



# SCHOOL of

## BROADCASTING & COMMUNICATION

"EDUCATION FOR EVOLUTION"

Affiliated to Makhantal Chaturvedi National University of Journalism & Communication, UGC, AIU, ACU & Govt. Recognized

## Master of Journalism



# 20 Years of Academic Excellence

School of Broadcasting & Communication is affiliated to 'Makhantal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. A small step in this arena is the launch of our in-house production set-up called SHAMBHALA, through which we wish to give non-stop production opportunities to our students and in turn hone their hidden talents and skillsets. We want to give wings to their ideas by giving them a stage to showcase their talents and to experiment fearlessly.

## Course Content

- Semester I**
1. Origin and Growth of Media
  2. Introduction to Socio-Economic Polity.
  3. Media Languages Structure and Style
  4. Communication Theories / Culture, Media and Communication
  5. Open Elective ( To be decided by the University)

- Semester II**
1. News Reporting and Writing
  2. Editing Principles and Practices
  3. Computer Skill and page Layout design
  4. Development Communication / Copy Writing on Different Issues
  5. Open Elective ( To be decided by the University)

- Semester III**
1. Media Laws and Ethics
  2. Broadcast Journalism
  3. Multimedia Journalism
  4. Advertising and Public Relations / Theories of Creative Writing
  5. Open Elective ( To be decided by the University)

- Semester IV**
1. Communication Research
  2. Ideologies and Contemporary Issues
  3. Project
    - a) Newspaper Production (Individual)
    - b) Magazine Production (Collectively)
    - c) Case Study of Media House (Individual) / Internship based Project
  4. Global Journalism / Sports Journalism
  5. Open Elective ( To be decided by the University)

## Our Placement



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Eligibility: Graduate | No. of Seats: 25 | Course Duration 2 years ( 4 Semesters)