

## M.A .Mass Communication

Name of Program	Master of Arts in Mass Communication
Abbreviation	M.A
Duration	2 Years
Program Outcome	<p><b>P01 : Fundamental Knowledge Enrichment</b>  Program trains students with the core knowledge in the theories and concepts in the discipline of Journalism, Mass Communication and all the allied areas like Cinema, Advertising, Public Relations, specialized areas like Development Communication, International Communication. This will not only develop the theoretical base needed for the NET Exam but also makes students capable of using core concepts in the application in the media world.</p> <p><b>P02 : Critical Thinking Development</b>  The program develops the critical thinking skills of the student about the issues and events of our society. It gives him an in-depth understanding of societal issues and solutions to them.</p> <p><b>P03 : Advanced Writing and Translation Skills.</b>  The program trains students in writing and translation skills so as to enable them to write news reports, opinion pieces, and features and press notes. They are also taught to translate articles, press notes, and features.</p> <p><b>P04 : Editing and Translation Skills:</b>  The program trains students in editing of news reports, writing headline, making layout and choosing photos and graphics. They independently produce a publication for themselves using computer software.</p> <p><b>P05 : Writing for Radio and Radio Production Skills:</b>  The program trains students to write for radio: scripts for jock talk, radio features, news reports, interviews and so on and also to do audio editing, and sound production and design on the latest software.</p> <p><b>P06 : Audio Visual Writing and Production Skills for Television and Short Films</b>  The program teaches students to write scripts for audio visual programmes: short films, news programmes, interviews and so on. Students are taught to shoot both outdoors and indoors and edit programmes on software.</p> <p><b>P07: Dubbing Skills:</b>  The program teaches students to do dubbing for television and film programmes.</p>
	<p><b>P08 : Project Report on any Media topic</b>  Working on a project provides the candidates exposure of handling a real world issue in the media and gives them an</p>

insight into the demanding environment of the industry.

**P09 : Team Work and Leadership Development**

Trains students to work in a team and also to take leadership of a short film production team.

**P010:Research**

The programme trains students to work at research topic in the dissertation training him for a career in research in media studies.

**P011 : Verbal Communication**

The programme hones the verbal communication skills of students

**P012: Computer Skills**

The program trains students in all editing and production software on computers.