Course Structure & Syllabus for MA in Mass Communication

School of Liberal Studies

Pandit Deendayal Energy University

COURSE OUTLINE

Sr. No.	Papers	Code	Core/ Elective	Semester	Credits
SEMESTER – I CORE PAPERS					
1.	Theories of Media and Communication	21MMC11	Core	I	4
2.	Development Communication	21MMC12	Core	I	4
3.	Public Relations and Corporate Communication	21MMC13	Core	I	4
4.	Introduction to Print Media	21MMC14	Core	I	4
5.	Advertising and Branding	21MMC15	Core	I	4
SEMESTER – II CORE PAPERS					
6.	Introduction to Media and Entertainment Business	21MMC21	Core	II	4
7.	Communication Research	21MMC22	Core	II	4
8.	International Communication	21MMC23	Core	II	4
9.	Introduction to Electronic Media	21MMC24	Core	II	4
10.	Digital Media Application	21MMC25	Core	II	4
SEMESTER – III CORE PAPERS					
11.	Media Laws and Ethics	21MMC31	Core	III	4

12.	Consumer Behaviour and Audience Study	21MMC32	Core	III	4
13.	Journalism Across Media	21MMC33	Core	III	4
14.	Advanced Public Relations and Event Management	21MMC34	Core	III	4
15.	Advanced Audio-Visual Production	21MMC35	Core	III	4
SEMESTER – IV CORE PAPERS					
16.	Business Communication and Professional Etiquette	21MMC41	Core	III	4
17.	Reputation Management and CSR	21MMC42	Core	III	4
18.	Media Management	21MMC43	Core	III	4
19.	Film Appreciation	21MMC44	Core	III	4
20.	Project	21MMC45	Core	III	4
SEMESTER – IV RESEARCH DISSERTATION					
56.	M.A. Dissertation – I	20MMC91		III	5
57.	M.A. Dissertation – II	20MMC92		IV	5

- **Dissertation = Total 10 Credits**

NOTE: The M.A. programme consists of 90 credits. Each of the 20 papers in all the four semesters carries four credits with the total being 80 credits. In the Third and Fourth Semesters, two dissertations having five credits each amount to 10 credits. The dissertation in the Fourth Semester is defended before the constituted board. The dissertations are to be submitted in partial fulfilment of the Master's Degree requirement.

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