

MA (Visual Media & Communication)

SEMESTER I

Communication and Media Theories
Studies in Visual Aesthetics
Aspects of Journalism: Print, Broadcast & Online
Fundamentals of Creative Advertising
Audiography Lab
Photography Practice
Videography Practice
Graphic Design Lab
Cultural Education

SEMESTER II

Research Methodology for Communication and Media Studies
Film Studies
Film Analysis and Appreciation Lab
Elective I
Digital Video Production Lab
Writing Practice for Mass Media
Programme Casting, Anchoring and Presentation Skills
Media Laws, Ethics and Policies
Amrita Values Programme

SEMESTER III

Corporate Communication and Public Relations
Public Relations Campaign Practical
Elective II
TV Commercial Production Practice
New Media and Web Technologies Basics Lab
Photo Imaging & Designing Lab.
Mini Project in Media and Communication
Live-in-Lab.@ / Open Elective*

SEMESTER IV

Comprehensive and Technical Viva Voce
Internship

Elective I & II

Creative Expression Practice in English & Regional Languages
Corporate Video Production Lab

Packaging and Illustration Practical

Advanced Ad Photography Lab

Digital Video Compositing Lab

Responsive Web Designing Lab

Screenplay Writing Techniques