

**SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION-PUNE**  
**MASTER OF ARTS (MASS COMMUNICATION)**  
**PROGRAMME STRUCTURE 2015-17**

- |                                       |  |
|---------------------------------------|--|
| <b>1. OBJECTIVE</b>                   | Providing industry with skilled and trained media professionals adept in all fields of communication (specially in journalism and audio-visual) in the digital age.  |
| <b>2. DURATION</b>                    | Two Years Full Time  |
| <b>3. INTAKE</b>                      | 60 Students  |
| <b>4. RESERVATION</b>                 | <p>I. Within the sanctioned intake:</p> <p>a) Scheduled Castes - 15%</p> <p>b) Scheduled Tribes - 7.5%</p> <p>c) Differently abled - 3%</p> <p>II. Over and above the sanctioned intake:</p> <p>a) Kashmiri Migrants - 2 Seats</p> <p>b) International Students - 15%</p>  |
| <b>5. ELIGIBILITY</b>                 | Graduate in any discipline from any statutory/recognized University with a minimum of 50% marks (45% marks for SC/ST candidate)  |
| <b>6. SELECTION PROCEDURE</b>         | MA (MC) Entrance Test, Personality Profiling, Personal Interaction and Written Ability Test (PI-WAT)   |
| <b>7. MEDIUM OF INSTRUCTION</b>       | English  |
| <b>8. PROGRAMME PATTERN</b>           | Semester Pattern – 4 Semesters   |
| <b>9. COURSES AND SPECIALIZATIONS</b> | As per Annexure A  |
| <b>10. FEE</b>                        | <p><b>Indian Student (Journalism)</b></p> <p>Academic Fee p.a.      Rs. 3,00,000</p> <p>Institute Deposit      Rs. 35,000</p> <p><b>Total                      Rs. 3,35,000</b></p> <p><b>International Students (Journalism)</b></p> <p>Academic Fee p.a.      Rs. 4,50,000</p> <p>Institute Deposit      Rs. 35,000</p> <p><b>Total                      Rs. 4,85,000</b></p> <p><b>Indian Student (Audio-Visual)</b></p> <p>Academic Fee p.a.      Rs. 3,50,000</p> |

|  |                     |
|--|---------------------|
| Institute Deposit                            | Rs. 35,000          |
| <b>Total</b>                                 | <b>Rs. 3,85,000</b> |
| <b>International Students (Audio-Visual)</b> |                     |
| Academic Fee p.a.                            | Rs. 5,25,000        |
| Institute Deposit                            | Rs. 35,000          |
| <b>Total</b>                                 | <b>Rs. 5,60,000</b> |

**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 PASSING**

The assessment of the student for each examination is done, based on relative 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**

**Master of Arts (Mass Communication) MA (MC)** 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.

**Annexure A**  
**Semester I**  
**Journalism and Audio-Visual**

| <b>Catalog Course Code</b> | <b>Course Code</b> | <b>Course Title</b>                               | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|----------------------------|--------------------|---|----------------|-----------------------|-----------------------|--------------------|
| T5449                      | 050144101          | Mass Communication Theory in the Digital Era      | 3              | 90                    | 60                    | 150                |
| T5229                      | 050144102          | Digital Photography Concepts                      | 4              | 120                   | 80                    | 200                |
| T5450                      | 050144103          | Film and Television Appreciation                  | 4              | 120                   | 80                    | 200                |
| T6020                      | 050144104          | Audio-Visual Communication                        | 4              | 120                   | 80                    | 200                |
| T5004                      | 050144105          | Perspectives on Indian Media                      | 4              | 120                   | 80                    | 200                |
| T5451                      | 050144106          | The Craft of Writing for Media                    | 3              | 90                    | 60                    | 150                |
| T5477                      | 050144107          | Digital Multimedia and Communication Technologies | 4              | 120                   | 80                    | 200                |
| T5802                      | 050144108          | Project I   | 2              | 100                   | -                     | 100                |
|                            |                    | <b>Total</b>                                      | <b>28</b>      | <b>880</b>            | <b>520</b>            | <b>1400</b>        |
| T4005                      | 050144109          | *Integrated Disaster Management                   | -              | -                     | -                     | Letter Grade       |

**Semester II  
Journalism**

| <b>Catalog Course Code</b> | <b>Course Code</b> | <b>Course Title</b>                         | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|----------------------------|--------------------|---|----------------|-----------------------|-----------------------|--------------------|
| T5452                      | 050144201          | Media and Culture Studies                   | 3              | 90                    | 60                    | 150                |
| T5453                      | 050144202          | News Reporting and Editing                  | 4              | 120                   | 80                    | 200                |
| T5011                      | 050144203          | Contemporary India and the World            | 3              | 90                    | 60                    | 150                |
| T5012                      | 050144204          | Television News – Basic                     | 4              | 120                   | 80                    | 200                |
| T5454                      | 050144205          | Online and Social Media Tools in Journalism | 3              | 150                   | -                     | 150                |
| T5014                      | 050144206          | Advanced Journalistic Writing               | 3              | 90                    | 60                    | 150                |
| T5455                      | 050144207          | Community Radio                             | 2              | 60                    | 40                    | 100                |
| T5021                      | 050144208          | The Business of Media                       | 2              | 60                    | 40                    | 100                |
| T5456                      | 050144209          | Basic Media Research                        | 2              | 60                    | 40                    | 100                |
| T5801                      | 050144210          | Project - Social Responsibility             | 1              | 50                    | -                     | 50                 |
| T5802                      | 050144211          | Project II                                  | 2              | 100                   | -                     | 100                |
|                            |                    | <b>Total</b>                                | <b>29</b>      | <b>990</b>            | <b>460</b>            | <b>1450</b>        |

**Semester II  
Audio-Visual**

| <b>Catalog Course Code</b> | <b>Course Code</b> | <b>Course Title</b>                        | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|----------------------------|--------------------|--|----------------|-----------------------|-----------------------|--------------------|
| T6001                      | 050144219          | Media and Culture Studies                  | 2              | 60                    | 40                    | 100                |
| T5048                      | 050144212          | Television Genres and Formats              | 3              | 90                    | 60                    | 150                |
| T5467                      | 050144213          | Advanced Photography, Lighting and Editing | 3              | 150                   | -                     | 150                |
| T5043                      | 050144214          | Basic Video Editing                        | 3              | 90                    | 60                    | 150                |
| T5468                      | 050144215          | Screen Writing                             | 4              | 120                   | 80                    | 200                |
| T5044                      | 050144216          | Camera and Lighting                        | 3              | 90                    | 60                    | 150                |
| T5047                      | 050144217          | Radio Production                           | 3              | 90                    | 60                    | 150                |
| T5456                      | 050144209          | Basic Media Research                       | 2              | 60                    | 40                    | 100                |
| T5472                      | 050144218          | Digital and Multimedia Platforms           | 3              | 90                    | 60                    | 150                |
| T5801                      | 050144210          | Project - Social Responsibility            | 1              | 50                    | -                     | 50                 |
| T5802                      | 050144211          | Project II                                 | 2              | 100                   | -                     | 100                |
|                            |                    | <b>Total</b>                               | <b>29</b>      | <b>990</b>            | <b>460</b>            | <b>1450</b>        |

**Semester III  
Journalism**

| <b>Catalog Course Code</b>                                     | <b>Course Code</b> | <b>Course Title</b>                                  | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|--|--------------------|--|----------------|-----------------------|-----------------------|--------------------|
| T5018  | 050144301          | Specialized Reporting                                | 3              | 90                    | 60                    | 150                |
| T5457  | 050144302          | Current Affairs and Newsroom Management              | 3              | 150                   | -                     | 150                |
| T5458  | 050144303          | Television News – Advanced                           | 3              | 90                    | 60                    | 150                |
| T5459  | 050144304          | Basics of Finance, Economics and Business Journalism | 3              | 90                    | 60                    | 150                |
| T5460  | 050144305          | Designing Digital Media Interface                    | 2              | 60                    | 40                    | 100                |
| <b>Journalism Elective I (Choose any two from 306 to 308)</b>  |                    |  |                |                       |                       |                    |
| T5461  | 050144306          | Democracy and Political Parties                      | 2              | 60                    | 40                    | 100                |
| T5462  | 050144307          | Regional Journalism                                  | 2              | 60                    | 40                    | 100                |
| T5025  | 050144308          | Entertainment and Lifestyle Journalism               | 2              | 60                    | 40                    | 100                |
| <b>Journalism Elective II (Choose any one from 309 to 311)</b> |                    |  |                |                       |                       |                    |
| T5463  | 050144309          | Advanced Research Methodology                        | 3              | 90                    | 60                    | 150                |
| T5464  | 050144310          | Photojournalism and Travel Photography               | 3              | 90                    | 60                    | 150                |
| T5470  | 050144311          | Radio Programming                                    | 3              | 90                    | 60                    | 150                |
| T6022  | 050144312          | Documentary Film-Making                              | 4              | 120                   | 80                    | 200                |
| T5802  | 050144313          | Project III  | 2              | 100                   | -                     | 100                |
|  |                    | <b>Total</b>   | <b>27</b>      | <b>910</b>            | <b>440</b>            | <b>1350</b>        |

**Semester III  
Audio-Visual**

| <b>Catalog Course Code</b>                                   | <b>Course Code</b> | <b>Course Title</b>                           | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|--|--------------------|---|----------------|-----------------------|-----------------------|--------------------|
| T5056  | 050144314          | Television Programming and Channel Management | 2              | 60                    | 40                    | 100                |
| T5473  | 050144315          | Audio Visual Production Management            | 2              | 60                    | 40                    | 100                |
| T5475  | 050144316          | Direction                                     | 2              | 60                    | 40                    | 100                |
| T5053  | 050144317          | Multi-Camera Techniques                       | 3              | 90                    | 60                    | 150                |
| T5469  | 050144318          | Editing                                       | 3              | 150                   | -                     | 150                |
| <b>AV Elective I (Choose any two from 318 to 320)</b>        |                    |   |                |                       |                       |                    |
| T5232  | 050144319          | Advanced Camera and Lighting                  | 2              | 60                    | 40                    | 100                |
| T6021  | 050144320          | Advanced Film Criticism                       | 2              | 60                    | 40                    | 100                |
| T5058  | 050144321          | Production Design                             | 2              | 60                    | 40                    | 100                |
| <b>AV Elective II (Choose any one from 309, 322 and 311)</b> |                    |   |                |                       |                       |                    |
| T5463  | 050144309          | Advanced Research Methodology                 | 3              | 90                    | 60                    | 150                |
| T5474  | 050144322          | Sound Design                                  | 3              | 90                    | 60                    | 150                |
| T5470  | 050144311          | Radio Programming                             | 3              | 90                    | 60                    | 150                |
| T5052  | 050144323          | Entertainment and Media Marketing             | 2              | 60                    | 40                    | 100                |
| T6022  | 050144312          | Documentary Film-Making                       | 4              | 120                   | 80                    | 200                |
| T5802  | 050144313          | Project III                                   | 2              | 100                   | -                     | 100                |
|  |                    | <b>Total</b>                                  | <b>27</b>      | <b>910</b>            | <b>440</b>            | <b>1350</b>        |

**Semester IV  
Journalism**

| <b>Catalog Course Code</b>                                       | <b>Course Code</b> | <b>Course Title</b>                                   | <b>Credits</b> | <b>Internal Marks</b> | <b>External Marks</b> | <b>Total Marks</b> |
|--|--------------------|---|----------------|-----------------------|-----------------------|--------------------|
| T5465  | 050144401          | Media Laws, Ethics and Policies                       | 2              | 60                    | 40                    | 100                |
| T5466  | 050144402          | Development Communication and Development Journalism  | 2              | 60                    | 40                    | 100                |
| <b>Journalism Elective III (Choose any one from 403 and 404)</b> |                    |   |                |                       |                       |                    |
| T5030  | 050144403          | Constitutional Affairs and Elections                  | 2              | 60                    | 40                    | 100                |
| T5031  | 050144404          | Sports Journalism                                     | 2              | 60                    | 40                    | 100                |
| <b>Journalism Elective IV (any one from 405 and 406)</b>         |                    |   |                |                       |                       |                    |
| T5478  | 050144405          | Advanced Business Journalism                          | 2              | 60                    | 40                    | 100                |
| T5479  | 050144406          | Health, Environment, Science and Technology Reporting | 2              | 60                    | 40                    | 100                |
| T5707  | 050144407          | Dissertation/Digital/Multimedia Project               | 8              | 240                   | 160                   | 400                |
|  |                    | <b>Total</b>  | <b>16</b>      | <b>480</b>            | <b>320</b>            | <b>800</b>         |



**Semester IV  
Audio-Visual**

| Catalog Course Code                                      | Course Code | Course Title                              | Credits   | Internal Marks | External Marks | Total Marks |
|--|-------------|---|-----------|----------------|----------------|-------------|
| T5065  | 050144408   | AV Post Production – Advanced Editing     | 2         | 60             | 40             | 100         |
| T5471  | 050144409   | Auteur Studies                            | 2         | 60             | 40             | 100         |
| <b>AV Elective III (Choose any one from 410 and 411)</b> |             |   |           |                |                |             |
| T5063  | 050144410   | Advanced Screenplay Writing and Direction | 2         | 60             | 40             | 100         |
| T5438  | 050144411   | Advanced Television Programming           | 2         | 60             | 40             | 100         |
| <b>AV Elective IV (Choose any one from 412 and 413)</b>  |             |   |           |                |                |             |
| T5064  | 050144412   | Graphics and Visual Special Effects       | 2         | 60             | 40             | 100         |
| T5476  | 050144413   | Specialized Photography                   | 2         | 60             | 40             | 100         |
| T5707  | 050144407   | Dissertation/Digital/Multimedia Project   | 8         | 240            | 160            | 400         |
| <b>Total</b>   |             |   | <b>16</b> | <b>480</b>     | <b>320</b>     | <b>800</b>  |

**Summary**

| Semester     | Internal Credits | External credits | Total Credits | Total Marks |
|--------------|------------------|------------------|---------------|-------------|
| Semester I   | 2                | 26               | 28            | 1400        |
| Semester II  | 6                | 23               | 29            | 1450        |
| Semester III | 5                | 22               | 27            | 1350        |
| Semester IV  | -                | 16               | 16            | 800         |
| <b>Total</b> | <b>13</b>        | <b>87</b>        | <b>100</b>    | <b>5000</b> |

\*Integrated Disaster management is mandatory for the award of degree.