

Master of Arts (M.A.) – Mass Communication & Journalism — Common Syllabus

Duration: 2 years (4 semesters) | Evaluation: Theory exams, Practicals, Projects, Internships

Course Structure

- Duration: 2 years (4 semesters).
- Each semester includes core theory papers, practicals, and electives.
- Credits: Typically 3–4 per paper.
- Evaluation: Written exams, practical exercises, field projects, internships, and dissertation work.

Semester I — Suggested Papers

- Introduction to Mass Communication
- History and Theories of Communication
- Reporting and Editing for Print Media
- Communication Research Methods – I
- Computer Applications and Media Skills (Practical)

Semester II — Suggested Papers

- Media Laws and Ethics
- Development Communication and Journalism
- Radio Production and Script Writing
- Television Production Techniques
- Communication Research Methods – II / Statistics in Media Research

Semester III — Suggested Papers

- New Media and Online Journalism
- Advertising and Public Relations
- Media Management and Entrepreneurship
- Photojournalism and Visual Communication
- Internship / Field Project / Documentary Production

Semester IV — Suggested Papers

- International Communication and Global Media
- Media Criticism and Cultural Studies
- Communication for Social Change
- Project / Dissertation / Viva Voce
- Elective Paper – (Film Studies / Political Communication / Health Communication)

Electives (Indicative List)

- Film Studies and Screenwriting
- Political Communication
- Corporate Communication
- Science and Environmental Journalism
- Health Communication
- Digital Marketing and Social Media Strategy

Notes:

- This syllabus is a common framework based on UGC model curricula and major Indian universities.
- Each paper generally carries 100 marks, with a 70:30 external and internal evaluation split.
- Internship and dissertation components are compulsory for final semester evaluation.
- Universities may adapt this syllabus to include regional and industry-specific media components.

Prepared by: ChatGPT — Common M.A. Mass Communication & Journalism Syllabus Template

Date: October 7, 2025