

**MASTER OF ARTS - COMMUNICATION**  
**M. A. - Commn.**  
**&**  
**POST-GRADUATE DIPLOMA IN JOURNALISM**  
**P.G.D.J.**

**CURRICULUM**

**for 2015 admissions onwards**

**CURRICULUM**

*Master of Arts (Commn.) & PGDJ*

*2015 admissions onwards*

**GENERAL INFORMATION**

**Code Numbering:**

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

**ABBREVIATIONS USED IN THE CURRICULUM:**

Cat.	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practicals
T	-	Tutorial

**DISCIPLINES**

AVP	-	Amrita Values Programmes
BUS	-	Business Management
CHY	-	Chemistry
CMJ	-	Communication and Journalism
COM	-	Commerce
CSA	-	Computer Science and Applications
CSN	-	Computer Systems and Network
CUL	-	Cultural Education
ECO	-	Economics
ELL	-	English Language and Literature
ENG	-	English
ENV	-	Environmental Sciences
FNA	-	Fine Arts
HIN	-	Hindi
KAN	-	Kannada
LAW	-	Law
MAL	-	Malayalam
MAT	-	Mathematics
MCJ	-	Mass Communication and Journalism
OEL	-	Open Elective
PHY	-	Physics
SAN	-	Sanskrit
SSK	-	Soft Skills
SWK	-	Social Work
TAM	-	Tamil

**SEMESTER I**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ501	Media and Society	3 0 0	3	A
15CMJ502	Media Laws and Ethics: Issues and Debates	4 0 0	4	B
15CMJ503	Reporting and Editing for Print Media	2 0 6	4	C
15CMJ504	Integrated Marketing Communications	3 1 0	4	D
15CMJ505	Techniques of Graphic Communication and Visual Design	2 1 2	4	E
15CMJ506	Advanced Photography	1 1 2	3	G
15CMJ510	Contemporary Issues I	1 0 0	1	H
15CUL501	Cultural Education	2 0 0	P/F	F
<b>TOTAL</b>				<b>23</b>

**SEMESTER II**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ511	Critical Approach to Communication Theories	4 0 0	4	A
15CMJ512	Communication Research	4 0 0	4	B
15CMJ513	Advanced Skills in Broadcast Journalism	2 0 4	4	C
15CMJ514	Animation and Web Designing	1 0 4	3	D
15CMJ515	New Media and Digital Culture	3 0 0	3	E
15CMJ516	Environment and Social Issues: Global Perspectives	3 0 0	3	G
15CMJ520	Contemporary Issues II	1 0 0	1	H
15AVP501	Amrita Values Programme	1 0 0	1	F
<b>TOTAL</b>				<b>23</b>

**SEMESTER III**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ601	Advanced Research: Qualitative Approaches	4 0 0	4	A
15CMJ602	Film Studies: Theory and Analysis	2 0 2	3	B
	Elective Paper I		4	D
	Elective Paper II		4	E
15CMJ690	Live-in-Lab. <sup>®</sup> / Open Elective*	2 0 0	2	J
<b>TOTAL</b>				<b>17</b>

**SEMESTER IV**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ611	Media, Politics and Social Perspectives	3 0 0	3	A
	Elective Paper III		4	D
	Elective Paper IV		4	E
15CMJ692	Internship		P/F	P1
15CMJ699	Communication Research Project		4	P
<b>TOTAL</b>				<b>15</b>

**Total credits for the Programme 78**

**PRINT STREAM**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ631	Advanced Reporting and Editing	1 1 6	4	D
15CMJ632	Data Journalism	2 0 4	4	E
15CMJ633	Feature Writing	1 1 6	4	D
15CMJ634	Newspaper Design and Magazine Production	2 0 4	4	E

**BROADCAST STREAM**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ641	Writing, Reporting and Producing Television News	2 0 4	4	D
15CMJ642	Business of Television Programming and Production	1 1 6	4	E
15CMJ643	Technological Approaches to Television Journalism	2 0 4	4	D
15CMJ644	Documentary and Short Film Production	1 1 6	4	E

**INTEGRATED MARKETING COMMUNICATIONS STREAM**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ651	IMC: Brand Management	3 1 0	4	D
15CMJ652	Advertising Practice for Print and Web	3 0 2	4	E
15CMJ653	Corporate Communication and Event Management	3 1 0	4	D
15CMJ654	Advertising Practice for Broadcast	3 0 2	4	E

**NEW MEDIA STREAM**

Course Code	Course Title	L-T-P	Cr	ES
15CMJ661	Content and Website Design Management	2 0 4	4	D
15CMJ662	Graphics and Animation I	2 0 4	4	E
15CMJ663	Digital Marketing	2 0 4	4	D
15CMJ664	Graphics and Animation II	2 0 4	4	E

\*One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

® Students undertaking and registering for a Live-in-Lab. project, can be exempted from registering for the Open Elective course in the third semester.

**OPEN ELECTIVES (2 0 0 2)**

- 15OEL631 Advanced Statistical Analysis for Research
- 15OEL632 Basics of PC Software
- 15OEL633 Computer Hardware and Networking
- 15OEL634 Consumer Protection Act
- 15OEL635 Corporate Communication
- 15OEL636 Design Studies
- 15OEL637 Disaster Management
- 15OEL638 Essentials of Cultural Studies
- 15OEL639 Foundations of Mathematics
- 15OEL640 Foundations of Quantum Mechanics
- 15OEL641 Glimpses of Life through Literature
- 15OEL642 Information Technology in Banking
- 15OEL643 Introduction to Web Technologies
- 15OEL644 Knowledge Management
- 15OEL645 Marketing Research
- 15OEL646 Media for Social Change
- 15OEL647 Media Management
- 15OEL648 Object-Oriented Programming
- 15OEL649 Painting and Sculpture
- 15OEL650 Personal Finance
- 15OEL651 Principles of Advertising
- 15OEL652 Principles of Packaging

- 15OEL653 Scripting for Rural Broadcasting
- 15OEL654 Social Media Website Awareness
- 15OEL655 Theatre Studies
- 15OEL656 Writing for Technical Purposes
- 15OEL657 Yoga and Personal Development