



AMITY
UNIVERSITY
ONLINE



Master of Arts - Journalism & Mass Communication

ACCREDITED BY:

WISC

SENIOR COLLEGE AND
UNIVERSITY COMMISSION, USA



QAA
Global

Accredited by
The Quality Assurance Agency
Valid 07/2018 - 07/2023



WORLD EDUCATION SERVICES



UGC
ENTITLED

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Message from Directors



Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



Prof. 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.

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 programmes under Master's, Bachelor's, Post Graduate certificates and Certificate programmes 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 400 UG & PG programmes across various disciplines in education.

175,000

Students

225,000

Online Students

6,000+

Faculty

120,000

Alumni Worldwide

1,200

Acres of Campuses

28

Schools & Pre-schools

11

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

16

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

About the Programme

MASTER OF ARTS JOURNALISM & MASS COMMUNICATION

Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 126

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 and Practice
- Writing Analysis for Print
- Visualization and Media Design
- Photography Concepts and Practice
- Professional communication

SEMESTER 3

- Media Research and Application
- New Media and Digital Technology
- Advertising and Promotions
- Public Relations and Events
- Data Journalism
- Financial Journalism
- Basics of Video Editing
- Professional Ethics

SEMESTER 2

- Marketing Management
- Development Communication: Theory and Practice
- Media Ethics Laws and Governance
- Investigative Journalism
- Cognitive Analytics & Social Skills for Professional

SEMESTER 4

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

Our Global Faculty



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCC



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,
Capella University, USA,
Professor and Program Coordinator -
Amberton University,
Visiting Professor- DeVry, University,
Professor - Parker University,
Principal Consultant & Agile Coach- Vizient, Inc.



Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the
University of Wales, UK,
Principal Lecturer, at Cardiff Metropolitan University, UK



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK

Eligibility

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

Accredited. Respected. Trusted.



Programmes Recognised
by Distance Education
Bureau (DEB) UGC



Amity's Online MBA has been
ranked by **QS** as **#37 Worldwide**
In 2021 ranking.



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



Accredited by
National Assessment And
Accreditation Council (NAAC) Grade 'A+'



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



Accredited Member of
Accreditation Council for
Business School and
Programme (ACBSP), USA



Association of
Indian Universities



Recognised by
World Education Services

TESTIMONIAL

“From the capers of the Watergate scandal to designing our own department newsletters, this Amity's Online M.A (Journalism & Mass Communication) program is holistic enough to accommodate students from non-journalism backgrounds like myself.”

Mahima Singh

Associate Producer, ITV Network

Amity University Online Advantage



Live & Interactive Lectures
by Expert Faculties



Web Proctored Mode for
the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
and industry professionals



Learn from the leading
global faculties



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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