

ST JOSEPH'S UNIVERSITY

BENGALURU-27



Re-accredited with 'A++' GRADE with 3.79/4 CGPA by NAAC Recognized by UGC as College of Excellence

SCHOOL OF COMMUNICATION AND MEDIA STUDIES

PROGRAMME: MA- JOURNALISM AND MASS COMMUNICATION

Programme Objectives

1. **Equip with Multi-Platform Communication Skills:** To train students to communicate by crafting compelling messages for print, digital, and broadcast media.
2. **Instil Critical Thinking and Ethical Standards:** To foster critical analysis of media practices and content, emphasising the importance of ethical standards in journalism, advertising, and visual storytelling.
3. **Enhance Digital Proficiency:** To ensure students are well versed with the latest digital technologies and analytical tools that are reshaping journalism, advertising, PR, and media production.
4. **Promote Research and Strategic Insight:** To develop skills in media-related research methodologies, enabling the creation of strategic communication campaigns.
5. **Cultivate Creative and Narrative Skills:** To nurture storytelling abilities across mediums, with a focus on innovative narrative techniques in journalism, advertising, and film.

Programme Outcomes

At the end of this Programme the students should be able to:

- Specialise either in Advertising & PR or as journalists & content producers, or Visual Media Storytellers in TV, film and/ or social media.
- Face the future with confidence in the communication industry
- Develop a sound understanding of communication theories and concepts.
- Equip themselves with strong theoretical as well as practical skills required to perform storytelling across various media.
- Be responsible media persons with strong ethics and values.

PROGRAMME STRUCTURE: MA JOURNALISM AND MASS COMMUNICATION

Semester 1 & 2

DEPARTMENT OF COMMUNICATION (PG)								
Semester 1	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 7124	Introduction to Communication	60	04	04	50	50	100
Theory	MC 8224	Reporting & Editing	60	04	04	50	50	100
Theory	MC 7324	Introduction to Advertising and PR	60	04	04	50	50	100
Theory	MC 7421	Media Management	30	02	02	25	25	50
Theory	MC 7524	Key Concepts in Political Thought	30	02	02	25	25	50
Practical	MC 7P125	Photography	30	02	02	-	-	50
Practical	MC 7P225	Lab Journal		10/week	02	-	-	50
Total Number of credits:						20		

Semester 2	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 8121	Communication Research Methods	60	04	04	50	50	100
Theory	MC 8224	Media Law and Ethics	60	04	04	50	50	100
Theory	MC 8324	Media, Culture, and Society	30	02	02	25	25	50
Theory	MC 8424	Key Concepts in Economics	30	02	02	25	25	50
Theory	MC 8524	Political Communication	30	02	02	25	25	50
Theory	MC 8624	AI and Data for Communication	60	04	04	50	50	100
Practical	MC 8P225	AI and Data for Communication	30	02	02	-	-	50
Practical	MC 8P225	Audio and Video Production Skills	60	04	04	-	-	100
Practical	MC 8P325	Lab Journal		10/week	02	-	-	50
Total no. of credits:						26		

Semester 3 & 4

<u>III Semester- Common papers</u>								
<u>Semester</u> <u>3</u>	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total
Theory	MC 9125	Media discourses in the digital age	60	04	04	50	50	100
Theory	MC 9225	Digital Communication	60	04	04	50	50	100
Practical	MC 9P125	Digital Communication	30	02	02	-	50	50
					10			
SPECIALISATION 1: CORPORATE COMMUNICATIONS								
Theory	MCCC 9325	Brand Management	30	02	02	25	25	50
Practical	MCCC 9P225	Brand Management	30	02	02	-	50	50
Theory	MCCC	Public Relations	30	02	02	25	25	50

	9425	Campaign Planning						
Practical	MCCC 9P325	Public Relations Campaign Planning	30	02	02	-	50	50
Theory	MCCC 9525	Account Management	30	02	02	25	25	50
Practical	MCCC 9P425	Account Management	30	02	02	25	25	50
Practical	MCCC 9P525	Graphic Design	30	02	02	-	50	50
					14			
SPECIALISATION 2: JOURNALISM AND CONTENT PRODUCTION								
Theory	MCJC 9325	Multimedia Journalism	30	02	02	25	25	50
Practical	MCJC 9P225	Multimedia Journalism	30	02	02	-	50	50
Theory	MCJC 9425	Technical and Content Writing	30	02	02	25	25	50
Practical	MCJC 9P325	Technical and Content Writing	30	02	02	-	50	50
Theory	MCJC 9525	Science and Health Communication	30	02	02	25	25	50
Practical	MCJC 9P425	UX/UI Design	30	02	02	-	50	50

Practical	MCJC 9P525	Lab journal		10/week	02	-	-	50
					14			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory	MCFT 9325	Screenplay Writing	30	02	02	25	25	50
Practical	MCFT 9P225	Screenplay Writing	30	02	02	-	50	50
Theory	MCFT 9425	Cinematography	30	02	02	25	25	50
Practical	MCFT 9P325	Cinematography	30	02	02	-	50	50
Theory	MCFT 9525	Digital Filmmaking	30	02	02	25	25	50
Practical	MCFT 9P425	Digital Filmmaking	30	02	02	-	50	50
Practical	MCFT 9P525	Broadcast Production	30	02	02	-	50	50
					14			
Total Number of credits:					24			

IV Semester- Common papers

Semester 4	Code Number	Title	No. of Hours of Instructions	Number of Hours of teaching per week	Number of credits	Continuo us Internal Assesse ment (CIA) Marks	End Semester Marks	Total
Theory	MC 0125	Development Communication	60	04	04	50	50	100
Practical	MC 01P25	Dissertation	4 per week	-	04	30	70	100
Practical	MC 02P25	Project Work	2 per work	-	02	20	30	50
Practical	MC 03P25	Internship	8-10 weeks		06	-	100	100
					16			
SPECIALISATION 1: CORPORATE COMMUNICATIONS								
Theory	MC CC 0225	Corporate Communications	60	04	04	50	50	100
Theory	MC CC 0325	Integrated Marketing Communications	30	02	02	25	25	50
					06			
SPECIALISATION 2: JOURNALISM AND CONTENT PRODUCTION								
Theory	MC JC	Business Journalism	60	04	04	50	50	100

	0225							
Theory	MC JC 0325	Contemporary issues in media	30	02	02	25	25	50
					06			
SPECIALISATION 3: VISUAL STORYTELLING: FILM AND TV								
Theory	MC FT 0225	World Cinema	60	04	04	50	50	100
Theory	MC FT 0325	Contemporary Trends in Visual Media	30	02	02	25	25	50
					06			
Total Number of credits:					22			