

Master of Mass Communication, Syllabus Outline

Course Duration: Four Semesters (Two years)

MMC First Semester

Paper	Title
MMC - 1	Introduction to Media and Communication Studies
MMC - 2	History of Communication and Media
MMC - 3	Journalism
MMC - 4	Advertising and Public Relations
MMC - 5	Practical : Basic Knowledge of Computer application (Softwares like MS Office, Adobe PageMaker, Adobe Photoshop Studio) Still Photography

Second Semester

Paper	Title
MMC - 6	Mass Media in India
MMC - 7	Electronic Media (Radio and TV Production)
MMC - 8	Media Laws and Ethics
MMC - 9	Development Communication
MMC - 10	Practical: Audiovisual Production

Third Semester

Paper	Title
MMC - 11	Introduction to New Media
MMC – 12	Introduction to Film Studies
MMC – 13	Opinion and Analytical Writing
MMC – 14	Communication Research Methods
MMC - 15	Practical: Content Development in Web

Fourth Semester

Paper	Title
MMC - 16	Dissertation/Electronic Media Project
MMC – 17	International Communication
MMC – 18	Women, Media & Communication
Optional Paper: (any one of the following)	
MMC - 19	Rural Journalism
MMC - 20	Multimedia Journalism
MMC - 21	Science Communication

