



Master of Mass Communication



School of Broadcasting & Communication is affiliated to 'Makhhanlal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. A small step in this arena is the launch of our in-house production set-up called SHAMBHALA, through which we wish to give non-stop production opportunities to our students and in turn hone their hidden talents and skillsets. We want to give wings to their ideas by giving them a stage to showcase their talents and to experiment fearlessly.

Course Content

- Semester I**
1. Introduction to Socio Economic Polity
 2. Origin and Growth of Media.
 3. Media Language: Structure and Style
 4. Computer Application for Media / Digital and Social Media
 5. Open Elective (To be decided by the University)

- Semester II**
1. Reporting and Editing for Print Media
 2. Communication
 3. Radio Programme Production
 4. Development Communication / Writing for Media
 5. Open Elective (To be decided by the University)

- Semester III**
1. Reporting & Editing for Electronic Media
 2. Theories of Communication
 3. Television Programme Production
 4. Advertising / Media Business Management
 5. Open Elective (To be decided by the University)

- Semester IV**
1. Communication Research
 2. Media Laws and Ethics
 3. Public Relations and Corporate Communication
 4. Entertainment Communication / Visualization and Script Writing
 5. Open Elective (To be decided by the University)

Our Placement

