



AMITY
UNIVERSITY
ONLINE



Master Of Arts - Journalism & Mass Communication



PROGRAMMES
RECOGNISED BY
UGC DEB

ज्ञानं विद्यायान् विमुक्तये

CONTENT

01 Message from the Chairman & Directors

03 About Amity University Online

06 About the Programme

07 Programme Curriculum

08 Accreditations & Fee Details

10 Amity University Online Advantage

11 Alumni Working At

12 Contact



Mr. Ajit Chauhan

Chairman - Amity University Online



Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programs are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live sessions, webinars, video lectures & one-to-one session with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.



Message from Directors



Abhinash Kumar

Director

Amity University Online provides 'Anytime, Anywhere' education experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty. Designed to suit both graduate students and working professionals, our programmes adhere to UGC's stringent criteria and we are at par with the campus programmes.



Aindril De

Director, Academics

Our learning materials back practicality rather than just imparting concepts. Therefore, keeping in mind the varied spectrum of needs for global learners, we ensure to providing engaging content. Keeping in sync with the latest technologies, in the near future, we are also planning to integrate artificial intelligence into our learning portal to make our e-learning process smoother and hassle-free.

About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 300 UG & PG programmes across various disciplines in education.

150,000

Students

225,000

Online Students

4,500

Faculty

100,000

Alumni Worldwide

1,200

Acres of Campuses

30

Schools & Pre-schools

09

Universities in Noida, Gurugram, Lucknow, Raipur
Jaipur, Gwalior, Mumbai, Kolkata, Ranchi & Patna

13

International Campuses including London, Dubai,
Singapore, New York, Seattle, San Francisco, Mauritius,
China, Abu Dhabi, South Africa, Amsterdam, Romania,
Kenya

“

I take this opportunity to thank all the academic and non-academic staff in providing sufficient support in the completion of my course. Apart from online study content, they have interactive video lecture programmes. ”

Harisha

Bharti Airtel

About the Programme

MASTER OF ARTS - JOURNALISM & MASS COMMUNICATION

Learning Efforts - 12/15 hrs a week | Duration - 2 Years | Credits - 96

Masters of Arts in Journalism and Mass Communication is a 2-year (4 semesters) programme for graduates seeking a career in digital, radio, print or TV media and journalism. Designed to meet the changing needs of working professionals, it covers important trends and concepts of advertising, electronic communication, print media, news writing, public relations and corporate communication, event management, reporting and writing, audio-visual communication, and cyber journalism. This programme will prepare the learner to understand media ethics and acquire leadership positions in media houses.

Programme Curriculum

SEMESTER 1

- Mass Communication Theory & Practice
- Writing Analysis for Print
- Visualization and Media Design
- Photography Concepts & Practice
- Professional communication

SEMESTER 3

- Media Research & Application
- New Media & Digital Technology
- Advertising & Promotions
- Public Relations & Events
- Data Journalism
- Investigative Reporting

SEMESTER 2

- Marketing Management
- Development Communication: Theory & Practice
- Media Ethics Laws and Governance
- Investigative Journalism
- Behavioral Science

SEMESTER 4

- Dissertation
- Media, CSR & Sustainable development
- Digital Marketing
- Political Communication
- Gender, Human Rights & Media

Eligibility

- 10th Class completion Certificate(Completion 10 years of Formal Schooling)
- 12th Class completion Certificate (Completion 12 years of Formal Schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program. Diploma will not be acceptable)

Course Fee

One Time Fees

₹1,57,000

1st Sem ₹41,500

2nd Sem ₹41,500

3rd Sem ₹41,000

4th Sem ₹41,000

Total ₹1,65,000

Accredited. Respected. Trusted.



Programmes recognised by UGC (DEB)



Amity's Online MBA has been ranked by QS Asia's Top Online MBA Program and #33 Worldwide in 2020 rankings



Asia's only not-for-profit university to get US regional accreditation



Accredited by National Assessment and Accreditation Council (NAAC) Grade 'B'



Amity's Online MBA & BBA are the 1st and only EOCCS certified programmes in India



Source: World University Ranking 2016-17



Accredited Member of Accreditation Council for Business Schools and Programs (ACBSP), USA



Association of Indian Universities

“

It was good to take a online programme from Amity which helped me in excelling career growth in my current organization through theoretical knowledge. I was able to deliver much more based on the course which I opted for. Helped me in learning new terminologies and approaches.

”

Aman Gaur

PayTM

Amity University Online Advantage



World-class curriculum designed by eminent faculty and industry professionals



Live and recorded lectures by domain experts and international faculty



Regular webinars by industry leaders



Virtual job fairs and career assistance



International collaborations with Ivy League universities



Easy-to-use LMS accessible anytime, anywhere



Strong alumni network



Exemplary employer rating of various programmes

Alumni Working At





FOR ENQUIRIES

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