

Serial Number: 10

## Department of Mass Communication

The University of Burdwan

Proposed Post Graduate (M.A.) Syllabus for session 2020-2022 onwards

M.A. in Mass Communication							
Course No	Course Status and Type	Course Title	Credit	Pattern of Teaching learning (hours per week)		Marks	
				L	T		
<b>First Semester</b> [All courses are Departmental Core Courses and Compulsory]							
MC101	Core /TH	Introduction to Communication	5	4	1	0	40+10=50
MC102	Core /TH	Development of Media and Media Law	5	4	1	0	40+10=50
MC103	Core /TH	Advertising and Marketing Communication	5	4	1	0	40+10=50
MC104	Core/ TH	Public Relations & Corporate Communication	5	4	1	0	40+10=50
MC105	Core/ PR	Computer Application in Media	5	0	0	5	40+10=50
		<b>Semester I Total</b>	<b>25</b>				<b>250</b>
<b>Second Semester</b> [All courses are Departmental Core Courses and Compulsory]							
MC201	Core/ TH	International Communication and Globalization	5	4	1	0	40+10=50
MC202	Core/ TH	Reporting and Writing	5	4	1	0	40+10=50
MC203	Core/ TH	Editing and Designing	5	4	1	0	40+10=50
MC204	Core/ TH	Media Management and Economics	5	4	1	0	40+10=50
MC205	Core/ TH	Online Media	5	4	1	0	40+10=50
		<b>Semester II Total</b>	<b>25</b>				<b>250</b>
<b>Third Semester</b> [Students have to take 2 Compulsory Core Courses, 2 Major Electives (MC303A or B and MC304 A or B) and 1 Interdisciplinary Elective from other Departments/SWAYAM Platform]							
MC301	Core/TH	Communication Research	5	4	1	0	40+10=50
MC302	Core/TH	Development Communication	5	4	1	0	40+10=50
MC303A	Major Elective/ TH	Health Communication	5	4	1	0	40+10=50
MC303B		NGO and Advocacy Communication	5	4	1	0	40+10=50
MC304A	Major Elective/ TH	Women and Media	5	4	1	0	40+10=50
MC304B		Photo Journalism	5	4	1	0	40+10=50
MC305	Inter disciplinary Elective/TH	Media Culture and Society (For Students from other departments)[Students may opt for a 4 Credit course from SWAYAM Platform and can avail the option of credit transfer]	4	3	1	0	40+10=50
		<b>Semester III Total</b>	<b>24</b>				<b>250</b>

**Fourth Semester** [Students have to take 3 Compulsory Core Courses (MC-401, MC402, MC405), 2 Major Electives courses {Either MC- 403A or 403B and in case of MC- 404 any one from either A or B or C or D} and 1 Compulsory Community Engagement course (MC400)]

<b>MC400</b>	<b>Community Engagement Course /PR</b>	<b>Social Outreach Programme</b>	2	0	0	2	10+10=20
MC401	Core/TH	Radio	5	4	1	0	40+10=50
MC402	Core/TH	Television	5	4	1	0	40+10=50
MC403A	Major Elective/TH	Film Studies: Indian Cinema	5	4	1	0	40+10=50
MC403B		Film Studies: World Cinema	5	4	1	0	40+10=50
MC404A	Major Elective/ PR	Radio Production	5	0	0	5	40+10=50
MC404B		Television Production	5	0	0	5	40+10=50
MC404C		Film Production	5	0	0	5	40+10=50
MC404D		Documentary Production	5	0	0	5	40+10=50
<b>MC405</b>	<b>Core/PR</b>	<b>Dissertation</b>	5	0	0	5	40+10=50
		<b>Semester IV Total</b>	<b>27</b>				<b>270</b>
<b>Grand Total (For 4 Semesters)</b>			<b>101</b>				<b>1020</b>