



**TILAKMAHARASHTRAVIDYAPEETH,PUNE**  
(Deemed to be University)  
Mukundnagar, Gultekdi, Pune - 4110037  
(Accredited by NAAC with 'B++' Grade)  
ISO 21001: 2018

**JOURNALISMANDMASSCOMMUNICATIONDEPARTMENT**

## **M.A in Mas Communication**

**Program Code No - 257**

### **Objectives**

Providing media & entertainment industry with skilled & trained media professional adopt in all fields of communication & Journalism.

### **Highlights**

1. Tie-up with T.V. News Channels.
2. Can work independently on freelance basis.
3. Can make Documentaries and Promotional Programs for various companies.

**Eligibility** : Graduation in any faculty, Entrance Exam

**Duration** : Two Academic years

**Evaluation method** : Semester Pattern - 40% External, 60% Internal, 50% passing

**Medium** : English

### **Fee structure for the academic Year 2024-25**

<b>Year</b>	<b>Tuition</b>	<b>Laboratory/Practical</b>	<b>Admission</b>	<b>Exam</b>	<b>Eligibility</b>	<b>Library</b>	<b>Total</b>
<b>First Year</b>	40,500	20,000	1,500	3,000	500	500	66,000
<b>Second Year</b>	40,000	25,000	1,500	3,000	--	500	70,000

\* Deposit of Rs. 3,000/- for Library

### **Opportunities at the exit point:**

News Papers, T.V. News Channels, Internet, and I.T. Industries work as PRO / Media Executive

Note - \*\*Caution Deposit of Rs.10000/- for Media Lab & Equipments



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### **PROGRAM STRUCTURE**

<b>SEMESTER I</b>	
<b>Paper No</b>	<b>Name of the Subject</b>
Paper-I	Communication Theory & Practices
Paper-II	Public Relations: Principles and Practices
Paper-III	Video Production
Paper-IV	Media Laws & Ethics
Paper-V	Introduction to Literature and Film Studies
Paper-VI	Advertising: Principles, Concept and Management
<b>SEMESTER II</b>	
<b>Paper No</b>	<b>Name of the Subject</b>
Paper-I	MOOC- Swayam Course
Paper-II	TV/Radio Production (Content & Presentation for Media)
Paper-III	Editing for Multi Media
Paper-IV	Broadcast Journalism
Paper-V	Writing for Media
Paper-VI	Film Appreciation
Paper-VI	Communication & Plastic Arts
<b>SEMESTER III</b>	
<b>Paper No</b>	<b>Name of the Subject</b>
Paper-I	Communication for Development & Social Change
Paper-II	Political & International Communication
Paper-III	Data Journalism
Paper-IV	Magazine Production
Paper-V	Advance Reporting
Paper-VI	Research Methodology
Paper-VII	Event Management
<b>SEMESTER IV</b>	
<b>Paper No</b>	<b>Name of the Subject</b>
Paper-I	Internship
Paper-II	Dissertation
Paper-III	Lokmanya Tilak & his Editorials
Paper-IV	Final Project (Audio-Visual) (PR)
Paper-V	Entrepreneurship Development
Paper-VI	Soft Skills