

M.A. Journalism and Mass Communication

(2 Years Postgraduate Degree Programme)

Pattern 2023

Year I : Semester I

- Principles of Mass Communication
- News Reporting and Editing
- Fundamentals Advertising and PR
- New media: Evolution, Principles & Theory
- History of Media
- Media Tools
- Field Work
- Basics of Photography

Year I : Semester II

- Development Communication
- Broadcast Journalism
- Content Marketing
- Media, Culture and Society
- Gender Studies
- World Views and Current Affairs
- Study Visit
- Basics of AV Editing

Year II : Semester III

- Communication Research
- Media Laws and Ethics
- Film Appreciation
- Specialized Reporting/ Brand Management
- Exploratory Journalism / Digital Marketing
- Documentary Production/ Corporate Communication
- Community Service
- Feature Writing

Year II : Semester IV

- International Communication
- Media Management
- Online Journalism / Social Media Marketing
- Instructional Design & Emerging Media / Integrated Marketing Communication
- Project / Dissertation
- Internship

Specialization Offered :

Specializations	Sem III			Sem IV	
Journalism & Broadcast :-	Specialized Reporting	Exploratory Journalism	Documentary Production	Online Journalism	Instructional Design & Emerging Media
Digital Advertising & Public Relations :-	Brand Management	Digital Marketing	Corporate Communication	Social Media Marketing	Integrated Marketing Communication