

**ST. XAVIER'S UNIVERSITY, KOLKATA**  
**M.A. in Mass Communication**  
**Curriculum**

Semester	Paper	Title	Marks	Credits
1st	I	Mass Communication Theories	100	6
	II	Print Media		6
		a) Theory	70	
		b) Practical	30	
	III	Film Studies	100	6
	IV	Still Photography and Broadcast Media		6
		a) Theory	70	
b) Project		30		
2nd	V	Advertising	100	6
	VI	Media and Cultural Studies	100	6
	VII	Development Communication	100	6
	VIII	Audio Visual Production 1		6
		a) Theory	50	
b) Practical	50			
3rd	IX	Public Relations	100	6
	X	Media Laws and Ethics	100	6
	XI	Writing for Audio Visual Media		6
		a) Theory	50	
		b) Project	50	
	XII	Audio Visual Production 2		6
		a) Theory	50	
b) Practical		50		
4th	XIII	New Media		6
		a) Theory	70	
		b) Practical	30	
	XIV	Communication Research	100	6
	XV	Media Management	100	6
	XVI	Production & Dissertation		6
		a) Production	50	
b) Dissertation		50		
		<b>TOTAL</b>	<b>1600</b>	<b>96</b>