



Admission Open  
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# LUCKNOW UNIVERSITY

## INSTITUTE OF MASS COMMUNICATION IN SCIENCE & TECHNOLOGY

Lucknow University C.P.M.T. Bhawan (1 st Floor), Near Registrar's Office

### M.Sc. in Mass Communication in Science & Technology

Eligibility

**B.Sc./ B.Tech/B.Sc(AG)/B.Sc(EM)/BCA/BAMS/**

**BUMS/MBBS/BHMS/BDS**

**On-Line Teaching Support**

Only L.U. provides  
**M.Sc. Mass Communication  
 Degree In INDIA**

### Programme Overview

#### First Semester

- 1.1 History & Philisophy of Science& Technology
- 1.2 Basic's of Reporting
- 1.3. Principles of Mass Communication
- 1.4 Computer Application in Mass Communication
- 1.5 Practical/Project Work



**Er. Rajesh Kr. Pandey**  
**Subject Expert**  
**Master Trainer/Assessor**  
**Govt. of India Skill India Pro.**  
**Mb. 9236414111/9260908461**

#### Second Semester

- 2.1 Popularization of Science & Technology
- 2.2 Development in Communication
- 2.3 Basics of Writing skills
- 2.4 Editorial Practices
- 2.5 Practical/Project Work



**Dr. B.G.Verma**  
**Subject Expert**  
**Mb. 7860778767**

#### Third Semester

- 3.1 New Media & Society
- 3.2 History of Indian Press, Press Laws and Ethics
- 3.3 Advertising and Social Marketing
- 3.4 International Communication
- 3.5 Practical/Project work



#### Fourth Semester

- 4.1 Public Relation and Corporate Communication
- 4.2 Communication Research-Methodology
- 4.3 Media Management
- 4.4 Foreign Language (French)
- 4.5 Practical/Project Work



#### Minor Elective

- 5.1 Writing for Science & Technology
- 5.2 Mass Communication & ICT
- 5.3 Print & Broadcast Communication
- 5.4 Training/Internship in scientific Media / organization