



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

**Syllabus for TWO Years**

**Academic Year 2021-22**

**Department of Extension & Communication**  
**SNDT Women's University**

Juhu Campus, Mumbai, India

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[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)**

**(Approved 2015- Operational 2016-17)**

**Faculty:** Interdisciplinary Studies  
**Subject Group:** Communication and Media Studies  
**Programme Name:** M. A. in Media and Communication

### **OBJECTIVES**

The programme will enable the students to:

- Understand the scope of media and communication in a contemporary society.
- Know the historical perspective on evolution of media to present day.
- Examine the role of media communication in day-to-day social and cultural life.
- Develop skills for the 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



# COURSES WITH EMPLOYABILITY FOCUS

## PROGRAMME STRUCTURE

I	Courses	Th.	Pr.	Int.	Ext	Univ	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	50	50	50	100	4	
125005	Visual Communication	-	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	Univ			
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	Writing for Advertising	-	4	100	-	-	100	4	
	Elective	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	Univ			
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	Media Laws and Ethics	4	-	50	50	50	100	4	
	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	Univ			
425001	Media Planning and Scheduling/	3	1	50	50	50	100	4	
425002	Media Management								
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)

*Neeraj*  
11/7/2022

**HEAD OF THE DEPARTMENT  
UNIVERSITY DEPARTMENT  
OF EXTENSION & COMMUNICATION  
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