)
7	AJC 107	Master Seminar & documentary preparation	2(1+1)
		Total	20

#### SECOND SEMESTER

S. No.	SUBJECT CODE	SUBJECT NAME	CREDITS
1	AJC 201	Fundamentals of Agriculture	3(2+1)
2	AJC 202	Rural Planning and Development	3(2+1)
3	AJC 203	Agricultural and Food Marketing Management	2(2+0)
4	AJC 204	Agri-Supply Chain Management	3(2+1)
5	AJC 205	International trade in Agricultural Products	2(2+0)
6	AJC 206	Dairy Business Management	3(2+1)
7	AJC 207	Advertising and Brand Management	1(1+0)
8	AJC 208	Technical Writing and Communications Skills	2(1+1)
9	AJC 209	Master Seminar	1(0+1)
		Total	20

#### THIRD SEMESTER

S. No.	SUBJECT CODE	SUBJECT NAME	CREDITS
1	AJC 301	Science Journalism (Science and Communication, Role of regional languages in the field of agriculture journalism)	2(1+1)
2	AJC 302	Agricultural Event Management	2(0+2)
3	AJC 303	Reporting & Editing for Digital Journalism	3(1+2)
4	AJC 304	Specialized reporting for sustainable and livelihood	3(1+2)
5	AJC 305	Project work	5(0+5)
		Total	15

#### FOURTH SEMESTER

S. No.	SUBJECT CODE	SUBJECT NAME	CREDITS
1	AJC 401	Rural Entrepreneurship and Micro Enterprises	3(2 +1)
2	AJC 402	Creativity and Innovation	2(1 +1)
3	AJC 403	Microfinance Management	3(2 +1)
4	AJC 404	Regional dialect for journalism	2(1 +1)
5	AJC 405	Research Project/Dissertation/Documentary	5(0 +5)
		Total	15

**Note: Guide Allotment:** At the beginning of semester, for each student, one guide and one co-guide will be allotted. If the guide is from CSA University, the co-guide would be from Jagran College and vice-versa.



## Two Year PG Diploma in Agriculture Journalism and Science Communication

