

**Symbiosis Institute of Media and Communication, Pune**  
**Master of Arts (Mass Communication)**  
**Programme Structure 2018-20**

1.	<b>OBJECTIVE</b>	Providing industry with skilled and trained media professionals adept in all fields communication(specially in Journalism & audio-visual)			
2.	<b>DURATION (IN MONTHS)</b>	24 (Full Time)			
3.	<b>INTAKE</b>	60			
4.	<b>RESERVATION</b>	<b>I. Within the sanctioned intake</b>	<b>a) SC (In Percentage)</b>	<b>b) ST (In Percentage)</b>	<b>c) Differently abled (In Percentage)</b>
			15	7.5	3
		<b>II. Over and above the sanctioned intake</b>	<b>a) Kashmiri Migrants (In Seats)</b>	<b>b) International Students (In Percentage)</b>	
			2	15	
5.	<b>ELIGIBILITY</b>	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.	<b>SELECTION PROCEDURE</b>	MA(MC) SNAP Test, Personality Profiling, Group Exercise, Personal Interaction and Assignments			
7.	<b>MEDIUM OF INSTRUCTION</b>	English			
8.	<b>PROGRAMME PATTERN</b>	Semester			
9.	<b>COURSE &amp; SPECIALIZATION</b>	Annexure A			
10.	<b>FEE</b>		<b>Academic Fee p.a</b>	<b>Institute Deposit</b>	<b>Total</b>
<b>Journalism</b>					
		<b>Indian Students</b>	363000	35000	398000
		<b>International Students (USD equivalent to INR)</b>	545000	35000	580000
<b>Audio Visual</b>					
		<b>Indian Students</b>	413000	35000	448000
		<b>International Students (USD equivalent to INR)</b>	620000	35000	655000
11.	<b>ASSESSMENT</b>	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.	<b>STANDARD OF PASSING</b>	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.	<b>AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE</b>	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.					
<b>14. NATURE WISE DISTRIBUTION OF CREDITS</b>							
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	21	0	7	0	0	1*	28
2	6	0	23	0	0	0	29
3	6	0	14	7	0	0	27
4	8	0	4	4	0	0	16
<b>Total</b>	<b>41</b>	<b>0</b>	<b>48</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>100</b>
* Satisfactory completion of the letter grade course 'Integrated Disaster Management' is mandatory for award of degree.							
*The revised programme structure supersedes the previously approved programme structure dated 31/05/2019 for the programme.							

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
<b>Semester : 1</b>								
<b>Generic Core Courses</b>								
T5452	050144101	Media and Culture Studies		3	90	60	0	150
T5229	050144102	Digital Photography Concepts		4	120	80	0	200
T5450	050144103	Film and Television Appreciation		4	120	80	0	200
T6020	050144104	Audio-Visual Communication		4	120	80	0	200
T5477	050144105	Digital Multimedia and Digital Technologies		4	120	0	80	200
T5802	050144106	Project I		2	100	0	0	100
T4005	050144107	Integrated Disaster Management *		0	0	0	0	Letter Grade
<b>Total</b>				<b>21</b>	<b>670</b>	<b>300</b>	<b>80</b>	<b>1050</b>
<b>Specialization Core Courses : Journalism</b>								
T5004	050144108	Perspectives on Indian Media	Journalism	4	120	80	0	200
T5451	050144109	The Craft of Writing for Media	Journalism	3	90	60	0	150
<b>Total</b>				<b>7</b>	<b>210</b>	<b>140</b>	<b>0</b>	<b>350</b>
<b>Specialization Core Courses : Audio Visual</b>								
T5632	050144110	Visual Narrative	Audio Visual	3	90	60	0	150
T5468	050144111	Screen Writing	Audio Visual	4	120	80	0	200
<b>Total</b>				<b>7</b>	<b>210</b>	<b>140</b>	<b>0</b>	<b>350</b>
<b>Semester : 2</b>								
<b>Generic Core Courses</b>								
T5802	050144201	Project II		2	100	0	0	100
T5801	050144202	Social Responsibility Project		1	50	0	0	50
T5625	050144203	Mass Communication Theory and Research		3	90	60	0	150
<b>Total</b>				<b>6</b>	<b>240</b>	<b>60</b>	<b>0</b>	<b>300</b>
<b>Specialization Core Courses : Journalism</b>								
T5453	050144204	News Reporting and Editing	Journalism	4	120	80	0	200
T5627	050144205	Understanding Public Policy	Journalism	2	60	40	0	100
T5011	050144206	Contemporary India and the World	Journalism	3	90	60	0	150
T5012	050144207	Television News- Basic	Journalism	4	120	80	0	200
T5454	050144208	Online and Social Media Tools in Journalism	Journalism	3	90	60	0	150
T5014	050144209	Advanced Journalistic Writing	Journalism	3	90	60	0	150
T5455	050144210	Community Radio	Journalism	2	100	0	0	100
T5021	050144211	The Business of Media	Journalism	2	60	40	0	100
<b>Total</b>				<b>23</b>	<b>730</b>	<b>420</b>	<b>0</b>	<b>1150</b>
<b>Specialization Core Courses : Audio Visual</b>								
T5048	050144212	Television Genres and Formats	Audio Visual	3	90	60	0	150
T5467	050144213	Advanced Photography, Lighting and Editing	Audio Visual	3	90	0	60	150
T5043	050144214	Basic Video Editing	Audio Visual	3	90	0	60	150
T5044	050144215	Camera and Lighting	Audio Visual	3	90	0	60	150
T5047	050144216	Radio Production	Audio Visual	3	90	60	0	150
T5631	050144217	Fundamentals of Sound	Audio Visual	2	100	0	0	100
T5439	050144218	Screen Writing and Direction	Audio Visual	4	120	80	0	200
T5629	050144219	Digital Production and Strategy	Audio Visual	2	60	40	0	100
<b>Total</b>				<b>23</b>	<b>730</b>	<b>240</b>	<b>180</b>	<b>1150</b>
<b>GIP</b>								
G2029	050144220	Global Immersion Programme	Journalism	29	0	1450	0	1450
Note: For students under Global Immersion Programme (050144220), whole semester will be waived off.								
<b>Semester : 3</b>								
<b>Generic Core Courses</b>								
T6022	050144301	Documentary Film Making		4	120	80	0	200
T5802	050144302	Project III		2	100	0	0	100
<b>Total</b>				<b>6</b>	<b>220</b>	<b>80</b>	<b>0</b>	<b>300</b>

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<b>Specialization Core Courses : Journalism</b>								
T5018	050144303	Specialized Reporting	Journalism	3	90	60	0	150
T5459	050144304	Basics of Finance, Economics and Business Journalism	Journalism	3	90	60	0	150
T5457	050144305	Current Affairs and Newsroom Management	Journalism	3	150	0	0	150
T5458	050144306	Television News - Advanced	Journalism	3	90	0	60	150
T5624	050144307	Basics of Data Journalism	Journalism	2	60	40	0	100
<b>Total</b>				<b>14</b>	<b>480</b>	<b>160</b>	<b>60</b>	<b>700</b>
<b>Specialization Core Courses : Audio Visual</b>								
T5056	050144308	Television Programming and Channel Management	Audio Visual	2	60	40	0	100
T5475	050144309	Direction	Audio Visual	2	60	0	40	100
T5049	050144310	Audio Visual Production Management	Audio Visual	3	90	60	0	150
T5052	050144311	Entertainment and Media Marketing	Audio Visual	2	60	40	0	100
T5367	050144312	Post Production for Video Film	Audio Visual	2	60	0	40	100
T5053	050144313	Multi Camera Techniques	Audio Visual	3	150	0	0	150
<b>Total</b>				<b>14</b>	<b>480</b>	<b>140</b>	<b>80</b>	<b>700</b>
<b>Specialization : Journalism</b>								
T5461	050144314	Democracy and Political Parties	Journalism	2	60	40	0	100
T5626	050144315	Regional and Rural Journalism	Journalism	2	60	40	0	100
T5025	050144316	Entertainment and Lifestyle Journalism	Journalism	2	60	40	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>0</b>	<b>200</b>
<b>Specialization : Journalism</b>								
T5463	050144317	Advanced Research Methodology	Journalism	3	90	60	0	150
T5464	050144318	Photojournalism and Travel Photography	Journalism	3	90	60	0	150
T5047	050144319	Radio Production	Journalism	3	90	60	0	150
<b>Total Required Credits</b>				<b>3</b>	<b>90</b>	<b>60</b>	<b>0</b>	<b>150</b>
<b>Specialization : Audio Visual</b>								
T5232	050144320	Advanced Camera and Lighting	Audio Visual	2	60	0	40	100
T6021	050144321	Advanced Film Criticism	Audio Visual	2	60	40	0	100
T5058	050144322	Production Design	Audio Visual	2	60	40	0	100
<b>Total Required Credits</b>				<b>4</b>	<b>120</b>	<b>40</b>	<b>40</b>	<b>200</b>
<b>Specialization : Audio Visual</b>								
T5463	050144317	Advanced Research Methodology	Audio Visual	3	90	60	0	150
T5474	050144323	Sound Design	Audio Visual	3	90	60	0	150
T5550	050144324	Allied Skills for AV Production	Audio Visual	3	90	60	0	150
<b>Total Required Credits</b>				<b>3</b>	<b>90</b>	<b>60</b>	<b>0</b>	<b>150</b>
<b>Semester : 4</b>								
<b>Generic Core Courses</b>								
T5707	050144401	Dissertation/Digital/Multimedia Project		8	240	160	0	400
<b>Total</b>				<b>8</b>	<b>240</b>	<b>160</b>	<b>0</b>	<b>400</b>
<b>Specialization Core Courses : Journalism</b>								
T5465	050144402	Media Laws, Ethics and Policies	Journalism	2	60	40	0	100
T5466	050144403	Development Communication and Development Journalism	Journalism	2	60	40	0	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>80</b>	<b>0</b>	<b>200</b>
<b>Specialization Core Courses : Audio Visual</b>								

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T5065	050144404	AV Post Production - Advanced Editing	Audio Visual	2	60	0	40	100
T5471	050144405	Auteur Studies	Audio Visual	2	60	40	0	100
<b>Total</b>				<b>4</b>	<b>120</b>	<b>40</b>	<b>40</b>	<b>200</b>
<b>Specialization : Journalism</b>								
T5030	050144406	Constitutional Affairs and Elections	Journalism	2	60	40	0	100
T5031	050144407	Sports Journalism	Journalism	2	60	40	0	100
<b>Total Required Credits</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization : Journalism</b>								
T5478	050144408	Advanced Business Journalism	Journalism	2	60	40	0	100
T5479	050144409	Health, Environment, Science and Technology Reporting	Journalism	2	60	40	0	100
<b>Total Required Credits</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization : Audio Visual</b>								
T5438	050144410	Advanced Television Programming	Audio Visual	2	60	40	0	100
T5630	050144411	Film Marketing and Distribution Models	Audio Visual	2	60	40	0	100
<b>Total Required Credits</b>				<b>2</b>	<b>60</b>	<b>40</b>	<b>0</b>	<b>100</b>
<b>Specialization : Audio Visual</b>								
T5222	050144413	Wildlife and Commercial Photography	Audio Visual	2	60	0	40	100
T5064	050144412	Graphics and Visual Special Effects	Audio Visual	2	60	0	40	100
<b>Total Required Credits</b>				<b>2</b>	<b>60</b>	<b>0</b>	<b>40</b>	<b>100</b>

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Journalism</b>				
Semester 1	2	26	28	1400
Semester 2	5	24	29	1450
Semester 3	5	22	27	1350
Semester 4	0	16	16	800
<b>Total</b>	<b>12</b>	<b>88</b>	<b>100</b>	<b>5000</b>
<b>Audio Visual</b>				
Semester 1	2	26	28	1400
Semester 2	5	24	29	1450
Semester 3	5	22	27	1350
Semester 4	0	16	16	800
<b>Total</b>	<b>12</b>	<b>88</b>	<b>100</b>	<b>5000</b>