

Programme Details

M. A. (MASS COMMUNICATION) (Programme Code No - 257)

Objectives

- To enable students to work in Electronic Media as well as Online Media News and web Channels at Managerial level.

Highlights

1. Tie-up with T.V. News Channels.
2. Can work independently on freelance basis.
3. Can make Documentaries and Promotional Programmes 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 2021 - 22 :

Year	Tuition	Laboratory / Practical	Admission	Exam	Eligibility	Library	Total
First Year	30,000	20,000	1,500	3,000	500	500	55,500
Second Year	30,000	25,000	1,500	3,000	-	1000	60,500

Deposit of Rs. 2,000/- taken as Caution money for Library.

Opportunities

at the Exit Point : News Papers, T.V. News Channels, Internet, I.T. Industries work as PRO / Media Executive

Note :

Deposit of Rs. 10,000/- taken as Caution money for Media Lab & Equipments.

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PROGRAMME STRUCTURE

SEMESTER I

Paper No.	Name of Subject	Subject Code	Category of Sub.	External Marks	Internal Marks	Total	Credits
Paper-I	Communication Theory and Practices	MAMC18-101	Core	40	60	100	5
Paper-II	Indian Culture OR	MAMC18-102	Generic	40	60	100	4
	Indian Culture & History (भारतीय संस्कृती: इतिहास) (MOOC - Swayam)	MMSW 20-102	Generic	40	60	100	4
Paper-III	Introduction to Video Production	MAMC18-103	Core	40	60	100	4
Paper-IV	Film Appreciation	MAMC18-104	DSEC	40	60	100	4
Paper-V	Media Ethics	MAMC18-105	Core	40	60	100	4
Paper-VI	Advanced English OR	MAMC18-106	Elective	40	60	100	4
	Translation Studies	MAMC18-107	Elective	40	60	100	4
	Total			240	360	600	25

SEMESTER II

Paper No.	Name of Subject	Subject Code	Category of Sub.	External Marks	Internal Marks	Total	Credits
Paper-I	New Media	MAMC18-201	Core	40	60	100	4
Paper-II	Print Journalism	MAMC18-202	Core	40	60	100	4
Paper-III	Feature Writing	MAMC18-203	DSEC	40	60	100	4
Paper-IV	Video Production	MAMC18-204	Core	40	60	100	4
Paper-V	Development Communication	MAMC18-205	DSEC	40	60	100	4
Paper VI	Travel and Tourism OR	MAMC18-206	Elective	20	30	50	4
	In-Design	MAMC18-207	Elective	20	30	50	4
Paper VII	Conference / Seminar	MAMC18-208	Skill	-	50	50	1
	Total			220	380	600	25

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SEMESTER III

Paper No.	Name of Subject	Subject Code	Category of Sub.	External Marks	Internal Marks	Total	Credits
Paper-I	Photo Journalism	MAMC18-301	Core	40	60	100	4
Paper-II	Media Planning and Web Marketing	MAMC18-302	Core	40	60	100	4
Paper-III	Advertising and Public Relation	MAMC18-303	DSEC	40	60	100	5
Paper-IV	National and International News	MAMC18-304	DSEC	40	60	100	4
Paper-V	Broadcast Journalism	MAMC18-305	Core	40	60	100	4
Paper-VI	Entrepreneurship Development OR Indological Studies	MAMC18-306 MAMC18-307	Elective Elective	20 20	30 30	50 50	2 2
Paper-VII	Field Work	MAMC18-308	Skill	--	50	50	2
	Total			220	380	600	25

SEMESTER IV

Paper No.	Name of Subject	Subject Code	Category of Sub.	External Marks	Internal Marks	Total	Credits
Paper-I	Research Techniques	MAMC18-401	Core	40	60	100	4
Paper-II	Internship	MAMC18-402	SEC	40	60	100	6
Paper-III	Project / Portfolio	MAMC18-403	Core	80	120	200	8
Paper-IV	Magazine Production	MAMC18-404	Skill	-	150	150	6
Paper-V	Lokmanya Tilak & his Editorials	MAMC18-405	Generic	20	30	50	1
	Total			180	420	600	25