

COURSE OVERVIEW: M.A. IN MASS COMMUNICATION AND COMMUNITY JOURNALISM

The **M.A. in Mass Communication and Community Journalism** at the **Institute of Mass Communication Film and Television Studies (IMCFTS)** is a rigorous, two-year postgraduate program affiliated with the **University of Kalyani** and recognized by the **UGC**.

Designed to create "media professionals," the course balances deep theoretical foundations with intensive hands-on training across four semesters. Following the **Choice Based Credit System (CBCS)**, the curriculum totals **1600 marks**, focusing on modern media trends, community-centric reporting, and technical mastery in film and digital production.

Quick Program Facts

Feature	Details
Duration	2 Years (4 Semesters)
Learning Mode	Blended (Full-time, Hybrid, and Distance options)
Total Marks	1600 (approx. 400 marks per semester)
Assessment	60% Theory, 20% Internal/Midterm, 20% Practical Projects

Curriculum Structure

The program is divided into two phases: **Foundation** (Year 1) and **Advanced Specialization** (Year 2).

Year 1: Building the Foundation

- **Semester 1:** Students explore the intersection of media and society, development communication, and the technical basics of **Radio** and **Photography**. It also introduces **Advertising and Marketing** strategies.
- **Semester 2:** Focuses on **Community Journalism** (news gathering and editing) and **Public Relations**.
 - **Electives:** Students select specialized tracks such as **Lifestyle Feature, Travel and Tour Management, Event Management, or Sports Management**.

Year 2: Advanced Media & Production

- **Semester 3:** Covers the legalities of the industry through **Media Laws and Ethics**, along with **Broadcast Journalism, Media Management**, and **Media Economics**.
- **Semester 4:** A high-impact semester dedicated to **Film Studies, Corporate Social Responsibility (CSR)**, and **Print Production**.
 - **Capstone Project:** The **Degree Film Making** paper requires students to produce a 15-minute fiction or non-fiction film.

Hands-On & Practical Training

IMCFTS distinguishes itself through a "learning-by-doing" philosophy:

- **Audio-Visual Production:** Students engage in radio programming, camera practical's, and professional sound recording.
- **Digital & Print Production:** Practical work includes creating dummy newspapers/magazines and using industry-standard software like **Photoshop, InDesign, and QuarkXPress**.
- **Research & Fieldwork:** Students conduct field surveys, case studies, and a final dissertation on a media topic of their choice.
- **Film Workshop:** Training includes scriptwriting (international format), cinematography, and digital editing on personal computers.

Career Opportunities & Industry Edge

Graduates are prepared for diverse roles across the media landscape, supported by **100% placement assistance** and guidance from experienced faculty. Career paths include:

- **News & Broadcasting:** Reporter, Anchor, or News Editor for regional and national channels.
- **Film & Documentary:** Director, Scriptwriter, or Assistant Director.
- **Corporate & NGO Sectors:** PR Manager, CSR Specialist, or Communication Officer.
- **Digital Media:** Content Creator, Online Journalist, or Social Media Strategist.