

University of Allahabad

Department of Journalism and Mass Communication



Syllabus and Programme Structure (CBCS Syllabus)

Programme Name:

M.A. (Mass Communication)

{With effect from the Academic Session: 2024-2025}

University of Allahabad

Department of Journalism and Mass Communication

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M.A. (Mass Communication)

Programme Summary

SEMESTER- I						
Course Code	Course Type	Course Title	Teaching Hours (Per week)			Credit
			L	T	P	
MAS501	Core	Principles and Theory of Mass Communication	4	1	-	05
MAS502	Core	Reporting and Editing for Print Media	4	1	-	05
MAS551	Elective	Film & Art Appreciation	4	1	-	05
MAS552		Photo Journalism	4	1	-	
MAS531	Practical	Basics of Computer	-	-	10	05
SEMESTER- II						
MAS503	Core	Scripting for Broadcast Media	4	1	-	05
MAS504	Core	Development Communication	4	1	-	05
MAS553	Elective	Advertising & Public Relations	4	1	-	05
MAS554		Media Management	4	1	-	
MAS532	Practical	Lab Journal & Magazine	-	-	10	05
SEMESTER- III						
MAS505	Core	Communication Skills	4	1	-	05
MAS506	Core	News and Current Affairs Production for Television and Radio	4	1	-	05
MAS555	Elective	Indian Constitution & Government and Press Law	4	1	-	05
MAS556		Media Ethics	4	1	-	
MAS533	Practical	Video Editing and Broadcast Programme Production	-	-	10	05
SEMESTER- IV						
MAS507	Core	Communication Research	4	1	-	05
MAS557	Elective	New Media	4	1	-	05
MAS558		Digital Marketing	4	1	-	
MAS534	Practical	Field Visits and Internship	-	5	-	05
MAS535	Practical	Final Projects	-	5	-	05
Total Credit						80

Abbreviations: L= Lecture; T= Tutorials; P= Practical