

DEVI AHILYA VISHWAVIDYALAYA, INDORE

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

PROGRAMME CODE: MC5A

PROGRAMME TITLE: M.A. (Journalism and Mass Communication)

OBJECTIVES:

IT IS ABOUT TO EXPLAIN THE MEANING OF COMMUNICATION AND WHY HUMAN BEINGS COMMUNICATE.

STUDENT WILL BE ABLE TO STATE HOW WE COMMUNICATE NON-VERBALLY AND VERBALLY.

LIST AND EXPLAIN DIFFERENT TYPES OF COMMUNICATION. DISCUSS THE MEANING OF SELF COMMUNICATION.

EXPLAIN THE IMPORTANCE OF COMMUNICATION WITH OTHERS. DIFFERENTIATE BETWEEN MASS COMMUNICATION AND MASS MEDIA. JOURNALISM & OTHER MEDIUMS OF INFORMATIONS.

LIST VARIOUS MEDIA OF MASS COMMUNICATION. LIST THE MAIN ELEMENTS OF SPEECH PERSONALITY.

EXPLAIN THE PRINCIPLES OF WRITING TO INFORM, REPORT AND PERSUADE.

ELIGIBILITY:

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

AGE LIMIT: NO AGE LIMIT.

ADMISSION PROCEDURE: THROUGH CET

SEATS: 35

DURATION: Four Semesters (Two Years).

FEE STRUCTURE (₹):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	8000	6500	3300	3111	2500	20300	20111
Second	8000	6500	2911	2722	2500	19911	19722

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Third	8000	6500	3300	3111	2500	20300	20111
Fourth	8000	6500	2911	2722	2500	19911	19722

PROGRAMME STRUCTURE (2019-21):

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
MC5A-501	Mass Communication	3-1
MC5A-503	History of Press, Translation & Basic Writing Skill	3
MC5A-505	Photo Journalism	3-2
MC5A-507	Film- History, Art, Language, Grammar & Appreciation	3-2
MC5A-509	Reporting & Editing	3-2
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
MC5A-521	Writing for mass media	3 (2-0-2)
MC5A-523	Digital media	3 (2-1-0)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
MC5A-541	Photo Journalism	3 (2-1-0)

MC5A-551	Comprehensive Viva Voce	4
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Second Semester:

Code	Title	Credits (L T P)
CORE COURSES		
MC5A-502	Advertising	4 (2-1-1)
MC5A-504	Public Relations	4 (3-1-0)
MC5A-506	Broadcast Journalism	4 (2-0-2)
MC5A-508	Editorial Writing & Feature Writing	4 (2-1-1)
MC5A-510	Media Management	4 (4-0-0)
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
MC5A-522	Online editing	4 (1-1-2)
MC5A-524	Communication Skills	4 (0-0-4)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
MC5A-542		3 (2-1-0)

MC5A-552	Comprehensive Viva voce	4
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Third Semester:

Code	Title	Credits (L T P)
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CORE COURSES		
MC5A-601	Media Law	4 (2-1-1)
MC5A-603	Media Research	4 (2-1-1)
MC5A-605	Global Media	4 (4-0-0)
MC5A-607	Television Production I	4(2-0-2)
MC5A-609	Applied Psychology for mass media	4 (2-0-2)
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
MC5A-621	Web Journalism	4 (3-0-2)
MC5A-623	Printing Technology	4 (3-0-2)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
MC5A-641		3 (2-1-0)

MC5A-651	Comprehensive Viva voce	4
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Fourth Semester:

Code	Title	Credits (L T P)
CORE COURSE		
MC5A-602	Television Production	0-0-4
MC5A-604	Development Communication	2-0-2
MC5A-606	Dissertation	5
MC5A-608	Seminar	2-0-2
MC5A-610	Internship	5
MC5A-652	Comprehensive Viva voce	4

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.