

M.A in Mass Communication (General)

Program Code: 257

Objectives

Providing media & entertainment industry with skilled & trained media professional adopt in all fields of communication (Journalism & Audio-Visual)

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 2022 - 23:

Year	Tuition	Laboratory/Practical	Admission	Exam	Eligibility	Library	Total
First Year	35000	20000	1500	3000	500	500	60,500
Second Year	35000	25000	1500	3000		500	65,000

Deposit of Rs. 3,000/- taken as caution money for library.

Opportunities at the exit point:

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

Note: Deposit of Rs. 10,000/- taken as caution money for media lab & equipments.

PROGRAM STRUCTURE

SEMESTER I

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MAMC 22-101	Communication Theory & Practices	Core	40	60	100	1	3
Paper-II	MAMC 22-102	Public Relations: Principles and Practices	AECC	40	60	100	1	3
Paper-III	MAMC 22-103	Video Production	DSEC	40	60	100	1	3
Paper-IV	MAMC 22-104	Media Laws & ethics	Core	40	60	100	1	3
Paper-V	MAMC 22-105	Introduction to Literature	AECC	40	60	100	1	3
Paper-VI	MAMC 22-106	Advertising: Principles, Concept and Management	Skills	40	60	100	1	1
Total				240	360	600	06	16

SEMESTER II

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MAMC 22-201	New Media	Core	40	60	100	1	3
Paper-II	MAMC 22-202	TV/Radio Production (Content & Presentation for Media)	Generic	40	60	100	1	1
Paper-III	MAMC 22-203	Editing for Multi Media	DSEC	40	60	100	1	3
Paper-IV	MAMC 22-204	Broadcast Journalism	DSEC	40	60	100	1	3
Paper-V	MAMC 22-205	Writing for Media	Core	40	60	100	1	3
Paper-VI	MAMC 22-206	Film Appreciation	AECC	20	30	50	1	1
Paper-VII	MAMC 22-207	Communication & Plastic Arts	Skill	20	30	50	1	1
Total				240	360	600	07	15

SEMESTER III

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MAMC 22-301	Communication for Development & social Change	Core	40	60	100	1	3
Paper-II	MAMC 22-302	Political & International Communication	DSEC	40	60	100	1	1
Paper-III	MAMC 22-303	Data Journalism	AECC	20	30	50	1	1
Paper-IV	MAMC 22-304	Magazine Production	Generic	20	30	50	1	1
Paper-V	MAMC 22-305	Advance Reporting	DSEC	40	60	100	1	3
Paper-VI	MAMC 22-306	Research Methodology	DSEC	40	60	100	1	3
Paper-VII	MAMC 22-307	Event Management	Skill	40	60	100	1	3
Total				240	360	600	07	15

SEMESTER IV

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MAMC 22-401	Internship	AECC	40	60	100	0	7
Paper-II	MAMC 22-402	Dissertation	DSEC	----	150		0	5
Paper-III	MAMC 22-403	Lokmanya Tilak & his Editorials	AECC	20	30	50	1	0
Paper-IV	MAMC 22-404	Final Project (Audio-Visual) (PR)	DSEC	80	120	200	0	5
Paper-V	MAMC 22-405	Entrepreneurship Development	AECC	20	30	50	1	1
Paper-VI	MAMC 22-406	Soft Skills	Skill	20	30	50	1	1
Total				180	420	600	3	19