



## M.A. JOURNALISM AND MASS COMMUNICATION (JMC)

### About the Program

The online MA Journalism & Mass Communication degree program at Andhra University is a dynamic educational opportunity meticulously designed to empower students with a comprehensive understanding of media and communication practices. Through a flexible online platform, this program equips aspiring media professionals with the knowledge and skills essential for navigating the evolving landscape of journalism and mass communication.

### Eligibility:

**Any Bachelor Degree**

### Duration:

**2 years**

### FIRST SEMESTER

Codes	Subject Title	Credits
Paper 1	History of Mass Media	4
Paper 2	News Reporting	4
Paper 3	Media Management	4
Paper 4	Advertising	4

### SECOND SEMESTER

Codes	Subject Title	Credits
Paper 1	Inter-cultural Communication	4
Paper 2	Development Communication	4
Paper 3	Radio Journalism	4
Paper 4	Media Laws and Ethics	4

## THIRD SEMESTER

Codes	Subject Title	Credits
Paper 1	Communication Theory	4
Paper 2	International Communication	4
Paper 3	Television Journalism	4
Paper 4	Environmental Communication	4

## FOURTH SEMESTER

Codes	Subject Title	Credits
Paper 1	Communication Research Methodology	4
Paper 2	Public Relations and Corporate Communication	4
Paper 3	Editing for Print Media	4
Paper 4	Human Rights and Media	4