



## **Master of Arts in Media and Communication (MAMC)**

**Syllabus for TWO Years**

### **Department of Extension Education**

SNDT Women's University  
Juhu Campus, Mumbai, India  
Tel: 022-26613550/26608855  
[www.sndt.ac.in](http://www.sndt.ac.in)  
[www.sndt.digitaluniversity.ac](http://www.sndt.digitaluniversity.ac)

**Master of Arts in Media and Communication (MAMC)**  
**(2015)**

**Faculty Name:           Communication and Media Studies**

**Programme Name:    M. A. in Media and Communication**

**OBJECTIVES**

The programme will enable the students to:

- Understand scope of media and communication in a contemporary society.
- Know the historical perspective on evolution of media to present day.
- Examine role of media communication in day-to-day social and cultural life.
- Develop skills of production in words and visuals.
- Produce work reflecting the expertise organized during the programme.

**Eligibility**

Women graduates, from any discipline, with minimum of 40 percent from AICTE/UGC recognized institutions. Students awaiting their results can be admitted provisionally. The admission will be based on DCET (Department Common Entrance Test) scores.

**Total Credits:               80 (Including Internship)**

**Duration:                     2 years**

## PROGRAMME STRUCTURE

I	Courses	Th.	Pr.	Int.	Ext	Unit	TOTAL	
							Marks	Credits
125001	Understanding Communication	3	1	50	50	50	100	4
125002	Introduction to Mass Media	4	-	50	50	50	100	4
125003	Audio Production	2	2	100	-	-	100	4
125004	Journalistic Writing	-	4	100	50	50	100	4
125005	<i>Visual Communication</i>	-	4	50	50	-	100	4
				350	200	150		
<b>TOTAL of Semester I</b>							<b>500</b>	<b>20</b>
II	Courses	Th.	Pr.	Int.	Ext	Unit		
225001	Research Methods and Statistics	2	2	50	50	50	100	4
225002	Media and Society	2	2	50	50	50	100	4
225003	Introduction to New Media	3	1	50	50	50	100	4
225004	<i>Writing for Advertising</i>	-	4	100	-	-	100	4
	Internal Elective- Media Appreciation	2	2	100	-	-	100	4
				350	150	150		
<b>TOTAL of Semester II</b>							<b>500</b>	<b>20</b>
III	Courses	Th.	Pr.	Int.	Ext	Unit		
325001	Communication Research	2	2	50	50	50	100	4
325002	Advertising& PR	2	2	50	50	50	100	4
325003	Seminar- Trends in Mass Communication	-	4	100	-	-	100	4
325004	<i>Media Laws and Ethics</i>	4	-	50	50	50	100	4
	External Elective	4	-	100	-	-	100	4
				350	150	150		
<b>TOTAL of Semester III</b>							<b>500</b>	<b>20</b>
IV	Courses	Th.	Pr.	Int.	Ext	Unit		
425001	Media Planning and Scheduling/	3	1	50	50	50	100	4
<b>425002</b>	<b>Media Management</b>							
425888	Dissertation {Thesis and viva}	-	8	100	100	100	200	8
425889	Film {Presentation and viva}							
425999	Internship	-	8	100	100	100	200	8
				250	250	250		
<b>TOTAL of Semester IV</b>							<b>500</b>	<b>20</b>

**Notes:** 1) CC Core Course

2) E1: Visual Communication, Scientific Writing (11393), Media Appreciation (225101)

3) E2: Creative Writing (325201), Gender & Development (11391)