

Master of Arts in Media and Communication (MAMC)

Syllabus for TWO Years

Department of Extension Education

SNDT Women's University Juhu Campus, Mumbai, India Tel: 022-26613550/26608855 <u>www.sndt.ac.in</u> <u>www.sndt.digitaluniversity.ac</u>

Master of Arts in Media and Communication (MAMC)

(2015)

Faculty Name:Communication and Media StudiesProgramme Name:M. A. in Media and Communication

OBJECTIVES

The programme will enable the students to:

- Understand scope of media and communication in a contemporary society.
- Know the historical perspective on evolution of media to present day.
- Examine role of media communication in day-to-day social and cultural life.
- Develop skills of production in words and visuals.
- Produce work reflecting the expertise organized during the programme.

Eligibility

Women graduates, from any discipline, with minimum of 40 percent from AICTE/UGC recognized institutions. Students awaiting their results can be admitted provisionally. The admission will be based on DCET (Department Common Entrance Test) scores.

Total Credits: 80 (Including Internship)

Duration:

2 years

PROGRAMME STRUCTURE

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	TOTAL of Semester IV							500	20	

Notes:1) CC Core Course2) E1: Visual Communication, Scientific Writing (11393), Media Appreciation (225101)3) E2: Creative Writing (325201), Gender & Development (11391)