



**MANGALAYATAN**  
UNIVERSITY  
ONLINE

**NAAC**  
**GRADE A+**  
Accredited University

# **Directorate of Distance & ONLINE EDUCATION**

## **MASTER OF ARTS**

### **JOURNALISM AND MASS COMMUNICATION**

**MA**  
**J M C**  
**2023-24**



**UGC  
ENTITLED**



**AICTE  
APPROVED**



**MEMBER  
OF AIU**



For more information  
**07969 662 570**



[www.muonline.ac.in](http://www.muonline.ac.in)



## Introduction

Master of Arts – Journalism and Mass Communication (MA – JMC) through online mode is a unique programme at Mangalayatan University, in its commitment to provide both breadth and depth of knowledge to the learners after undergraduate programme. It is a two years programme which trains the learners in various domains of mass communication like print journalism, broadcast Journalism both radio and television, advertising, Public relations, and event management. Special emphasis is given on research in media and communication studies, and students are encouraged to conduct research in order to understand social problems and formulate their solution and also encouraged to share their knowledge through writing research papers. This MA - JMC course spread over four semesters.

## Programme's Mission and Objectives

### Mission:

- To excel students in a multicultural environment to be critical thinkers, innovative professionals and writers, and leaders in the field of journalism.
- To create new knowledge that contributes to understand community and global issues through media studies

### Objectives:

- To educate and train individuals to be well prepared for higher education.
- To be able to engage independent and life-long learning.
- To develop professionally that ensures existence in the competitive world.



## Instructional Design

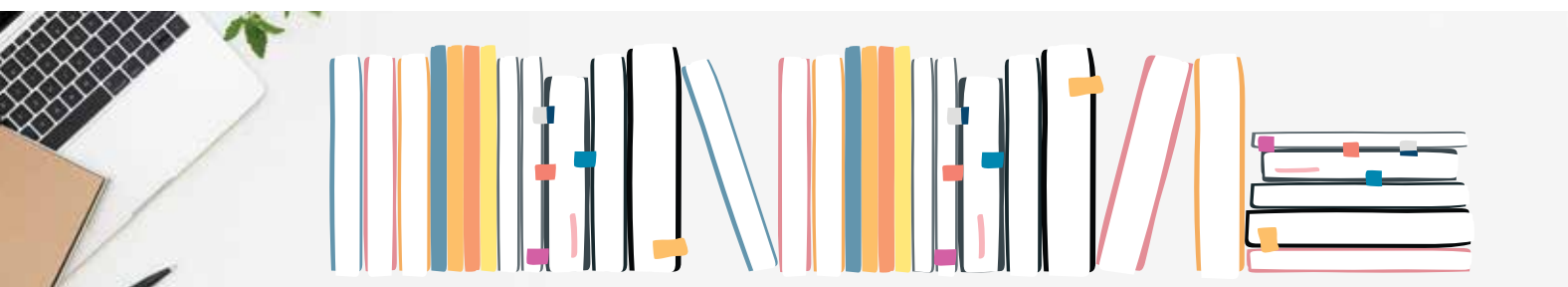
The program is divided into four semesters and minimum credit requirement is 80 to get M.A degree through OL mode from Mangalayatan University. Minimum time period for acquiring M.A degree will be two years and maximum (extended) time period is 4 years.

### SEMESTER - I

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		<b>Theory</b>		<b>MAX</b>	<b>MAX</b>	
1	JMO-6101	Principles of Mass Communication	4	30	70	100
2	JMO -6102	Devt. of Mass Media	4	30	70	100
3	JMO -6103	Print Media: Reporting and Editing	4	30	70	100
4	JMO -6104	Advt. & Public relations	4	30	70	100
5	JMO -6105	Basics of photography	4	30	70	100
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

### SEMESTER - II

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		<b>Theory</b>		<b>MAX</b>	<b>MAX</b>	
1	JMO-6201	New Media	4	30	70	100
2	JMO-6202	Devt Communication	4	30	70	100
3	JMO-6203	Media Writing Skills	4	30	70	100
4	JMO-6204	Media Laws & Ethics	4	30	70	100
5	JMO-6205	Internl. Communication	4	30	70	100
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>



**SEMESTER - III**

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		<b>Theory</b>		<b>MAX</b>	<b>MAX</b>	
1	JMO-7101	Electronic Media Production	4	30	70	100
2	JMO-7102	Media Management and Practices	4	30	70	100
3	JMO-7103	Communication Research	4	30	70	100
4	JMO-7104	Indian culture and Human Values	4	30	70	100
5	JMO -7105	Film Studies	4	30	70	100
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

**SEMESTER - IV**

S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
		<b>Theory</b>		<b>MAX</b>	<b>MAX</b>	
1	JMO - 7201	Human rights and Media	4	30	70	100
2	JMO - 7202	Media and Society	4	30	70	100
3	JMT - 7201	Specialised reporting	4	30	70	100
4	JMD - 7201	Dissertation	6	0	100	100
5	JMI - 7201	Comprehensive Viva-voce	2	0	100	100
<b>TOTAL</b>			<b>20</b>	<b>90</b>	<b>410</b>	<b>500</b>

## Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

## Study Material

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

## Video Lectures

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

## Online Counselling Sessions

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

## Medium of Instruction

Medium of Course Instruction: English  
Medium of Examination: English

## Student Support Systems

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

## Procedure for Admissions, Curriculum, Transaction and Evaluation

### FEE STRUCTURE

Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Arts (MA – JMC)	PG	2 Years	1000	8000	1000	19000	37000
Total							37000

### ACTIVITY SCHEDULE

S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

CREDIT SYSTEM			
Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 to 4Yrs	80	MA - JMC	Master's Degree

## Why Online Education?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

## Admission Process

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.

