



UNIVERSITY OF LUCKNOW

Faculty of Arts

Revised PROGRAMME OF EXAMINATION ODD SEMESTER -2024

M.A.J.M.C. Semester III

Time Allowed : 3 Hours

Time: 01.30 to 04.30 PM

Date	Paper	Paper Title
17.01.2025	MAJMCC-301	Advertising
20.01.2025	MAJMC-EL-301	Electronic Media (Radio & Television)
24.01.2025		Interdepartmental Course
29.01.2025	MAJMC-EL-302	Public Relations & Corporate Communication

M.A.J.M.C. Semester I

Time Allowed: 3 Hours

Time: 01.30 to 4.30 PM

Date	Paper	Paper Title
13.01.2025	MAJMCC-101	Basic Principles of Communication & Mass-Communication
16.01.2025	MAJMCC-102	History Growth & Development of Media
18.01.2025	MAJMCC-103	Computer Applications & Visual Communication
23.01.2025	MAJMCC-104	Media & Social Issues
25.01.2025	MAJMCVC-106	Translation Studies

Note: (a) University reserves the right to change the schedule as per organizational requirements.

(b) Students are advised to remain updated on the L.U. website www.lkouniv.ac.in for any changes in the schedule.

-sd-
(Prof. Mukul Srivastava)
Head,
Journalism & Mass Comm.
University of Lucknow

15.1.2025
Controller of Examinations
University of Lucknow
Lucknow

Dated: 15.01.2025