

# Manipal Institute of Communication

Manipal Academy of Higher Education

## M.A. Media & Communication

### **Program Structure - 2025 Onwards**

#### **Semester I:**

##### Instructions to students

1. All core subjects are compulsory

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Subject Code	Papers	Credits				Marks		
		L	T	P	C	IA	End Sem Exam	Total
MAMC5101	Communication Theory and Practice	3	1	-	4	50	50	100
MAMC5102	Editing and Design	2	-	4	4	50	50	100
MAMC5103	Media Writing	3	1	-	4	50	50	100
MAMC5104	Reporting and Current Affairs	3	1	-	4	50	50	100
MAMC5105	Introduction to Media Production	2	-	4	4	50	50	100
	Total Credits				<b>20</b>			

Students opting for exchange programs at Volda University, Norway will have to complete the first two semesters at MIC, MAHE, Manipal along with their dissertation and summer internship.

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#### Semester II:

##### Instructions to students

- Core subjects are compulsory
- Students can choose any one subject each, from the subjects offered under Elective 1 and Elective 2 after consultation with teachers
- Subjects are offered based on the terms and conditions set by the Institutional Head.

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Subject Code	Papers	Credits				Marks		
		L	T	P	C	IA	End Sem Exam	Total
MAMC5201	Communication Research Methods	3	1	-	4	50	50	100
MAMC5202	AM Plus	-	1	6	4	100	-	100
MAMC5203	Media Organization and Management	3	1	-	4	50	50	100
	<b>Elective 1</b>	3	1	-	4	50	50	100
	<b>Elective 2</b>	3	1	0	4	50	50	100
	<b>Total Credits</b>				<b>20</b>			

##### Elective 1, 2

Subject Code	Papers	Credits				Marks		
		L	T	P	C	IA	End Sem Exam (Theory)	Total
Elective 1								
MAMC5204	Public Relations & Advertising	3	1	-	4	50	50	100
MAMC5205	Scripting for Broadcast Media	3	1	-	4	50	50	100
MAMC5206	Film Techniques and Technology	2	1	3	4	50	50	100
MAMC5207	Photojournalism	2	1	3	4	50	50	100
MAMC5208	Animation for Multimedia & Web	1	-	6	4	100	-	100

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Elective 2								
MAMC5209	Behavioral Sciences	3	1	-	4	50	50	100
MAMC5210	Academic Writing	3	1	-	4	50	50	100
MAMC5211	Digital Humanities	3	1	-	4	50	50	100
MAMC5212	Media Laws and Ethics	3	1	-	4	50	50	100
MAMC5213	AI media application	3	1	-	4	50	50	100

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#### Semester III:

##### Instructions to students

- Core subjects are compulsory.
- Students can choose any one subject from the subjects listed under Elective 3
- Students can choose any one of the specializations listed below. No cross over of specialization is allowed
- Subjects are offered based on the terms and conditions set by the Institutional Head.
- Dissertation will be monitored through a structured evaluation process. The evaluation follows a two-step process. The first step involves preparation, monitoring and presentation of the first draft, to be completed in the 3<sup>rd</sup> semester. The second step involves working on publication and or/participation in a conference based on the research project. The grade will be based on both stages. The final evaluation of the dissertation will be in the 4<sup>th</sup> semester.

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Subject Code	Papers	Credits				Marks		
		L	T	P	C	IA	End Sem Exam	Total
MAMC6301	Dissertation	-	-	-	8	100	-	100
MAMC6302	Internship	-	-	-	2	100	-	100
	<b>Elective 3</b>	3	1	-	4	50	50	100
	*Specialization (2 subjects)	2	-	4	4	50	50	100
	<b>Total Credits</b>				<b>22</b>			

Electives –3 (Subject options)								
<b>MAMC6303</b>	Environmental and Development Communication	3	1	-	4	50	50	100
<b>MAMC6304</b>	Political Communication	3	1	-	4	50	50	100
<b>MAMC6305</b>	Global Communication	3	1	-	4	50	50	100
<b>MAMC6306</b>	Creative Communication	3	1	-	4	50	50	100
<b>MAMC6307</b>	Gender and Communication	3	1	-	4	50	50	100

Specialization								
<b>Specialization – Broadcast Media</b>								
MAMC6308	Television News Production	1	-	6	4	100	-	100
MAMC6309	Digital Radio & Podcasting	1	-	6	4	100	-	100
<b>Specialization – Communication Management</b>								
MAMC6310	Digital Marketing	3	1	-	4	50	50	100
MAMC6311	Event Management	3	1	-	4	50	50	100

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<b>Specialization – Print and New Media</b>								
MAMC6312	Introduction to Publishing and Design	3	1	-	4	50	50	100
MAMC6313	Online Journalism and Social Media	3	1	-	4	50	50	100
<b>Specialization - Film Studies</b>								
MAMC6314	Film Criticism	3	1	-	4	50	50	100
MAMC6315	World Cinema	3	1	-	4	50	50	100
<b>Specialization - Graphics &amp; Animation</b>								
MAMC6316	Digital Compositing-1	1	-	6	4	100	-	100
MAMC6317	3D Modelling	0	-	8	4	100	-	100

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### Program Structure - 2025 Onwards

#### Semester IV:

##### Instructions to students

- Specializations are offered based on the terms and conditions set by the Institutional Head.
- Students may opt for any one of the specialization streams offered below.
- Project is mandatory. Any three subjects mentioned under each specialization will be offered.

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Specialization – Broadcast Media								
		Credits				Marks		
		L	T	P	C	IA	End Sem Exam	Total
MAMC6 401	Television Entertainment Production	1	-	6	4	100	-	100
MAMC6 402	Broadcast Media Histronics.	3	-	2	4	50	50	100
MAMC6 403	Community Radio	1	-	6	4	100	-	100
MAMC6 404	Web Documentary	1	-	6	4	100	-	100
MAMC6 405	*Project (Documentary Production & Screening)			12	6	100		100
	<u>Total Credits</u>				<b>18</b>			
Specialization – Communication Management								
MAMC6 406	Brand Planning & Management	3	1	-	4	50	50	100
MAMC6 407	Marketing & Market Research	3	1	-	4	50	50	100
MAMC6 408	Corporate Communication	3	1	-	4	50	50	100
MAMC6 409	Strategic Media Planning & Analytics	3	1	-	4	50	50	100
MAMC6 410	Project (Organize and execute event/ events)			12	6	100	-	100
	<u>Total Credits</u>				<b>18</b>			
Specialization – Print and New Media								
MAMC6 411	Data and Investigative Journalism	3	1	-	4	50	50	100
MAMC6 412	Health and Science Communication	3	1	-	4	50	50	100
MAMC6 413	Business Journalism	3	1	-	4	50	50	100
MAMC6 414	Public Affairs Journalism	3	1	-	4	50	50	100
MAMC6 415	Project (Magazine/Specialized Reporting)			12	6	100	-	100

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<b>Specialization – Film Studies</b>								
MAMC6 416	Film Appreciation	3	1	-	4	50	50	100
MAMC6 417	Film Theory	3	1	-	4	50	50	100
MAMC6 418	Film Industry and Society	3	1	-	4	50	50	100
MAMC6 419	Film Language and Narrative	3	1	-	4	50	50	100
MAMC6 420	Project (Submission of Film Review/Video Essay)			12	6	50	50	100
	<b>Total Credits</b>				18			
<b>Specialization – Graphics &amp; Animation</b>								
MAMC6 421	Web Designing	1	-	6	4	100	-	100
MAMC6 422	3D-Texturing & Lighting	1	-	6	4	100	-	100
MAMC6 423	Digital Compositing-2	2	-	4	4	100	-	100
MAMC6 424	3D: Character Animation	1	-	6	4	100	-	100
MAMC6 425	Project			12	6	100	-	100
	<b>Total Credits</b>				18			
	<b>Total Credits earned by students at the end of Program</b>				<b>80</b>			