

# *Regulations and Course Curriculum* *for*

*Master's of Arts in Journalism & Mass Communication*  
**M.A. (JMC)**

*[Semester Scheme]*



## Nitte University

(Deemed University u/S 3 of the UGC Act, 1956)  
University Enclave, Medical Sciences Complex,  
Deralakatte, Mangalore (D.K)-575 018  
Tel: 0824-2204300/01/02/03; Fax: 0824-2204305; Website: [www.nitte.edu.in](http://www.nitte.edu.in)

**(JULY 2015)**

**Curriculum for M.A (Journalism & Mass communication)**

**Semester I**

Sl.No	Course	Total Credits
1	Communication Theory	4
2	Advanced Reporting	4
3	Basic Photography & Photo Journalism	4
4	Media Laws & Ethics	4
5	Editing Theory & Practice	4
6	Introduction to New media	4
	Total Credits	24

**Semester II**

Sl.No	Course	Total Credits
1	Communication Research	4
2	Introduction to AV Media	4
3	Environment & Development Communication	4
4	Introduction to Advertising	4
5	Culture, Media and Society	4

6	Newspaper design practical	4
	Total Credits	24

### **Semester III Specialization – Corporate Communication**

Sl.No	Course	Total Credits
1	Public Relations	4
2	Media Management	4
3	Branding & Brand Communication	4
4	Dissertation	4
5	Corporate Communication	4
	Total Credits	20

### **Specialization – Broadcast**

Sl.No	Course	Total Credits
1	Radio Programming	4
2	Broadcast News	4

3	Scripting for Media(Radio/TV)	4
4	Dissertation	4
5	Creative Communication	4
	Total Credits	20

### **Specialization – Print & New Media**

Sl.No	Course	Total Credits
1	Print Journalism	4
2	Web Publishing & Design	4
3	Creative Communication	4
4	Dissertation	4
5	Magazine Journalism & Design	4
	Total Credits	20

### **Semester IV Specialization – Corporate Communication**

Sl.No	Course	Total Credits
1	Event Management	4

2	Media Planning & Strategies	4
3	Business Communication	4
4	Marketing Research & Communication	4
5	Project	4
	Total Credits	20

### **Specialization – Broadcast**

Sl.No	Course	Total Credits
1	Film Theory & Criticism	4
2	Documentary Film Production	4
3	Multi- Camera Video Production	4
4	Community Radio	4
5	Project	4
	Total Credits	20

### Specialization – Print & New Media

Sl.No	Course	Total Credits
1	Investigative Journalism	4
2	Technical Writing	4
3	Science & Health Communication	4
4	Online News and Social Media	4
5	Project	4
	Total Credits	20