

MASTER OF ARTS (COMMUNICATION AND JOURNALISM)

M.A.C.J (PART – I)

Semester I

- Communication Theory
- Media Economics
- Reporting and Editing
- Media Criticism

Semester II

- Introduction to Television Studies
- Introduction to Film Studies
- Introduction to Media Research
- Ethics, Constitution and Media Laws

M.A.C.J (PART – I)

Semester III

- Public Relations in the Private and Public Sector
- Media Management
- Media Advocacy
- Conflict Communication
- Culture studies and Media
- Political Communication
- Video Games and Media
- Sports Journalism
- Concepts Of Storyboarding
- Audio-Visual Production and Post-Production
- Documentary film making
- Multimedia Production
- Storytelling for children
- Interpersonal communication
- Family Communication
- Religion, culture and communication
- Digital Media Marketing
- Basic Course for Indian Sign Language Communication
- Media and Disability Communication
- Intercultural Communication

Semester IV

- Social science research design (Interdisciplinary)
- Perspectives on Communication (Interdisciplinary)
- Dissertation / Field Project

M.A.(Media, Entertainment and Advertising)

Semester I to IV

(As per CBCS with effect from the academic year 2017-18 for Semester I to IV)

MAEMA (Part –I)

Semester I

- Overview - Entertainment Media & Advertising
- Communication Skills & personality development
- Principles of Management
- Management- Film, TV, Animation

Semester II

- Marketing Management
- Integrated Marketing Communications
- Basics of Finance & Accounting
- Entrepreneurship & Innovation

MAEMA (Part –II)

SPECIALIZATION in Film and Television

Semester III (Any 4 Subject)

- Broadcast Business Management
- Film Production & Content pipeline
- An Orientation to New Media Technologies
- Television & Radio Production & programming
- Film Distribution and Marketing

Semester IV

- Media Research Analytical Skills
- Business Plan and Negotiation Skills
- Dissertation / Field Project

SPECIALIZATION in Advertising and Marketing Communication

Semester III (Any 4 Subject)

- Account Planning & Management
- Consumer Behaviour
- Management: Events and Live Media
- Advertising Agency Structure & Management
- Media Planning and Buying

Semester IV

- Media Research Analytical Skills
- Business Plan and Negotiation Skills
- Dissertation / Field Project

Change of Subject:

Students desiring to change subjects will be allowed to do so up to 30th June of that academic year. No change of subject will be allowed after that. Such students have to apply on prescribed format and submit to the college office and obtain permission for the same. No student can change subjects without the written permission of the Principal.

FACULTY:-

The teacher is at the core of dissemination of quality education to students. Keeping this in mind, every care is taken to see that highly qualified and experienced, Committed and creative faculty is recruited. Teachers are encouraged to keep abreast of the latest developments in teaching technology in his/her field of specialization. The college provides every possible assistance and guidance to teachers to take up research, faculty development programmes, field - work, projects, etc. to maximize their own potential. This has a trickle - down effect on students with whom they interact through classroom teaching and enhances the holistic development of the students.

VIII. K.C'S STRENGTH : FAMILY

DEGREE COLLEGE

Principal : Dr. Hemlata K. Bagla
Vice-Principals : Mr. Smarajit Padhi
: Dr. Shalini R. Sinha

DEPARTMENT OF MASS MEDIA (B.M.M. / B.A F.T.N.P / M.A.C.J./ M.AE.M.A)

01. Mrs. Manjula Srinivas - Head of Department
02. Mrs. Sudha Ravishankar
03. Dr. Gowri Bhardwaj

