

CAREER PROSPECTS

Journalism & Mass Communication graduates work nationwide at newspapers, magazines, advertising, branding, broadcast news, social media, marketing, media research, photojournalism, publication design, public relations, radio, and other areas.

As communications media expand, so does job opportunities. Over the past few years, more and more graduates have found their first jobs in online social media.

Concept & Design, Office of Strategic Communications & Human Resources, Jain (Deemed-to-be University) 19 - 1862



Awarded **Graded Autonomy** by University Grants Commission



MA

Journalism and Mass Communication



Admissions Office
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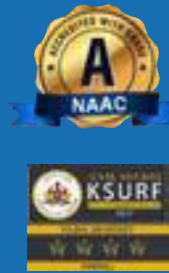
Study Campus
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Center for Management Studies
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ABOUT JAIN (DEEMED-TO-BE UNIVERSITY)

Established with an aim to provide quality education and entrepreneurial development, Jain (Deemed-to-be University) is an intellectual destination that draws inspired students from more than 35 countries to India's Silicon Valley - Bengaluru. Spread across five campuses, the University has been consistently ranked among the top private universities in India by India Today Nielsen Best Universities Survey. Over the last nine years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. From academic discoveries to athletic records, from artistic creations to scientific breakthroughs, students are defining Jain (Deemed-to-be University)'s success in many different ways.



ABOUT CENTER FOR MANAGEMENT STUDIES

Center for Management Studies, an integral part of Jain (Deemed-to-be University), is a prestigious management and media college that is focused on developing media professionals of the future.

Center for Management Studies offers an entrée into the ever-evolving world of global media business and a dream university experience that merges the best of both worlds-academics and media management. Here, students learn to understand, interpret and resolve issues that drive and change the media world. In syllabi and in real-time training, students address local and global challenges in media and business and are empowered to become next generation leaders in media management. They also leverage our potential in networking professional relationships with industry and enjoy the benefits of our international footprint across nations and media related programs. Center for Management Studies helps to create media professionals with contemporary skills, no matter what dreams they choose to pursue.

ABOUT THE PROGRAM

The media are among the most influential forces in the society today. Whether you want to make the media or change them, this course will give you the necessary practical and critical skills. By building your media literacy and competencies, you will not only gain a greater understanding of the world, but also develop important intellectual and transferable skills, thus enhancing your employability. This course aims to produce confident, motivated graduates who are able to think for themselves and manage complex problems. The MA in Mass Communication program has a multi-pronged approach towards subjects like print, broadcast, video, graphics, film, and new-age media. The expansive, vital and rapidly changing roles of Mass Communication are covered in great depth.

Program Code	041
Course Code	4110
Duration	2 years (4 semesters)

Eligibility Criteria to Apply

A Bachelor's degree in any discipline with a minimum aggregate of 50%

WHY STUDY JOURNALISM & MASS COMMUNICATION AT CENTER FOR MANAGEMENT STUDIES

The Department of Journalism & Mass Communication focuses on skill based training. In addition to teaching about Journalism & Mass Communication, the department puts substantial emphasis in another discipline (Choice Based Credit System), which will add depth to your professional skills and broaden the options for employment.

While you're a student, you will be able to gain professional experience by working and creating media content as per industry standards on a weekly basis.

You will study under the guidance of expert faculty members who will specialize in various media genres like cultural studies, documentary production and photography, development communication, graphic design, international and global studies, print journalism, magazines, narrative non-fiction writing, public relations, political communication, web and publication design, online news reporting.

PROGRAM CURRICULUM

Semester I

- Introduction to Communication
- Reporting & Editing
- Photojournalism
- International Communication & Global Media Politics
- Media Laws

Semester II

- Introduction to Radio & Television
- Introduction to Advertising & Public Relations
- Development Communication
- Communication Research Methods
- New Media

Semester III

- Communication Theories
- Film Studies

- Open Elective
- Internship

Elective 1 (Any One)

- Writing for Media
- Print & Digital Media Publishing
- Visualization & Story Boarding
- Advance Photography

Semester IV

- Media & Culture
- Technical Writing & Instructional Design
- Media Management
- Project Work / Documentary

Elective II (Any One)

- Radio Production
- Television & Documentary Production
- Public Relations & Corporate Communication
- Integrated Marketing Communication

INTERNSHIP*

The students of MA Journalism & Mass Communication will have to undergo four weeks of compulsory internship in any media company. At the end of the internship, students will have to submit an internship report.

*Internship will be evaluated for 100 marks

PROJECT WORK / DOCUMENTARY

Dissertation & Viva (100 + 50)**

**To be submitted at the end of Semester IV

The students will identify the topic of their interest for research and start doing the literature review. At the end of the semester students will complete the following:

- Selection of the Research Problem
- Literature Review
- Research Gaps
- Research Objectives
- Synopsis Presentation