



MARIAN COLLEGE  
KUTTIKANAM

(AUTONOMOUS)

MAKING COMPLETE



SCHEME AND SYLLABUS

# MA IN COMMUNICATION AND MEDIA STUDIES (MCMS)

Under the Credit and Semester System  
(2023 Admissions)

Affiliated to Mahatma Gandhi University  
Kottayam



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**MARIAN COLLEGE KUTTIKANAM AUTONOMOUS**

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## SCHEME AND SYLLABUS OF MCMS PROGRAMME

Semester	Course code	Name of the Courses	Hrs/Week		Credits	Total Credit/Sem.		
SEMESTER I	PMS2301	Paradigms of Communication	4	25	4	21		
	PMS2302	Print Media Journalism	5		4			
	PMS2303	Introduction to Film Studies	5		4			
	PMS2304A	Creative Writing for Media (Elective)	3		3			
	PMS2304B	Sports Journalism (Elective)			3			
	PMS2304C	Environmental Journalism (Elective)			3			
	PMS2305	Photography (Practical)	4		3			
	PMS2306	Print Media Productions (Practical)	4		3			
SEMESTER II	PMS2307	Television Journalism and News Production	4	25	3	20		
	PMS2308	Communication Research	5		4			
	PMS2309	Advertising Concepts and Practice	4		4			
	PMS2310A	Automobile Journalism (Elective)	4		3			
	PMS2310B	Magazine Journalism (Elective)			3			
	PMS2310C	Data Journalism (Elective)			3			
	PMS2311	Videography and Video Editing (Practical)	4		2			
	PMS2312	Sound Designing (Practical)	4		2			
PMS2313	Internship I							
SEMESTER III	PMS2314	Radio Programme Production	4	25	3	22		
	PMS2315	Public Relations and Corporate Communication	4		3			
	PMS2316	Development Communication	4		3			
	PMS2317A	International Communication (Elective)	4		3			
	PMS2317B	Event Management (Elective)			3			
	PMS2317C	Digital Media Marketing (Elective)			3			
	PMS2318	Creation of Animated Assets (Practical)	3		3			
	PMS2319	Vlogging (Practical)	3		3			
	PMS2320	Documentary Production (Practical)	3		3			
SEMESTER IV	PMS2321	Media and Aesthetics	3	25	3	17		
	PMS2322	Media Laws and Ethics	4		3			
	PMS2323	Film Theories	4		3			
	PMS2324	Short Film Production (Practical)	4		3			
	PMS2325	Dissertation	10		3			
	PMS2326	Comprehensive Viva Voce			2			
	PMS2327	Internship II (Audited)						
	PMS2328	Massive Open Online Course (MOOC)						
		<b>Total</b>					<b>80</b>	<b>80</b>
		<b>Extra Credit Courses</b>			<b>Total Hrs</b>		<b>Credits</b>	
	PMS2329	Acting for Theatre	45	2	12			
	PMS2330	Technical Writing	45	2				
	PMS2331	Film Curation and Film Festivals	45	2				
	PMS2332	Grooming for Media	45	2				
	PMS2333	AI in Media Production	45	2				