



FACULTY OF
ARTS, DESIGN AND
HUMANITIES



MA Media & Communication

Division	Faculty of Arts, Design and Humanities
School Name	School of Liberal Arts
Department Name	Department of Media & Communications
Programme Name	MA Media & Communication

+ + + + + + + + + + + + + + + + **COURSE BASKET** + + + + + + + + + + + + + + + +

| Course Type | Description |
|----------------------------|---|
| Programme Core (PC) | Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU |
| Programme Electives (PE) | Open electives under the programme allow students to specialise in a particular area connected to their major. |
| Programme Major (PM): | This encompasses the specialized, in-depth coursework within a specific major. It focuses on the core concepts and skills relevant to that particular field of study. |
| Programme Foundation (PF): | These courses provide the essential background knowledge and skills needed to succeed in the chosen program. |
| University Core (UC) | Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students. |
| University Electives (UE) | Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core. |

| Semester | Odd(I) | Even(II) | Total Credits |
|-------------|--------|----------|---------------|
| First Year | 22 | 22 | 44 |
| Second Year | 22 | 22 | 44 |

Semester I

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| I | PC | Introduction to Research | 2 |
| I | PC | Media & Communication | 3 |
| I | PC | Studies: Theories & Models | 3 |
| I | PC | News Analysis | 2 |
| I | PC | Journalism: Approaches | 3 |
| I | PC | & Perspectives | 3 |
| I | PC | Ad & PR: Overview | 2 |
| I | PC | Introduction to Cinema | 1 |
| I | UC | Yoga-1 | 1 |
| I | UC | Scientific Studies of Mind, Matter, Spirit, and Consciousness | 2 |
| | | Total Credits: | 22 |

Semester II

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| II | PC | Media & Communication Research | 2 |
| II | PC | Media & Society | 4 |
| II | PE | Corporate Communication | 4 |
| II | PE | Indian Cinema | 4 |
| II | PE | News Reporting & Editing: Print | 4 |
| II | PE | Ad Creative & Copywriting | 4 |
| II | PE | Digital Journalism | 4 |
| II | PE | Introduction to Script Writing | 4 |
| II | PE | Consumer Behaviour | 3 |
| II | PE | Political Journalism | 3 |
| II | PE | Film Direction & Acting | 3 |
| II | PC | Camera Movements & Lighting Techniques | 2 |
| II | UC | Peacebuilding: Global Initiatives | 2 |
| II | PC | Rural Immersion | 1 |
| | | Total Credits: | 22 |

Semester - III

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| III | PC | Digital Marketing | 4 |
| III | PC | Media, Law & Ethics | 2 |
| III | PE | News Collection & Presentation: Broadcast | 4 |
| III | PE | Documentary Films | 4 |
| III | PE | Marketing Communication | 4 |
| III | PE | Specialized Reporting | 4 |
| III | PE | Brand Identity Creation | 4 |
| III | PE | Film Production and Promotion | 4 |
| III | PE | Business Journalism | 3 |
| III | PE | Post Production & Marketing | 3 |
| III | PE | Media Management | 3 |
| III | PC | Seminar | 2 |
| III | PC | Video Editing | 2 |
| III | PC | Podcast & Radio | 2 |
| III | PC | Industry Immersion | 1 |
| | | Total Credits: | 24 |

SEMESTER - IV

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|----------------------------|---------------|
| IV | PC | Internship | 10 |
| IV | PC | Dissertation | 8 |
| | | Total Credits: | 18 |

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.