


We were delighted to be associated with the faculty members of JU-CMS as they researched and developed concept boards for our projects. Each class showed great potential and creativity. They provided us with valuable insights into the world of media and helped us realize our vision.



- Ranjitha B Shastry (Batch 2018) 



I am glad that I took this program as I have advanced both professionally and personally ever since I started internship after class hours and the same helped me to explore more about my ability with the help of placement department. Teachers with industry experience and carefully designed courses have equipped me with professional knowledge and skills to pursue the career that I really wanted. Now I get to work at a commercial workspace doing what I love everyday.



- Naveen RJ (Batch 2018) 



INDUSTRY INTERFACE

Bridging the gap between industry & academics is one of the mottos of the department. Frequent interaction with professionals and leading media organizations shapes our students to become successful media professionals. Through on-site training, live projects, workshops by professionals, media lecture series, internships we make sure each student will acquire the professional and academic skills to meet the industry needs and requirements.

PLACEMENTS

In addition to the traditional way of building industry connect the department focuses to create a strong bond between major media houses across the industry which will lead students to placements. Our students are placed at leading media companies

Admissions Office

JGI Knowledge Campus

44/4, District Fund Road

Jayanagar 9th Block

Bangalore - 560 069

P +91 80 4665 0100

E enquiry.pg@jainuniversity.ac.in

Study Campus

Jain (Deemed-to-be University)

Center for Management Studies

133, Lalbagh Road

Bangalore - 560 027

P +91 80 4343 0200 / 201 / 202

E info@cms.ac.in

W www.cms.ac.in



Use your QR app to scan the code and connect online



CENTER FOR
MANAGEMENT
STUDIES



Concept & Design, Office of Communications & Human Resources, Jain (Deemed-to-be University) 19 - 1971 AY2020

#InspireImpact

MA
Journalism and
Mass Communication

Awarded **Graded Autonomy** by
University Grants Commission

www.cms.in

ABOUT JAIN (DEEMED-TO-BE UNIVERSITY)

Established with an aim to provide quality education and entrepreneurial development, Jain (Deemed-to-be University) is an intellectual destination that draws inspired students from more than 38 countries to India’s Silicon Valley - Bengaluru. Spread across five campuses, the University has been consistently ranked among the top private universities in India by India Today Nielsen Best Universities Survey. Over the last ten years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. From academic discoveries to athletic records, from artistic creations to scientific breakthroughs, students are defining Jain (Deemed-to-be University)’s success in many different ways.

ABOUT DEPARTMENT OF MEDIA STUDIES

The Department of Media Studies an integral part of Jain (Deemed-to-be University), Center for Management Studies offers an entrée into the ever-evolving world of global media and a dream university experience that merges the best of both worlds-academics and media. We offer UG and PG Programs. Here, students learn to understand, interpret and resolve issues that drive and change the media world. In syllabi and in real-time training, students address local and global challenges in media and business and are empowered to become next generation leaders in media. They also leverage our potential in networking professional relationships with industry and enjoy the benefits of our international footprint across nations and media related problems. It helps to create media professionals with contemporary skills, no matter what dreams they choose to pursue.

ABOUT THE PROGRAM

The media are among the most influential forces in the society today. Whether you want to make the media or change them, this course will give you the necessary practical and critical skills. By building your media literacy and competencies, you will not only gain a greater understanding of the world, but also develop important intellectual and transferable skills, thus enhancing your employability. This course aims to produce confident, motivated graduates who are able to think for themselves and manage complex problems. The MA in Mass Communication & Journalism program has a multi - pronged approach towards subjects like print, broadcast, video, graphics, film, and new - age media. The expansive, vital and rapidly changing roles of Mass Communication are covered in great depth.

Program Code	041
Course Code	4110
Duration	2 years (4 semesters)

Eligibility Criteria to Apply

A Bachelor’s degree in any discipline with a minimum aggregate of 50%

WHY STUDY JOURNALISM AND MASS COMMUNICATION AT JAIN (DEEMED-TO-BE UNIVERSITY)

The University focuses on skill - based training. In addition to teaching about Journalism & Mass Communication, the media department puts substantial emphasis on discipline and which will add depth to your professional skills and broaden the options for employment. We follow CBCS (Choice Based Credit System).

While you’re a student, you will be able to gain professional experience by working and creating media content as per industry standards. We have also designed industry - standard facilities like TV, Radio, Video Editing, Mobile Journalism, etc., to enhance the professional skills of our students.

You will study under the guidance of internal and external faculty & industry experts who specialize in various media genres such as cultural studies, documentary production and photography, development communication, graphic design, international and global studies, print Journalism, magazines, narrative non-fiction writing, public relations, political communication, web and publication design & online news reporting. We also organize workshops and seminars on regular basis.

PROGRAM CURRICULUM

Semester I

- Communication & Media Theories
- International Communication & Global Media Politics
- Advertising & PR
- Photojournalism
- Print Media
- Software Training

Semester II

- Audio visual Communication
- Emerging Media
- Media Research Project
- Development Journalism
- Media Laws
- Audio visual Software

Semester III

- Cyber Culture
- Data Journalism
- Advanced Media Research and Project Work

Open Elective

- Social Media Marketing
- Story telling for Digital Media

Core Elective

- Media Management & Digital Entrepreneurship
- Advanced Journalistic Writing

Specialisation Elective

- Web 5.0
- TV & Documentary Production
- Theatre & Performing Arts

Semester IV

- Media and Culture
- Film Studies
- Mobile & 360 Journalism

Core Elective

- Writing for Media
- Dominant Streams of Media

Core Elective

- Integrated Marketing Communication
- Digital Media Publishing

Elective

- Digital Film Making
- Graphic Design and E-content
- Advanced Photography

INTERNSHIP*

The students of MA Journalism & Mass Communication will have to undergo four weeks of compulsory internship in any media company. At the end of the internship, students will have to submit an internship report.

*Internship will be evaluated

PROJECT WORK / DOCUMENTARY

Dissertation & Viva

**To be submitted at the end of Semester III

The students will identify the topic of their interest for research and start doing the literature review. At the end of the semester students will complete the following:

- Identify the Research Problem
- Review of Literature
- Research Gaps
- Research Objectives
- Synopsis Presentation