

School of Communication, MAHE, Manipal - MA (Media & Communication) Course Outline

Semester	Subject Code	Description	Credits
SEMESTER I			
I	MMB 622	Communication Theory and Practice	4
I	MMC 603	Editing and Design	4
I	MMC 605	Media Management & Media Policies	4
I	MMC 607	Media and Current Affairs	4
	MMC 609	Elective I	4
I	MMC 609A	Advance Reporting	4
I	MMC 609B	Introduction to new Media	4
I	MMC 609C	Media and Cultural Studies	4
I	MMC 609D	Basic Photography & Photo Journalism	4
I	MMC 609E	Introduction to Animation & Graphic in Mass Media	4
		Total Credits	20
SEMESTER II			
II	MMC 602	Communication Research Methods	4
II	MMC 604	AM Plus	4
II	MMC 606	Media Writing	4
	MMC 608	Elective II	
II	MMC 608A	Convergent Media	4
II	MMC 608B	Academic Writing	4
II	MMC 608C	Audio Production Techniques	4
II	MMC 608D	Media Laws and Ethics	4
II	MMC 608E	Public Relations	4
II	MMC 608F	Introduction to Cinema	4
II	MMC 608G	Design Principles for Visual Communication	4
	MMC 610	Elective III	
II	MMC 610A	Technical Writing	4
II	MMC 610B	Web design Production	4
II	MMC 610C	Principles and Practices of Advertising & Public Relations	4
II	MMC 610D	Film Techniques and Technology	4
II	MMC 610EP	Video Production Techniques	0
II	MMC 610ET	Video Production Techniques	4
II	MMC 610F	Aesthetics of Photography	4
II	MMC 610G	Advertising	4
		Total Credits	20
SEMESTER III			
III	MMC 611	Dissertation	4
III	MMC 613	Internship	2
	MMC 619	Elective IV	

III	MMC 615A	Environmental and Development Communication	4
III	MMC 615B	Political Communication	4
III	MMC 615C	Global Communication	4
III	MMC 615D	Creative Communication	4
III	MMC 615E	Gender and Communication	4
III	617	*Specialization	4
Specialisation - Broadcast Management			
III	MMB 617	Television News Production	4
IV	MMB 619	Radio News and Production	4
Specialisation - Communication Management			
IV	MMM 617	Digital Marketing	4
IV	MMM 619	Brand Planning and Management	4
Specialisation - Print and New Media			
IV	MMP 617	Introduction to Publishing and Designing	4
IV	MMP 619	Online Journalism & Social Media	4
Specialisation - Film Studies			
IV	MMF 617	Film Theory -I	4
IV	MMF 619	Introduction to Film Appreciation	4
Specialisation - Graphics and Animation			
IV	MMA 617	Animation for Multimedia and Web	4
IV	MMA 619	Digital Illustration	4
		Total Credits	18
SEMESTER IV			
IV	Specialisation - Broadcast Management		
IV	MMB 612	Television studio Production	4
IV	MMB 614	Scripting for Broadcast Media	4
IV	MMB 616	Broadcast Media Histrionics.	4
IV	MMB 618	Community Radio*	4
IV	MMB 620	Techniques of Editing	4
IV	MMB 622	*Project (Production and Screening of Documentary/short	6
		Total Credits	22
Specialisation - Communication Management			
IV	MMM 612	Organizational Communication	4
IV	MMM 614	Strategic Media Planning	4
IV	MMM 616	Marketing & Market Research	4
IV	MMM 618	Corporate Communication	4
IV	MMM 620	Event Management	4
IV	MMM 622	Project (Organize and execute an event)	6
		Total Credits	22
Specialisation - Print and New Media			
IV	MMP 612	Data and Investigative Journalism	4
IV	MMP 614	Health and Science Communication	4
IV	MMP 616	Business Journalism	4
IV	MMP 618	Advanced Photo Journalism	4
IV	MMP 620	Political Journalism	4
IV	MMP 622	Project (Magazine/Specializd Reporting	6

		Total Credits	22
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Specialisation - Film Studies

IV	MMF 612	Film Theory - II	4
IV	MMF 614	Advanced Film Production	4
IV	MMF 616	Techniques of editing	4
IV	MMF 618	Film Industry and Society	4
IV	MMF 620	World cinema	4
IV	MMF 622	Project (Screening of the short film made by the student)	6
		Total Credits	22

Specialisation - Graphics and Animation

IV	MMA 612	Web Designing	4
IV	MMA 614	3D: Modeling & Texturing	4
IV	MMA 616	Digital Compositing	4
IV	MMA 618	3D: Character Animation	4
IV	MMA 620	Project (Profile building)	6
		Total	22
		Total Credits earned by students at the end of program	80