



MARIAN COLLEGE  
KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE



Syllabus for

**MA** IN

**COMMUNICATION AND  
MEDIA STUDIES (MCMS)**

Under the Credit and Semester System  
(w.e.f. 2022 Admissions)

Affiliated to Mahatma Gandhi University  
Kottayam



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**MARIAN COLLEGE KUTTIKKANAM AUTONOMOUS**

Kuttikkanam P.O, Peermade

Idukki, Kerala, India – 685 531

Email: [mariancollege@mariancollege.org](mailto:mariancollege@mariancollege.org)

[www.mariancollege.org](http://www.mariancollege.org)

## SCHEME AND SYLLABUS OF MCMS PROGRAMME

Semester	Course code	Name of the Courses	Hours/Week	Credit	Total Credit/Sem.
SEMESTER I	PMS2201	Paradigms of Communication	4	4	21
	PMS2202	Print Media Journalism	5	4	
	PMS2203	Introduction to Film Studies	5	4	
	PMS2204A	Creative Writing for Media (Elective)	3	3	
	PMS2204B	Sports Journalism (Elective)			
	PMS2204C	Science and Environmental Journalism (Elective)			
	PMS2205	Photography (Practical)	4	3	
	PMS2206	Print Media Productions (Practical)	4	3	
PMS2207	Technical Writing (Non-credit)				
SEMESTER II	PMS2208	Television Journalism and News Production	4	3	20
	PMS2209	Communication Research	5	4	
	PMS2210	Advertising Concepts and Practice	4	4	
	PMS2211A	Intimate Journalism (Elective)	4	3	
	PMS2211B	Magazine Journalism (Elective)			
	PMS2211C	Data Journalism (Elective)			
	PMS2212	Videography and Video Editing (Practical)	4	3	
	PMS2213	Sound Designing (Practical)	4	2	
	PMS2214	Internship I		1	
	PMS2215	News Reading and Compering (Non-credit)			
SEMESTER III	PMS2216	Radio Programme Production	4	3	22
	PMS2217	Public Relations and Corporate Communication	4	3	
	PMS2218	Development Communication	4	3	
	PMS2219A	International Communication (Elective)	4	3	
	PMS2219B	Event Management (Elective)			
	PMS2219C	Digital Media Marketing (Elective)			
	PMS2220	Multimedia Production (Practical)	3	3	
	PMS2221	Travel Vlogs (Practical)	3	3	
	PMS2222	Documentary Production (Practical)	3	3	
	PMS2223	Internship II		1	
	PMS2224	Grooming for Media (Non-credit)			
SEMESTER IV	PMS2225	Media and Aesthetics	3	3	17
	PMS2226	Media Laws and Ethics	4	3	
	PMS2227	Film Theories	4	3	
	PMS2228	Short Film Production (Practical)	4	2	
	PMS2229	Dissertation	10	3	
	PMS2230	Comprehensive Viva Voce		2	
	PMS2231	Internship III (Audited)		1	
PMS2232	Massive Open Online Course (Non-credit)				
		<b>Total Credits</b>		<b>80</b>	<b>80</b>
	PMS2233	Value-Added Course – Film Curation and Film Festivals	Total Hours - 30		