

M.A. (Journalism & Mass Communication)

SEMESTER I

Media, Culture and Society
Print Journalism and Writing
Communication and Media Theories
Writing for Print Media practice
Audiography Lab
Photography Practice
Videography Practice
Graphic Design Lab
Cultural Education

SEMESTER II

Research Methodology for Communication and Media Studies
Film Studies
Media Laws, Ethics and Policies
Broadcasting for Radio and Television
Info graphics and Layout Designing Lab
Programme Casting, Anchoring and Presentation Skills
Television News Production
Digital Video Production Lab
Lab Journal 1
Amrita Values Programme

SEMESTER III

Media Analysis Techniques
Corporate Communication and Public Relations
Public Relations Campaign Practical
Elective
Introduction to Data Journalism and Visualization
Web Designing and Content Management Lab
Online and Social Media Tools for Journalists
Lab Journal 2
Mini Project in Media and Communication
Live-in-Lab.@ / Open Elective*
Life skills

SEMESTER IV

Internship
Comprehensive and Technical Viva-voce
Project in Media and Communication

ELECTIVES (any one)

Crisis Reporting

Photojournalism

Big Data Journalism

Health and Environmental Communication

Global Communication

Approaches in Gender and Media Studies

Science Journalism

Advertising theories and practices

Business Journalism

Sports Journalism

Psychology and Media

Communication for Development