ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU

NAAC A+ ACCREDITED

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- Engage with renowned faculty and access LinkedIn extensive programs.
- Gain hands-on experience with certifications in AWS, ACCA, and more.
- Expand horizons with international immersion and global exposure.
- Benefit from personalized mentorship for tailored academic support.
- Access a digital library with rich resources for research and growth.
- Enjoy top sports facilities and expert training for holistic development.
- Achieve career success with 550+ companies visiting for placements annually.

M.A JOURNALISM & MASS COMMUNICATION

About

The M.A in Journalism and Mass Communication program equips students with the latest knowledge and skills required to thrive in the ever-evolving world of media and communication. MA Journalism and Mass Communication is infused with dynamism, embodying the upmarket characteristics of the media world and emphasizing capacity building.

Career Scope

The career prospects for M.A. Journalism and Communication graduates are broad and diverse, offering opportunities in various fields. Graduates can find work in print journalism, digital media, and film and television, as well as in media management and photojournalism. Additionally, they may pursue careers in corporate communication, documentary filmmaking, and radio, reflecting the versatile skill set they acquire throughout their studies.

Eligibility

Pass in any bachelor's degree examination from a recognized university with a minimum of 50% marks in aggregate of all subjects, including languages.

Duration

2 years

COURSE CONTENT

Semester 1

- Introduction to Communication
- Indian Socio- Eco-Political and Cultural System
- Media Laws and Ethics
- Translation Techniques
- News Reporting and Analysis
- News Processing and Editing
- Basic Computer Application
- Photo Journalism

Semester 2

- Theories of Communication
- Communication for Development
- Communication for Research
- Advertisement & Corporate Communication
- Introduction to Digital Media Production
- Introduction to Radio and TV Journalism
- Lab Journal
- Media Entrepreneurship

Semester 3

- Writing and Reporting Techniques for Radio
- Writing and Reporting Techniques for Television
- Fundamentals of Audio-Video light
- Data Journalism
- Script Writing
- Audio – Video Editing
- Lab Journal (Audio and Visual Magazine)
- Media & Society

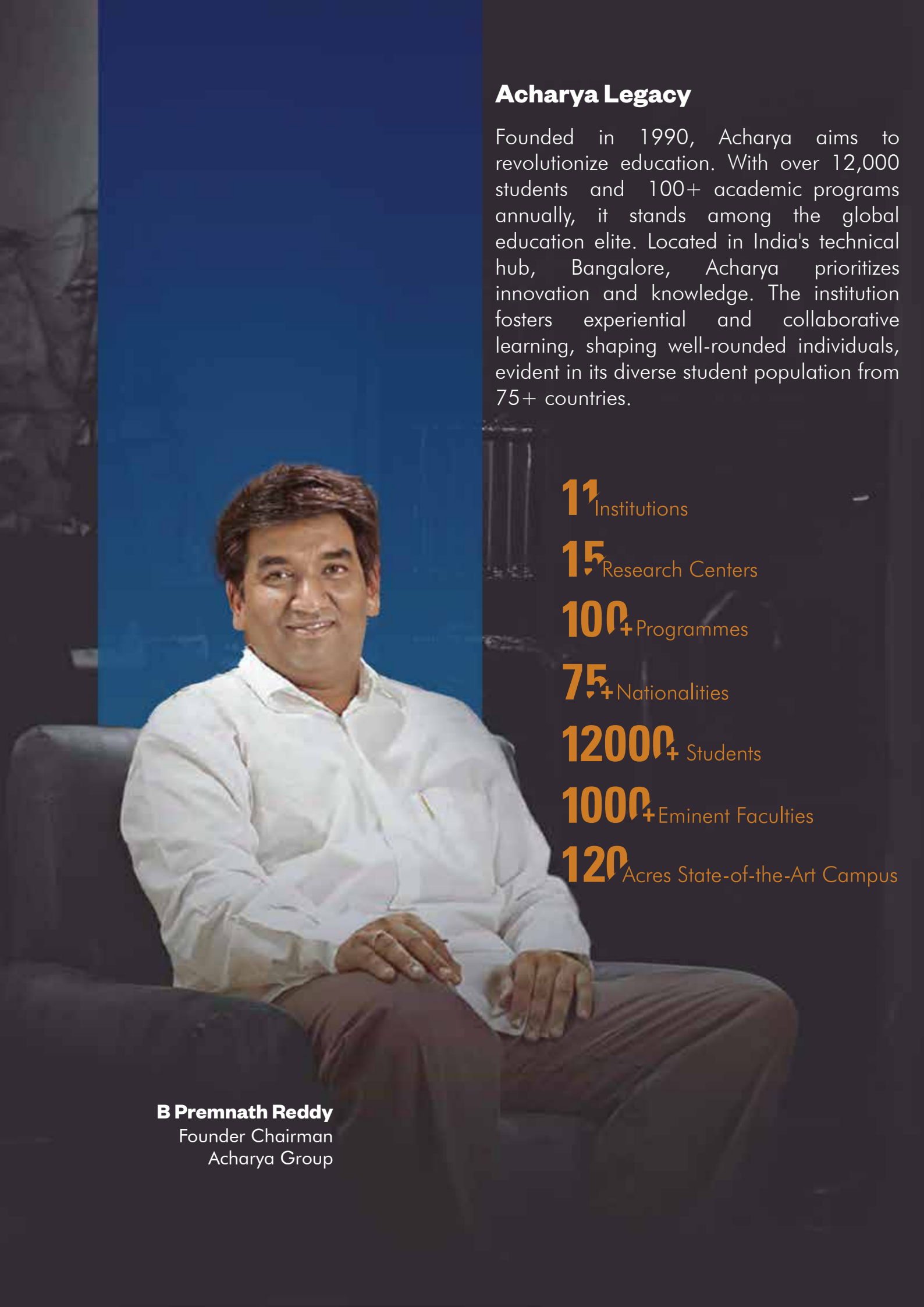
Semester 4

- Advertising for Broadcast Media
- Film Appreciation
- Economics of Broadcast Media
- Radio Programme Production
- Television Programme Production
- Introductions to Virtual Content Development
- Production Techniques for Digital Platforms



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.



11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

120 Acres State-of-the-Art Campus

B Premnath Reddy
Founder Chairman
Acharya Group

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Collaboration



Center of Exellence



Clubs



Digital Library



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Research



Sports



Hostels



Habba



PROGRAMS OFFERED

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