

# AMRITA VISHWA VIDYAPEETHAM

## MA COMMUNICATION



## CURRICULUM STRUCTURE

**First Semester Examination, November /December 2020**

**Second Semester Examination, March /April 2021**

**Third Semester Examination, November /December 2021**

**Fourth Semester Examination, March /April 2022**

**AMRITA VISHWA VIDYAPEETHAM**

**ETTIMADAI, COIMBATORE**

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### **Programme Outcome (Po)**

The students graduating from the Mass communication program will be able to:

**Po1 [Critical and integrative Thinking]** - Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

**Po2 [Effective written and oral communication]** - Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

**Po3 [Societal and Environmental Awareness]** - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

**Po4 [Ethical Reasoning]** - Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

**Po5 [Leadership]** – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

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### **Programme Specific Outcome (Pso)**

PSos will be measured on the basis of Bloom's level of learning. The students of the Mass communication program will be able to:

**Pso1 [Create]**- Comprehend, synthesize and employ Communication theories, perspectives, principles, and concepts to create and produce messages appropriate to the audience, purpose, and context.

**Pso2 [Evaluate]**- Demonstrate the skill and ability to justify their stand or decision and emerge as a leader and critique.

**Pso3 [Analyze]**- Demonstrate the ability to critically draw connections among ideas and analyze messages by comparing contrasting and organizing viewpoints.

**Pso4 [Apply]**- Apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues to execute, demonstrate or solve any problem.

**Pso5 [Understand]**- Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in Communication inquiry

**Pso6 [Remember]-** Recall and remember basic facts and concepts in the related area.

## MA Communication

### CURRICULUM

#### SEMESTER I

S. No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ501	Core Module	Media, Politics and Society	4 0 0	4
2.	18CMJ502	Core Module	Media Laws and Ethics: Issues and Debates	4 0 0	4
3.	18CMJ503	Core Module	Communication Research	4 0 0	4
4.	18CMJ504	Core Module	Film Studies: Theory and Analysis	2 0 2	3
5.	18CMJ505	Core Module	Contemporary Issues: I	1 0 0	1
6.	18CMJ506	Core Module	Environment and Social Issues: Global Media Perspectives	3 0 0	3
7.	18CMJ507	Core-Print Stream	Reporting and Editing for Print Media	2 0 6	4
8.	<b>18CMJ508</b>		<b>Quantitative Data Analysis for Social Science Research</b>	<b>0 0 2</b>	<b>1</b>
9.	<b>18CMJ509</b>		<b>Qualitative Data Analysis for Social Science Research</b>	<b>0 0 2</b>	<b>1</b>
10.	18CUL501		Cultural Education	2 0 0	P/F
<b>Total</b>					<b>25</b>

#### SEMESTER II

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ511	Core Module	Critical Approach to Communication Theories	4 0 0	4
2.	18CMJ512	Core-Design Stream	Techniques of Graphic Communication and Visual Design	2 0 2	3
3.	18CMJ513	Core Module	Advanced Research: Qualitative Approaches	4 0 0	4
4.	18CMJ514	Core- Broadcast Stream	Advanced Skills in Broadcast Journalism	2 0 4	4
5.	18CMJ515	Core Module	Contemporary Issues: II	1 0 0	1
6.	18CMJ516	Core- IMC Stream	Integrated Marketing Communications	3 1 0	4
7.		Elective	Elective Paper 1		4
8.	<b>18CMJ520</b>		<b>Research Review I</b>		<b>2</b>
9.	18AVP501		Amrita Value Programme	1 0 0	1
<b>Total</b>					<b>27</b>

**SEMESTER III**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ601	Industry Practice	Internship & Viva Voce		4
2.	18CMJ602	Core- DesignStream	Animation and Web Designing	1 0 4	3
3.	18CMJ603	Core Module	Research Review II		2
4.	18CMJ604	Core-Broadcast stream	Advanced Photography	1 1 2	3
5.			Live in Lab/ Open Elective *		2
<b>Total</b>					<b>14</b>

**NOTE:** Semester III will begin from the month of September to facilitate internship and data collection for the research project.

**\*Open Electives**

1.	18OEL690		Media for Social Change	1 0 2	2
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**SEMESTER IV**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ611	Core Module	New Media and Digital Culture	3 0 0	3
2.	18CMJ613	Core Module	Communication Research Project and Viva Voce		4
3.		Elective	Elective Paper 2		4
4.		Elective	Elective Paper 3		4
<b>Total</b>					<b>15</b>

**Total Credits for the programme:79**

**Elective Streams (Any One)**

S.No	Course Code	Structural Framework	Course Title	L T P	Credits
<b>Print Stream</b>					
1.	18CMJ616	Elective Paper 1	Advanced Reporting for Multimedia Platform and Editing	1 1 6	4
2.	18CMJ607	Elective Paper 2	Feature Writing	1 1 6	4
3.	18CMJ617	Elective Paper 3	Newspaper Design and Magazine Production	2 0 4	4
<b>Broadcast Stream</b>					
1.	18CMJ518	Elective Paper 1	Writing, Reporting and Producing Television News	2 0 4	4
2.	18CMJ608	Elective Paper 2	Technological Approaches to Television	2 0 4	4

				Journalism		
3.	18CMJ618	Elective Paper3		Documentary and Short Film Production	1 0 6	4
<b>MC Stream</b>						
1.	18CMJ519	Elective Paper 1		Advertising Practice for Print, Web and Broadcast	3 0 2	4
2.	18CMJ609	Elective Paper 2		Brand Management	3 1 0	4
3.	18CMJ619	Elective Paper 3		Corporate Communication and Event Management	3 1 0	4

**Lateral Entry:**

A provision for lateral entry to the MA Communication programme in the 3<sup>rd</sup> semester for students who possess a Post Graduate Diploma in Journalism/Communication along with a minimum of two years relevant Post PG Diploma experience.

The students who are admitted into the II year of the M A programme by lateral entry are exempted from the compulsory non-credit internship for a period of 45 days if they have completed an internship training for a minimum period of 30 days.

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