

Department of Mass Communication and Media Studies
School of Humanities and Social Sciences
Gautam Buddha University

M.A. in Mass Communication Programme Structure with CBCS

Total No. of Credits: 84

Semester- I

S. No.	Type of Papers	Code	Name of Papers	Credits
1	Core	MC-501	Theories in Mass Communication	4
2		MC-503	Evolution of Media Industry, Profession and Careers	4
3		MC-505	Media Ethics and Laws	4
4	Discipline Specific Elective	DSE-1	Any one out of the following	3
		MC-507	World Media Organizations	
		MC-509	Globalization and Media	
5		DSE-2	Any one out of the following	3
		MC-511	English for Media Professionals	
		MC-513	Gender and Media	
6	Generic Elective Course	GE	Any one out of the following	3
		MC-531	Semiotics and Media Representations	
		ET- 515	Value Education	
	Non-Credit		General Proficiency	0
			Total Credits	21



Semester-II

S. No.	Type of Papers	Code	Name of Papers	Credits
1	Core	MC-502	Print Journalism	4
2		MC-504	Editing, Design and Layout	4
3		MC-506	Media Research	4
4	Discipline Specific Elective	DSE-3	Any one out of the following	3
		MC-508	TV and Radio Journalism	
		MC-510	News and Feature Writing	
5		DSE-4	Any one out of the following	3
		MC-512	Online Journalism	
		MC-514	Social Movements and Change in India	
6	Open Elective-1 (Non-Disciplinary Elective Course)	Code to be supplied by the concerned Department	One course to be selected from Open Elective courses offered by other Departments/Schools	3
	Non-Credit		General Proficiency	0
			Total Credits	21

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Semester-III

S. No.	Type of Papers	Code	Name of Papers	Credits	
1	Core	MC-601	Media Economics and Management	4	
2		MC-603	Corporate Communication and Advertising	4	
3		MC-605	Summer Internship Project Report	4	
4	Discipline Specific Elective	DSE-5	Any one out of the following	3	
		MC-607	Audio-visual Editing		
		MC-609	Photo Editing		
5		DSE-6	Any one out of the following	3	
		MC-611	Niche Reporting-I (One to be selected) a. Business and Economy b. Social Sector c. Crime		
		MC-613	Niche Reporting-II (One to be selected) a. Sports b. Life Style c. Entertainment		
6		Open Elective-2 (Non-Disciplinary Elective Course)	Code to be supplied by the concerned Department	One course to be selected from Open Elective courses offered by other Departments/Schools	3
		Non-Credit		General Proficiency	0
				Total Credits	21

Semester-IV

S. No.	Type of Paper	Code	Name of Paper	Credit
1	Core	MC-602	Print Media Production	4
2		MC-604	Broadcast Media Production	4
3		MC-606	Online Media Production	4
4	Project/Dissertation	MC-652	Dissertation	6
5	Discipline Specific Elective	DSE-7	Any one out of the following	3
		MC-608	Online Advertising	
		MC-610	Event Management	
	Non-Credit		General Proficiency	0
			Total Credit	21

Note: Two open electives to be offered to other Departments across the University at PG level

Paper Code	Name of the Paper	Credit
MC-511	Gender and Media	3
MC-522	Film Studies	3

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