

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.

This 2-year degree program serves as a gateway to a promising future in the field of journalism and mass communication, empowering graduates to make impactful contributions in the realm of media and communication.

Eligibility:

Any Bachelor Degree

Duration:

2 years

Objectives:

- To cultivate research skills in students, enabling them to conduct meaningful investigations and contribute to media-related academic discourse.
- To prepare graduates for diverse career pathways in journalism, digital media, public relations, media management, and other communication fields.
- To provide students with a comprehensive understanding of journalism and mass communication theories, principles, and practices.
- To equip students with the necessary skills to critically analyze and evaluate media content across various platforms.
- To uphold the values of ethical journalism and responsible communication, fostering graduates who contribute positively to society through their media endeavours.

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Program Structure:



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Sem I		
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
Sem II		
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
sem III		
Codes	Subject Title	Credits
Paper 1	Communication Theory	4
Paper 2	International Communication	4
Paper 3	Television Journalism	4
Paper 4	Environmental Communication	4
Sem IV		
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
Total Course Credit		64

* **Examination Format:** Online Mode with Multiple Choice Question (MCQ) Pattern

Fee Structure:

Online M.A. (JMC)	First Year Fee	Second Year Fee
Registration Fee	Rs. 1,000	-
Exam Fee	Rs. 2,000	Rs. 2,000
Tuition Fee	Rs. 8,400	Rs. 8,400
Total Fee	Rs. 11,400	Rs. 10,400
Total Program Fee	Rs. 21,800 /-	



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