



EMPOWERING MINDS, SHAPING FUTURES

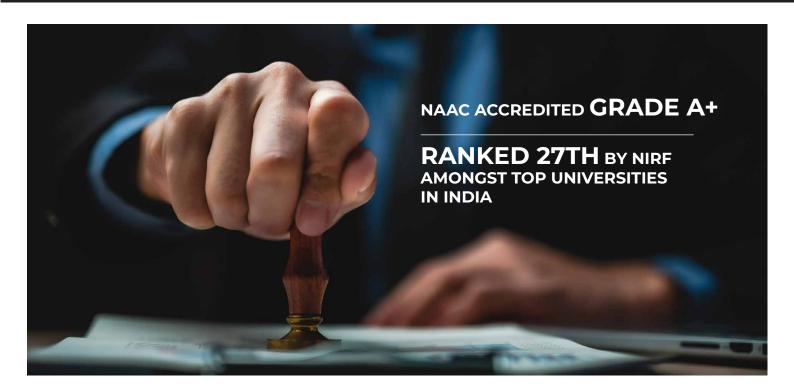
MA - JOURNALISM & MASS COMMUNICATION



Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Distance Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach.

The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

Accreditations



Why Choose CU?



MA - Journalism & Mass Communication

The MA in Journalism and Mass Communication online degree program covers the vast field of media studies. It incorporates a theoretical grasp of the history, content, and cultural effect of all sorts of media, as well as an applied learning focus in areas such as print, radio, television, and new media, as well as their specialized tools and approaches. The curriculum provides an understanding of mass communication theories—history and models, print journalism, advertising, photography, television and radio production, social media, public relations, and much more.

Duration: 2 Years

Eligibility: Bachelor's Degree with at least 50% Marks in aggregate or its equivalent from a recognized board/University.

Objectives

Enhance Communication Skills.
Foster Critical Thinking in Media.
Master Multimedia Storytelling.
Develop Investigative Reporting.
Cultivate Global Perspectives.
Learn Media Ethics and Law.

Course Structure

Semester 1				
Introduction to Mass Media, Industry & Management	Print Journalism			
Communication Theories & Models	Professional Communication			
National & International Issues and Affairs				

Semester 2				
Broadcast Journalism	Digital Media			
Fundamentals of Advertising	Corporate Communication & Reputation Management			
Fundamentals of Public Relations				

Semester 3				
Media Laws & Ethics	Transmedia Storytelling			
Communication Research	Radio Programming & Production			
Mobile Journalism	Television Programming & Production			

Semester 4				
Digital Advertising & PR Strategies	Social Media Content & Marketing			
Investigative Journalism	Capstone Project			

Fee Structure

Admission Fee: INR 1000

MA - Journalism & Mass Communication	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-
Annual Fee	₹45,000/-		₹45,000/-		₹45,000/-	
Total	₹90,000/-					







Contact Us





