



FACULTY OF
ARTS, DESIGN AND
HUMANITIES



2024 - 25

MA Media & Communication

Programme Structure

Division	Faculty of Arts, Design and Humanities
School Name	School of Liberal Arts
Department Name	Department of Media & Communications
Programme Name	MA Media & Communication

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Course Name / Course Title	Course Type	Total Credits
I	Introduction to Research	PF	2
I	Media & Communication Studies: Theories & Models	PF	3
I	News Analysis	PF	3
I	Journalism: Approaches & Perspectives	PF	2
I	Ad & PR: Overview	PF	2
I	Introduction to Cinema	PF	3
I	Professional Photography	PM	2
I	Graphic Design	PM	1

Semester	Course Name / Course Title	Course Type	Total Credits
I	WPC	UC	2
I	Yoga-1	UC	1
I	RIDE	UC	1
		Total Credits	22

II	Media & Communication Research	PM	2
II	Media & Society	PM	4
II	Corporate Communication	PE	4
II	Indian Cinema		
II	News Reporting & Editing		
II	Ad Creative & Copywriting	PE	4
II	Digital Journalism		
II	Introduction to Script Writing		
II	Consumer Behaviour	PE	3
II	Political Journalism		
II	Fim Direction & Acting		
II	Video Editing	PM	3
II	Rural Immersion	UC	1
		Total Credit	21

Semester	Course Name / Course Title	Course Type	Total Credits
III	Digital Marketing	PM	4
III	Media, Law & Ethics	PM	3
III	News Collection & Presentation Broadcast	PE	4
III	Documentary Films		
III	Marketing Communication		
III	Specialised Reporting	PE	4
III	Brand Identity Creation		
III	Film Production and Promotion		
III	Business Journalism	PE	3
III	Post Production & Marketing		
III	Media Management		
III	Seminar	PM	2
III	Camera Movements & Lighting Techniques	PM	2
III	Podcast & Radio	PM	2
		Total Credit	24

IV	Internship	PJ	10
IV	Dissertation	PJ	8
		Total Credit	18

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.