

# MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

<http://www.smude.edu.in/MAJM>

## Program Structure

First Semester		
Sub. Code	Subject Title	Credits
MJ0001	Internet and Media	2
MJ0002	Computer Fundamentals	2
MJ0003	Mass Communication	4
MJ0004	Reporting and Editing	4
MJ0005	Media Laws and Ethics	4
Total Cumulative Credits		16

Second Semester		
Sub. Code	Subject Title	Credits
MJ0006	Radio and Television for Communication	2
MJ0007	Computer Applications in Mass Communication	2
MJ0008	Television News	4
MJ0009	Media Organization and Management	4
MJ0010	Communication Research	4
Total Cumulative Credits		32

### Multiple Entry Options

Lateral  
Entry

Semester	Sem 1	Sem 2	Sem 3	Sem 4
Multiple Exit Options	MAJM			

Note: Refer page 64 for more details.

Third Semester		
Sub. Code	Subject Title	Credits
MJ0011	News Critics	4
MJ0012	Photography and Videography	4
MJ0013	Interviews for Print, Radio and Television	4
MJ0014	Online Journalism	4
Total Cumulative Credits		48

Fourth Semester		
Sub. Code	Subject Title	Credits
MJ0015	Master Thesis	4
MJ0016	Elective *	12
Total Cumulative Credits		64

### \*Elective (Choose any one Group)

Group 1		
Sub. Code	Subject Title	Credits
MJ1601	Organizational Communication	4 credits
MJ1602	Advertising and Public Relations	4 credits
MJ1603	Event Management and Reporting	4 credits
Group 2		
MJ1604	Television Studies	4 credits
MJ1605	Television Production	4 credits
MJ1606	Television Management and its Policy	4 credits



## ELIGIBILITY CRITERIA FOR SMU-DE PROGRAMS

### Post Graduate Diploma in Specialization Areas of MBA

**Eligibility:** MBA Degree from a recognized University after 3 year Graduation OR

2 Years Post Graduate Diploma from an AICTE approved institution after 3 year Graduation

**Semester Fee\*:** Rs.13,150/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** 1 Year (2 Semesters)

**Maximum Duration:** 2 Years

Students who have completed MBA from SMU (Revised Fall 2007 onwards), may be exempted from taking the core subjects in the first and second semesters of PG Diploma, as they would have studied these as a part of the MBA.

\* Students opting for specialization in “**International Business**” should pay an additional project Fee of Rs.1500/- in each semester. After Successful completion of the Program, student will receive **Certificate in Export-Import Management** from the Skill Partner.

### Master of Arts in Journalism & Mass Communication (MAJM)

**Eligibility:** 3 Year Graduation from recognised University

**Semester Fee:** Rs.11,850/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** 2 Years (4 Semesters)

**Maximum Duration:** 4 Years

**Minimum counselling duration at the Learning Centre:** 160 Hours / Semester

#### Provision for Lateral entry to Second Semester of MAJM

**Eligibility:** Bachelor of Arts in Journalism & Mass Communication (BAJM) from a recognized University OR

3-year Graduation from recognised University with one year Post Graduate Diploma in Journalism & Mass Communication from an recognized institution. OR

3-year Graduation from recognised University with one year work experience in the field related to Journalism & Mass Communication thereafter

**Semester Fee:** Rs.11,850/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Lateral Entry Fee:** Rs.5,550/- (inclusive of Exam Fee Rs.950/-) or as revised from time to time.

**Minimum Duration:** 2 Years (4 Semesters)

**Maximum Duration:** 4 Years