



**CHANDIGARH  
UNIVERSITY**  
Discover. Learn. Empower

**NAAC  
GRADE A+**  
Accredited University



# **EMPOWERING MINDS, SHAPING FUTURES**

**MA – JOURNALISM & MASS COMMUNICATION**

## About the university



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



NAAC ACCREDITED **GRADE A+**

**RANKED 27TH** BY NIRF  
AMONGST TOP UNIVERSITIES  
IN INDIA

## Why Choose CU?



**Industry-Ready Curriculum**

**Enhanced Digital Learning Platform**



**Personalized Support and Guidance**

**Placement Assistance**



**500**

**Fortune Global**

Plethora of Global Fortune MNC's awaiting you

**500**

**Fortune India**

Earn best placement packages within Country's top industries

**1.7 CR**

**Placements**

Highest International Package Offered

**120+**

**Startups**

Entrepreneurship projects registered successfully

**1200+**

**Patents**

Claiming accolades with 1200+ successful patents

**Online Learning (OL)**

Degree Programs entitled by UGC

# 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/-					





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**Contact Us**

 [wlp-cu.com](http://wlp-cu.com)

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