

## Semester I – 16 Credits

Subject Code	Subject Category	Subject Module	Lecture Hours	Tutorial Hours	Lab/Field Hours	Credits
MAC501	SC	Media Laws & Ethics	2	0	0	2
MAC511	HS	India: Polity & Constitution	2	0	0	2
MAC502	SC	Reporting & Editing for Print Media	1	0	3	2
MAC503	SC	Media Management	2	0	0	2
MAC504	SC	AV Basics & Film Studies	1	0	3	2
MAC505	SC	Graphics & Animation: Introduction	1	0	3	2
MAC506	SC	An Introduction to the Web	1	0	3	2
MAC507	SC	IMC: Advertising & Sales Promotion	1	0	3	2

## Semester II – 16 Credits

Subject Code	Subject Category	Subject Module	Lecture Hours	Tutorial Hours	Lab/Field Hours	Credits
MAC508	SC	Communication Theory	3	0	3	4
MAC512	HS	India: Land, Economy & Development	3	0	3	4
MAC521	SC	Advanced Reporting & Editing	1	1	6	4
MAC531	SC	Introduction to Television News	1	0	9	4
MAC541	SC	TV Programing & Production	1	0	9	4
MAC551	SC	Introduction to Graphics and Audio Techniques	0	1	9	4
MAC561	SC	Content Design & Site Management	1	0	9	4
MAC571	SC	IMC: Brand Management	3	0	3	4

## Semester III – 20 Credits

Subject Code	Subject Category	Subject Module	Lecture Hours	Tutorial Hours	Lab/Field Hours	Credits
MAC601	SC	Communication Research	3	0	3	4
MAC611	HS	India: Culture & Contemporary History	3	0	3	4
MAC522	SC	Feature Writing	1	0	9	4
MAC532	SC	TV News Gathering & Production	1	0	9	4
MAC542	SC	Short Film Production & Documentary Research	1	0	9	4
MAC552	SC	Animation & Audio: Using 3D Software & Sound Forge	0	1	9	4
MAC562	SC	New Media: Theory & Practice	1	0	9	4
MAC572	SC	IMC: Public Relations & Event Management	3	0	3	4
MAC697	SC	DISSERTATION (Part 1)	0	0	0	4

## Semester IV – 20 Credits

Subject Code	Subject Category	Subject Module	Lecture Hours	Tutorial Hours	Lab/Field Hours	Credits
MAC612	HS	Contemporary Global Society	3	0	3	4
MAC602	SC	Media Studies	3	0	3	4
MAC523	SC	Newspaper Production	0	1	9	4
MAC533	SC	Broadcast News & Technology	1	0	9	4
MAC543	SC	Documentary Production	1	0	9	4
MAC553	SC	Graphics & Animation: Using Adobe Premiere & Combustion Softwares	1	0	9	4
MAC563	SC	Web Content & Design: Project	1	0	9	4
MAC573	SC	IMC: Advertising Practice	3	0	3	4
MAC698	SC	DISSERTATION (Part 2)	0	0	0	4

**M.A. (Communication) Programme and Curriculum**

Communication as a discipline is an amalgam of sociology, psychology, history, geography, economics, political science, anthropology, language, philosophy, religion, visual and performing arts, including music. These have continued to remain at the core of communication theory and research making it strongly interdisciplinary in nature.

In turn, the products designed and executed by communication professionals are also determined by the country's social, cultural, economic, geographical, technological, political and regulatory environment.

The curriculum of Amrita's two-year, four-semester M.A. Communication is therefore a judicious mix of communication theory and skills together with humanities & social science components that shape a new breed of competent communication professionals who have the necessary depth to operate in the present and in the future. In due consideration of its interdisciplinary nature, the following table provides an overall picture of M.A. Communication's credit distribution.



An additional 8 credits spread equally over Semester III & Semester IV) are allocated to a Dissertation (Part 1 & Part 2) in Media & Communication.

#### **Course Credits**

The minimum credits required to complete the M.A. communication Course is 72 credits @ 16 credits per semester + 8 credits (spread equally across the III & the IV semesters for dissertation).

Each of the MA course modules has certain number of credits assigned to it depending on the lecture, tutorial or lab and field work / contact hours in a week. The general equation followed at Amrita School of Communication is as follows: 1 credit = 1 hour lecture = 1 hour tutorial = 3 hours of lab and field work.

Each of the following tables has eight different rows of modules. The core/compulsory modules are marked in **bold**. In semester 1, all the eight modules carry two credits each. All the eight modules are compulsory for all the students of M.A. They introduce them to different career streams available to students of M.A. Communication.

#### **Additional Course Credits**

Over and above these, new modules with up to 3 additional credits may be offered as per convenience and resources available to help students who wish to take up journalism in any one vernacular language like Tamil or Malayalam or Hindi. While additional credits are allocated for the languages, grades obtained therein shall not be factored into the final CGPA of the MA Communication Programme.

Beginning with semester 2, every student has to complete 4 subject modules. Each subject module carries 4 credits. Two of the four subject modules are core subjects and therefore compulsory. From the remaining six streams, the student may opt for any one of the following combinations:

- Row 3 & Row 4: Print Media Journalism & Television News
- Row 4 & Row 5: Television News & Television Production
- Row 5 & Row 6: Television Production & Animation
- Row 6 & Row 7: Animation & Web Design and Content
- Row 7 & Row 8: Web Design and Content & Integrated Marketing Communication.

The University reserves the right to offer new combination/s or withdraw any combination/s mentioned above without assigning reasons. Besides the above, students may be offered a course (3 credits maximum) in any one vernacular language to enable students to take up vernacular language journalism across print and electronic media during the third semester.

#### **Internship (Non-credit but mandatory)**

Besides the subject modules mentioned in the tables, all the students will have to undergo internship of 4-6 week duration at accredited/recognized media or communication organization/s or in a media/communication related area of any accredited/recognized organization/s and produce a satisfactory completion certificate from the firm/s/ or organization/s, failing which, the student's degree shall be withheld. Students may note that while internship is mandatory, no credits are awarded for the same. All internships will have to be completed before the award of the final degree.

#### **Non-credit courses**

Self-awareness and Personal growth (SAPG), English Proficiency and Soft Skills may be taught during Semester 1. These are essentially non-credit courses but are allocated up to a total of 8 hours/week as may be required.

#### **Dissertation**

An 8-credit research dissertation of about 10,000 words, exclusive of images, charts, etc. is here by approved for MA Communication students.

The dissertations shall be undertaken by the students under the supervision of senior faculty based on their interest and expertise, and, on a topic involving media or communication to be chosen by the student and approved by the guide. The topic will involve only media and communication. Topics should be approved at the latest during the first week of the third semester with the first draft of the dissertation submitted for review roughly by the end of the fourth semester through the course. While the "first" draft should strive to be a "finished" document, students should normally expect to submit at least two intermediate drafts of the dissertation for consultation before the "final" version is ready for evaluation. Interim versions of the dissertation may be submitted as Word versions, with the final version due in hard copy.

About of 120 hours of Student Investment Time or SIT spread over the final two semesters will be required for completing the research project proposed. A phase lasting about 60 hours of SIT yields 4 credits. SIT does not only include formal teaching in lectures or seminars but also consists of individual study time for reading, writing assignments or essays or performing research. Under this equation, students will work on a dissertation earning 8 credits, i.e., 4 credits during Semester III + 4 Credits during Semester IV. To earn 4 credits by the end of the semester III all the dissertation works up to the end of the methodology chapter will have to be completed. To earn the remaining 4 credits by the end of the semester IV students should have consolidated the entire dissertation work undertaken during the semester III and semester IV and submit the final dissertation as per the recommendations of the department.