



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2023-25

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	As per Annexure A Specialization offered: Journalism Audio Visual			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
Journalism					
	Indian Students (Amount in INR)		441000	35000	476000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	8600	500	9100
		Foreign National Category (Amount in US\$)	1950	500	2450
Audio Visual					



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	Indian Students (Amount in INR)		507000	35000	542000			
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	10000	500	10500			
		Foreign National Category (Amount in US\$)	1950	500	2450			
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) (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. CLASSIFICATION OF CREDITS								
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Non-Letter Grade Mandatory Course/s	Non-Letter Grade Audit Course/s	Total
Journalism								
1	10	0	8	0	0	1	As per the student's choice	18
2	6	0	17	0	0	0		23
3	5	0	18	4	0	0		27
4	2	0	6	4	0	0		12
Total	23	0	49	8	0	0		80
Audio-Visual								
1	10	0	8	0	0	1	As per the student's choice	18
2	6	0	15	0	0	0		21
3	5	0	16	6	0	0		27
4	2	0	8	4	0	0		14
Total	23	0	47	10	0	0		80

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Director - 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 Mandatory
Total				10	320	180	0	500
Specialization Core Courses : Journalism								
T5682	0501440106	Basics of Journalistic Writing	Journalism	3	90	60	0	150
T5681	0501440107	Perspectives on Indian Media	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								
T5691	0501440109	Creative Writing	Audio-Visual	3	90	60	0	150
TMC5042	0501440110	Visual Aesthetics	Audio-Visual	3	90	60	0	150
T5228	0501440111	Fundamentals of Photography	Audio-Visual	2	100	0	0	100
Total				8	280	120	0	400
Semester : 2								
Generic Core Courses								
T5545	0501440201	Communication Theories and Culture		3	90	60	0	150
T5802	0501440202	Project II		2	100	0	0	100
T5801	0501440203	Social Responsibility Project		1	50	0	0	50
Total				6	240	60	0	300
Specialization Core Courses : Journalism								
T5684	0501440204	Contemporary India and the World	Journalism	3	90	60	0	150
T5683	0501440205	News Reporting and Editing	Journalism	3	90	60	0	150
T5685	0501440206	Television News Basic	Journalism	3	150	0	0	150
T5687	0501440207	Advanced Journalistic Writing	Journalism	2	60	40	0	100
F0002	0501440208	Flexi-Credit Course	Journalism	2	100	0	0	100
T5465	0501440209	Media Laws, Ethics and Policies	Journalism	2	60	40	0	100
T5029	0501440210	Online Journalism	Journalism	2	60	40	0	100
Total				17	610	240	0	850
Specialization Core Courses : Audio-Visual								
T5550	0501440211	Allied Skills for AV Production	Audio-Visual	3	150	0	0	150
T5044	0501440212	Camera and Lighting	Audio-Visual	3	90	0	60	150
T5694	0501440213	Television Genres and Programming	Audio-Visual	3	90	60	0	150
F0002	0501440214	Flexi-Credit Course	Audio-Visual	2	100	0	0	100
T5631	0501440215	Fundamentals of Sound	Audio-Visual	2	60	40	0	100
T5698	0501440216	Screenwriting	Audio-Visual	2	60	0	40	100
Total				15	550	100	100	750
Semester : 3								
Generic Core Courses								
T5903	0501440301	Internship		3	150	0	0	150
T5802	0501440302	Project III		2	100	0	0	100
Total				5	250	0	0	250
Specialization Core Courses : Journalism								
T5463	0501440303	Advanced Research Methodology	Journalism	3	90	60	0	150
T5688	0501440304	Documentary Film-Making	Journalism	3	90	0	60	150
T5018	0501440305	Specialized Reporting	Journalism	3	90	60	0	150
T5458	0501440306	Television News - Advanced	Journalism	3	90	0	60	150
T5689	0501440307	Basics of Finance, Economics and Business Journalism	Journalism	2	60	40	0	100
T5455	0501440308	Community Radio	Journalism	2	60	40	0	100



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F0002	0501440309	Flexi-Credit Course	Journalism	2	100	0	0	100
Total				18	580	200	120	900
Specialization Elective : Journalism (Choose any two courses)								
T5461	0501440310	Democracy and Political Parties	Journalism	2	60	40	0	100
T5025	0501440311	Entertainment and Lifestyle Journalism	Journalism	2	60	40	0	100
T5462	0501440312	Regional Journalism	Journalism	2	60	40	0	100
Total Required Credits				4	120	80	0	200
Specialization Core Courses : Audio-Visual								
T5696	0501440313	Advanced Video Editing	Audio-Visual	3	90	0	60	150
TMC5040	0501440314	Documentary Film Practices	Audio-Visual	3	90	0	60	150
T5471	0501440315	Auteur Studies	Audio-Visual	2	60	40	0	100
TMC5038	0501440316	Content Marketing and Distribution	Audio-Visual	2	60	40	0	100
T5475	0501440317	Direction	Audio-Visual	2	60	0	40	100
F0002	0501440318	Flexi-Credit Course	Audio-Visual	2	100	0	0	100
T5058	0501440319	Production Design	Audio-Visual	2	60	0	40	100
Total				16	520	80	200	800
Specialization Elective : Audio Visual (Choose any two courses)								
T5053	0501440320	Multi Camera Techniques	Audio-Visual	3	90	0	60	150
T5047	0501440321	Radio Production	Audio-Visual	3	90	0	60	150
T5474	0501440322	Sound Design	Audio-Visual	3	90	0	60	150
Total Required Credits				6	180	0	120	300
Semester : 4								
Generic Core Courses								
T5902	0501440401	Internship		2	100	0	0	100
Total				2	100	0	0	100
Specialization Core Courses : Journalism								
T5704	0501440402	Dissertation	Journalism	4	120	0	80	200
T5021	0501440403	The Business of Media	Journalism	2	60	40	0	100
Total				6	180	40	80	300
Specialization Elective : Journalism (Choose any two courses)								
T5478	0501440404	Advanced Business Journalism	Journalism	2	60	40	0	100
F0002	0501440405	Flexi-Credit Course	Journalism	2	100	0	0	100
T5031	0501440406	Sports Journalism	Journalism	2	60	40	0	100
Total Required Credits				4	160	40	0	200
Specialization Core Courses : Audio-Visual								
T5706	0501440407	Dissertation	Audio-Visual	6	180	0	120	300
F0002	0501440408	Flexi-Credit Course	Audio-Visual	2	100	0	0	100
Total				8	280	0	120	400
Specialization Elective : Audio Visual (Choose any two courses)								
T5113	0501440409	Managing Creative Enterprises	Audio-Visual	2	60	40	0	100
T5988	0501440410	Corporate Film Production	Audio-Visual	2	60	0	40	100
TMC5047	0501440411	Gender and Cinema	Audio-Visual	2	60	40	0	100
Total Required Credits				4	120	40	40	200



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Journalism				
Semester 1	3	15	18	900
Semester 2	8	15	23	1150
Semester 3	7	20	27	1350
Semester 4	4	8	12	600
Total	22	58	80	4000
Audio-Visual				
Semester 1	3	15	18	900
Semester 2	8	13	21	1050
Semester 3	7	20	27	1350
Semester 4	4	10	14	700
Total	22	58	80	4000