



**AMITY**  
UNIVERSITY  
ONLINE



## MASTER OF ARTS - JOURNALISM & MASS COMMUNICATION

**USA, UK & CANADA ACCREDITATIONS**



ज्ञान विज्ञान विमुक्तये



Valid: 07/2018 - 07/2023



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## MESSAGE FROM **CHAIRMAN**



**Mr. Ajit Chauhan**  
Hon'ble Chairman,  
Amity University Online,

I am delighted to extend a warm welcome to all of you who have chosen to embark on your educational journey at Amity University Online.

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

The modern landscape of higher education is evolving, and so are we. Our dedicated faculty members, staff, and state-of-the-art technology are here to support your educational journey. You'll find a wealth of resources at your disposal, from interactive online courses to digital libraries, forums for academic discourse, and innovative tools to facilitate your learning experience. As you embark on your studies, I encourage you to engage with your peers and faculty, ask questions, seek out challenges, and embrace the opportunities that this digital age offers.

Remember, your education is an investment in your future. Each lesson learned, each assignment completed, and each milestone achieved brings you closer to your goals. It is my hope that your time at Amity will not only equip you with knowledge and skills but also empower you to be a positive force in the world, contributing to the betterment of society.

I encourage you to seize this opportunity and make the most of your time here. Stay curious, stay engaged, and never stop striving for excellence. I wish you a successful and rewarding educational experience and look forward to celebrating your achievements in the years to come.

MESSAGE FROM

## VICE CHANCELLOR



### **Prof. Dr. Balvinder Shukla**

Vice Chancellor, Amity University Online

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.

MESSAGE FROM

## DIRECTOR



### **Prof. Abhinash Kumar**

Director, Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.



## ABOUT AMITY UNIVERSITY

# ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.

## A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG & PG programs across various disciplines in education.



**175,000**

Students



**225,000**

Online Students



**6,000+**

Faculty



**120,000**

Alumni Worldwide



**1,200**

Acres of Campuses

### UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- MOHALI
- LUCKNOW
- MUMBAI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

### INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT

## ABOUT PROGRAM

# MASTER OF ARTS

## JOURNALISM & MASS COMMUNICATION

**LEARNING EFFORTS:** 12/15 HRS A WEEK  
**DURATION:** 2 YEARS | **CREDITS:** 98

Master of Arts in Journalism and Mass Communication is a 2-year (4 semesters) program for graduates seeking a career in digital, radio, print or TV media and journalism. Designed to meet the changing needs of working professionals.

It covers important trends and concepts of advertising, electronic communication, print media, news writing, public relations and corporate communication, event management, reporting and writing, audio-visual communication, and cyber journalism. This program will prepare the learner to understand media ethics and acquire leadership positions in media houses.



## PROGRAM

# CURRICULUM

### SEMESTER 1

- Mass Communication Theory & Practice
- Writing Analysis for Print
- Visualization & Media Design
- Photography Concepts & Practice
- Professional communication

### SEMESTER 2

- Marketing Management
- Development Communication: Theory & Practice
- Media Ethics Laws & Governance
- Investigative Journalism
- Cognitive Analytics & Social Skills for Professional

### SEMESTER 3

- Media Research & Application
- New Media & Digital Technology
- Advertising & Promotions
- Public Relations & Events
- Data Journalism
- Financial Journalism
- Basics of Video Editing
- Professional Ethics

### SEMESTER 4

- Dissertation
- Media, CSR & Sustainable development
- Digital Marketing
- Political Communication
- Gender, Human Rights & Media



# PROGRAM FACULTY



## Asst. Prof. Brian Porter

MSc. Management - Boston University,  
Online Facilitator - Boston University,  
Adjunct Professor - Nicholas College,  
Vice President of Strategic Partnerships at MGCG



## Prof. Luke Pearce

M.A. in Education, University of Sheffield,  
PGCE from Sheffield Hallam University,  
Teaching fellow - University College London



## Prof. (Dr.) Ronald C Darnell

Ph.D, Organization Management - IT Management,  
Capella University, USA,  
Professor and program Coordinator -  
Amberton University,  
Visiting Professor- Devry, University,  
Professor - Parker University,  
Principal Consultant & Agile Coach- Vizient, Inc.



## Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the  
University of Wales, UK,  
Principal Lecturer, at Cardiff Metropolitan University, UK



## Prof. Mike Berry

MSc. in Math and Economics -  
Imperial College London,  
Professor (Marketing) at  
Hult International Business School, UK

# ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

# ACCREDITED. RESPECTED. TRUSTED.



Programmes Recognised  
by Distance Education  
Bureau (DEB) UGC



Amity's Online MBA has been  
ranked by **QS as #37 Worldwide**  
In 2021 ranking.



Asia's only not-for-profit  
university to get  
US regional accreditation



Accredited by  
National Assessment And  
Accreditation Council (NAAC)  
Grade 'A+'



Amity's Online MBA & BBA are  
the 1st and only EOCCS certified  
programmes in India



Accredited Member of Accreditation  
Council for Business School and  
Programme (ACBSP), USA



Association of  
Indian Universities



Recognised by  
World Education Services

# TESTIMONIAL

"From the capers of the Watergate scandal to designing our own department newsletters, this Amity's Online M.A. (Journalism & Mass Communication) program is holistic enough to accommodate students from non-journalism backgrounds like myself."

## Mahima Singh

Associate Producer, ITV Network

# AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive  
lectures by expert  
faculty



Web Proctored Mode  
for the freedom to take  
exams anywhere



World-class curriculum  
designed by eminent faculty  
& industry professionals



Learn from the  
leading global  
faculty



Regular webinars  
by industry  
leaders



Placement  
drive & career  
assistance



International  
collaborations with  
Ivy League universities



Easy-to-use LMS  
accessible anytime,  
anywhere



Strong alumni  
network



Exemplary employer  
rating of various  
programs

## ALUMNI WORKING AT



