

**MA Communication  
2018 admission onwards**

**CURRICULUM**

**SEMESTER I**

S. No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ501	Core Module	Media, Politics and Society	4 0 0	4
2.	18CMJ502	Core Module	Media Laws and Ethics: Issues and Debates	4 0 0	4
3.	18CMJ503	Core Module	Communication Research	4 0 0	4
4.	18CMJ504	Core Module	Film Studies: Theory and Analysis	2 0 2	3
5.	18CMJ505	Core Module	Contemporary Issues: I	1 0 0	1
6.	18CMJ506	Core Module	Environment and Social Issues: Global Media Perspectives	3 0 0	3
7.	18CMJ507	Core-Print Stream	Reporting and Editing for Print Media	2 0 6	4
8.	18CUL501		Cultural Education	2 0 0	P/F
<b>Total</b>					<b>23</b>

**SEMESTER II**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ511	Core Module	Critical Approach to Communication Theories	4 0 0	4
2.	18CMJ512	Core-Design Stream	Techniques of Graphic Communication and Visual Design	2 0 2	3
3.	18CMJ513	Core Module	Advanced Research: Qualitative Approaches	4 0 0	4
4.	18CMJ514	Core- Broadcast Stream	Advanced Skills in Broadcast Journalism	2 0 4	4
5.	18CMJ515	Core Module	Contemporary Issues: II	1 0 0	1
6.	18CMJ516	Core- IMC Stream	Integrated Marketing Communications	3 1 0	4
7.		Elective	Elective Paper 1		4
8.	18AVP501		Amrita Value Programme	1 0 0	1
<b>Total</b>					<b>25</b>

**SEMESTER III**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ601	Industry Practice	Internship& Viva Voce		4
2.	18CMJ602	Core- DesignStream	Animation and Web Designing	1 0 4	3
3.	18CMJ603	Core Module	Research Review		2
4.	18CMJ604	Core-Broadcast stream	Advanced Photography	1 1 2	3
5.			Live in Lab/ Open Elective *		2
<b>Total</b>					<b>14</b>

**NOTE:** Semester III will begin from the month of September to facilitate internship and data collection for the research project.

**\*Open Electives (Any One)**

1.	18OEL690		Media for Social Change	1 0 2	2
2.	18OEL691		Scripting for Rural Broadcasting	1 0 2	2

**SEMESTER IV**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ611	Core Module	New Media and Digital Culture	3 0 0	3
2.	18CMJ613	Core Module	Communication Research Projectand Viva Voce		4
3.		Elective	Elective Paper 2		4
4.		Elective	Elective Paper 3		4
<b>Total</b>					<b>15</b>

**Total Credits for the programme:77**

**ELECTIVE STREAMS (Any One)**

S.No	Course Code	Structural Framework	Course Title	L T P	Credits
<b>Print Stream</b>					
1.	18CMJ517	Elective Paper 1	Advanced Reporting and Editing	1 1 6	4
2.	18CMJ607	Elective Paper 2	Feature Writing	1 1 6	4
3.	18CMJ617	Elective Paper 3	Newspaper Design and Magazine Production	2 0 4	4
<b>Broadcast Stream</b>					
1.	18CMJ518	Elective Paper 1	Writing, Reporting and Producing Television News	2 0 4	4
2.	18CMJ608	Elective Paper 2	Technological Approaches to Television Journalism	2 0 4	4
3.	18CMJ618	Elective Paper3	Documentary and Short Film Production	1 0 6	4
<b>IMC Stream</b>					
1.	18CMJ519	Elective Paper 1	Advertising Practice for Print, Web and Broadcast	3 0 2	4
2.	18CMJ609	Elective Paper 2	Brand Management	3 1 0	4
3.	18CMJ619	Elective Paper 3	Corporate Communication and Event Management	3 1 0	4

**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.

The students who are admitted into the II year of the M A programme by lateral entry are exempted from the compulsory non-credit internship for a period of 45 days if they have completed an internship training for a minimum period of 30 days.