



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

1.	OBJECTIVE	Providing industry with skilled and trained media professionals adept in all fields communication (specially in Journalism & Audio-Visual)			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	60			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	MA(MC) SNAP Test, Personality Profiling, Group Exercise, Personal Interaction and Assignments			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
Journalism					
		Indian Students	400000	35000	435000
		International Students (USD equivalent to INR)	600000	35000	635000
Audio Visual					
		Indian Students	460000	35000	495000
		International Students (USD equivalent to INR)	690000	35000	725000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF	The assessment of the student for each examination is done, based on relative			

	PASSING	performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.					
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Arts (Mass Communication) (Journalism/ Audio-Visual) will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.					
14.	NATURE WISE DISTRIBUTION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
Audio Visual							
1	10	0	8	0	0	1*	18
2	10	0	15	0	0	0	25
3	8	0	11	6	0	1*	25
4	6	0	2	4	0	0	12
Total	34	0	36	10	0	0	80
Journalism							
1	10	0	8	0	0	1*	18
2	10	0	15	0	0	0	25
3	8	0	13	4	0	1*	25
4	6	0	2	4	0	0	12
Total	34	0	38	8	0	0	80
* Satisfactory completion of the non letter- grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.							

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

Head-Academics

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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Semester : 1								
Generic Core Courses								
T5450	0501440101	Film and Television Appreciation		4	120	80	0	200
T5699	0501440102	Digital Multimedia and Digital Technologies		3	90	60	0	150
T2225	0501440103	Research Methodology		2	60	40	0	100
T5801	0501440104	Project - I		1	50	0	0	50
T4005	0501440105	Integrated Disaster Management *		0	0	0	0	Non Letter Grade
Total				10	320	180	0	500
Specialization Core Courses : Journalism								
T5681	0501440106	Perspectives on Indian Media	Journalism	3	90	60	0	150
T5682	0501440107	Basics of Journalistic Writing	Journalism	3	90	60	0	150
T5686	0501440108	Online and Social Media Tools in Journalism	Journalism	2	100	0	0	100
Total				8	280	120	0	400
Specialization Core Courses : Audio Visual								
T5632	0501440109	Visual Narrative	Audio Visual	3	90	60	0	150
T5691	0501440110	Creative Writing	Audio Visual	3	90	60	0	150
T5187	0501440111	Evolving Media Technologies	Audio Visual	2	100	0	0	100
Total				8	280	120	0	400
Semester : 2								
Generic Core Courses								
T5692	0501440201	Digital Photography		4	120	80	0	200
T5545	0501440202	Communication Theories and Culture		3	90	60	0	150
T5802	0501440203	Project II		2	100	0	0	100
T5801	0501440204	Social Responsibility Project		1	50	0	0	50
Total				10	360	140	0	500
Specialization Core Courses : Journalism								
T5683	0501440205	News Reporting and Editing	Journalism	3	90	60	0	150
T5684	0501440206	Contemporary India and the World	Journalism	3	90	60	0	150
T5685	0501440207	Television News Basic	Journalism	3	150	0	0	150
T5465	0501440208	Media Laws, Ethics and Policies	Journalism	2	60	40	0	100
F0002	0501440209	Flexi-Credit Course	Journalism	2	100	0	0	100
T5687	0501440210	Advanced Journalistic Writing	Journalism	2	60	40	0	100
Total				15	550	200	0	750



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Specialization Core Courses : Audio Visual								
T5044	0501440211	Camera and Lighting	Audio Visual	3	90	0	60	150
T5550	0501440212	Allied Skills for AV Production	Audio Visual	3	150	0	0	150
T5694	0501440213	Television Genres and Programming	Audio Visual	3	90	60	0	150
T5631	0501440214	Fundamentals of Sound	Audio Visual	2	60	40	0	100
F0002	0501440215	Flexi-Credit Course	Audio Visual	2	100	0	0	100
T5698	0501440216	Screenwriting	Audio Visual	2	60	40	0	100
Total				15	550	140	60	750
Semester : 3								
Generic Core Courses								
T5688	0501440301	Documentary Film-Making		3	90	0	60	150
T5902	0501440302	Internship		3	150	0	0	150
T5802	0501440303	Project III		2	100	0	0	100
T0100	0501440304	Research Publication *		0	0	0	0	Non Letter Grade
Total				8	340	0	60	400
Specialization Core Courses : Journalism								
T5018	0501440305	Specialized Reporting	Journalism	3	90	60	0	150
T5458	0501440306	Television News - Advanced	Journalism	3	90	0	60	150
T5463	0501440307	Advanced Research Methodology	Journalism	3	90	60	0	150
F0002	0501440308	Flexi-Credit Course	Journalism	2	100	0	0	100
T5689	0501440309	Basics of Finance, Economics and Business Journalism	Journalism	2	60	40	0	100
Total				13	430	160	60	650
Specialization Core Courses : Audio Visual								
T5696	0501440310	Advanced Video Editing	Audio Visual	3	90	0	60	150
T5058	0501440311	Production Design	Audio Visual	2	60	0	40	100
T5471	0501440312	Auteur Studies	Audio Visual	2	60	40	0	100
T5475	0501440313	Direction	Audio Visual	2	60	40	0	100
F0002	0501440314	Flexi-Credit Course	Audio Visual	2	100	0	0	100
Total				11	370	80	100	550
Specialization Elective : Audio Visual								
T5047	0501440318	Radio Production	Audio Visual	3	90	60	0	150
T5053	0501440319	Multi Camera Techniques	Audio Visual	3	90	0	60	150
T5474	0501440320	Sound Design	Audio Visual	3	90	60	0	150
Total Required Credits				6	180	60	60	300



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Specialization Elective : Journalism								
T5025	0501440315	Entertainment and Lifestyle Journalism	Journalism	2	60	40	0	100
T5461	0501440316	Democracy and Political Parties	Journalism	2	60	40	0	100
T5690	0501440317	Photojournalism	Journalism	2	60	40	0	100
Total Required Credits				4	120	80	0	200
Semester : 4								
Generic Core Courses								
T5703	0501440401	Dissertation		4	120	80	0	200
T2900	0501440402	Internship		2	100	0	0	100
Total				6	220	80	0	300
Specialization Core Courses : Journalism								
T5021	0501440403	The Business of Media	Journalism	2	60	40	0	100
Total				2	60	40	0	100
Specialization Core Courses : Audio Visual								
T5630	0501440404	Film Marketing and Distribution Models	Audio Visual	2	60	40	0	100
Total				2	60	40	0	100
Specialization Elective : Audio Visual								
T5064	0501440408	Graphics and Visual Special Effects	Audio Visual	2	60	0	40	100
T5476	0501440409	Specialized Photography	Audio Visual	2	60	0	40	100
F0002	0501440410	Flexi-Credit Course	Audio Visual	2	100	0	0	100
Total Required Credits				4	120	0	80	200
Specialization Elective : Journalism								
T5031	0501440405	Sports Journalism	Journalism	2	60	40	0	100
T5478	0501440406	Advanced Business Journalism	Journalism	2	60	40	0	100
F0002	0501440407	Flexi-Credit Course	Journalism	2	100	0	0	100
Total Required Credits				4	120	80	0	200



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Journalism				
Semester 1	3	15	18	900
Semester 2	8	17	25	1250
Semester 3	7	18	25	1250
Semester 4	4	8	12	600
Total	22	58	80	4000
Audio Visual				
Semester 1	3	15	18	900
Semester 2	8	17	25	1250
Semester 3	7	18	25	1250
Semester 4	4	8	12	600
Total	22	58	80	4000