

**AMRITA VISHWA VIDYAPEETHAM**  
**DEPARTMENT OF MASS COMMUNICATION**



**CURRICULUM AND SYLLABUS FOR THE 2021 ADMISSIONS**  
**MA COMMUNICATION**  
**(MA.MCN)**

**AMRITA VISHWA VIDYAPEETHAM**  
**ETTIMADAI, COIMBATORE**

### **Programme Educational Objectives (PEOs)**

The students graduating from the Mass Communication program will be able to:

PEO1 [Critical and integrative Thinking] - Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PEO2 [Effective verbal and non-verbal communication] - Clearly and coherently use spoken and written words and visuals for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PEO3 [Societal and Environmental Awareness] - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PEO4 [Ethical Reasoning] - Understand and apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PEO5 [Leadership] – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

### **Programme Specific Outcomes (PSOs)**

The students of the Communication program will be able to:

PSO1: Create a strong research-oriented theoretical foundation in consonance with recent advances in the discipline of Mass Communication.

PSO 2: Take a creative, empirical, ethical, and sustainable approach to the program that combines conceptual and theoretical media repertoires, including print, broadcast, IMC, and multimedia.

PSO 3: Provide an opportunity to extend the knowledge base to the world of practice with a view to promoting a healthy interface between academia and society.

**MA Communication  
CURRICULUM**

**SEMESTER I**

S. No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21CMJ501	Core Module	Critical Approach to Communication Theories	2 0 2	4
2.	21CMJ502	Core Module	Media Laws and Ethics: Issues and Debates	2 0 2	4
3.	21CMJ503	Core Module	Applied Media Research	3 0 2	4
4.	21CMJ504	Core Module	Contemporary Issues	1 0 0	1
5.	21CMJ505	Core Module	Environment and Social Issues: Global Media Perspectives	3 0 0	3
6.	21CMJ581	Core Module	Quantitative Data Analysis for Social Science Research	0 1 2	2
7.	21CMJ582	Core Module	Qualitative Data Analysis for Social Science Research	0 1 2	2
8.	21CMJ583		*Seminar	0 1 2	2
9.	21CUL501		Cultural Education	2 0 0	P/F
<b>Total</b>					<b>22</b>

**SEMESTER II**

**\*THREE MANDATORY SPECIALIZATION courses from ANY ONE Bundle (1A to 1D) and ONE ELECTIVE course from any of the other Bundles in the semester**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	21CMJ511	Broadcast Bundle 1A:	1.Technological Approaches to Television Journalism	1 1 4	4
2.	21CMJ512		2.Basic Photography and Videography	1 1 4	4
3.	21CMJ513		3. Film Studies: Theory and Analysis	1 1 4	4
4.	21CMJ514	IMC Bundle 1B:	1. Integrated Marketing Communications	1 1 4	4
5.	21CMJ515		2. Digital Marketing Communication Basics	1 1 4	4
6.	21CMJ516		3. Branding Media and Entertainment	1 1 4	4
7.	21CMJ517	Print Bundle 1C:	1.Reporting for Print Media	0 1 6	4
8.	21CMJ518		2. Editing for Print Media- I	0 1 6	4
9.	21CMJ519		3.Fake News and Disinformation- Issues and Challenges	0 1 6	4
10.	21CMJ520	New Media and Design Bundle 1D:	1.Techniques of Graphic Communication and Visual Design	1 1 4	4
11.	21CMJ521		2. Social Media Metrics and Evaluation	1 1 4	4
12.	21CMJ522		3.Social Media Optimization for Brands	1 1 4	4
<b>Total = 16 credits for Mandatory Specialization (4 x 3 = 12) and Elective (4 x 1=4)</b>					<b>16</b>
	21CMJ590		Research Project Review 2	0 0 2	1
13.	21CMJ584		*Seminar	0 1 2	2
14.	21AVP501		Amrita Value Programme	1 0 0	1
<b>Total</b>					<b>20</b>

**SEMESTER III (Electives Bundle 2) Electives 3 courses from Bundle 2 and 1 from other electives in the semester**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1	21CMJ601	Broadcast Bundle 2A:	1.Writing, Reporting and Producing Television News	1 1 4	4
2	21CMJ602		2.Documentary and Short Film Production	1 1 4	4
3	21CMJ603		3.Advanced Photography and Videography	1 1 4	4
4	21CMJ604	IMC Bundle 2B:	1.Public Relations and Event Management	1 1 4	4
5	21CMJ605		2.Advertising Practice for Print, Digital and Broadcast	1 1 4	4
6	21CMJ606		3.Rural Brand Management	1 1 4	4
7	21CMJ607	Print Bundle 2C:	1.Newspaper Design and Magazine Production	1 1 4	4
8	21CMJ608		2.Advanced Multimedia Reporting	0 1 6	4
9	21CMJ609		3.Editing for Print Media -II	0 1 6	4
10	21CMJ610	New Media and Design Bundle 2D:	Animation and Web Design	1 1 4	4
11	21CMJ611		Fundamentals of Digital Advertising	1 1 4	4
12	21CMJ612		Search Engine Optimization for Brands	1 1 4	4
<b>Total = 16 credits for Mandatory Specialization (4 x 3 = 12) and Elective (4 x 1=4)</b>					<b>16</b>
1.	21CMJ681		*Seminar	0 1 2	2
2.	21CMJ690		Communication Research Project and Viva Voce		4
3.			# Open Elective		2
<b>Total</b>					<b>24</b>

**PRE-REQUISITE COURSES for elective choices**

1. Technological Approaches to Television Journalism pre requisite for Advanced Multimedia Reporting
2. Digital Marketing Basics pre requisite for Fundamentals of Digital Advertising/Search Engine Optimization for Brands

**Open Elective**

#	21OEL658	Media for Social Change	1 0 2	2
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**SEMESTER IV-**

**21CMJ699-Internship - 10 credits with regular monitoring (once a month with the Industry rep) and report presentation and viva voce. Certificate from organization interned in is mandatory. Industry reps to review the internship reports prior to student submission and send in an approval letter to internship co-coordinator. Grades will be awarded.**

**Lateral Entry:** A provision for lateral entry to the MA Communication programme in the 3<sup>rd</sup> semester for students who possess a Post Graduate Diploma in Journalism/Communication along with a minimum of two years relevant Post PG Diploma experience.

**\*Seminars-** Introduction of the Seminar Component (2 credits), Students individually present a seminar on a current topic for 10 minutes followed by a review. The idea is to improve students' Time Management, Planning and Prioritization - Attitude, Verbal and Nonverbal Skills - Communication Skills - Etiquette and Interview Skills. Students are to connect with an NGO, Corporate, Media organization and the like for quality ideas for presentation. This would also help build student portfolio and networking.

**# Options to choose one Open Elective course offered from other Departments in the campus**