

# M.A in Journalism and Mass Communication (MAJMC)





# Welcome to Learnwise!

Hi!

We are thrilled that you have decided to join us.

At Learnwise, we believe that everyone has a right to live a life of dignity and quality. We strive to provide quality learning solutions to anyone who wishes to pursue higher education regardless of their previous academic track record. If you're looking for an environment that not only supports education but also helps you gear towards your career goals, you are at the right place!

With our emphasis on job-readiness training and up-skilling, we not only help you get a degree but also provide you with unparalleled exposure into the field and help you acquire field-relevant skill-sets. Through-out your journey with us, our qualified Academic Mentors and dedicated Career Coaches ensure that all your individual learning and career needs are taken care of. When we promise you personalized interventions, we mean nothing short of expert companionship and scaffolding that anyone could ask for.

We look forward to serving you!

Warm regards,

Muhammed A.

Founder, Learnwise



# About us

We are a team of passionate individuals educated from premier institutes across India, who feel grateful for the educational and career opportunities we've got and earnestly wish to create a platform that opens up such possibilities to anyone, regardless of their socio-cultural backgrounds and previous academic track records!

Learnwise is an Online Platform for Higher Education, that provides personalized learning support for pursuing UG and PG degrees from reputed universities through a consistent Mentorship program, all through a mobile application. Alongside learning, the program also takes care of the individuals' career needs through individually tailored Career Coaching, Job-Readiness Training and industry relevant add-on Up-Skilling programs.





# Learnwise Academic Council

## Dr. Jabir Chathanathil

Postdoctoral Fellow , Army Research Laboratory, Adelphi, Maryland, USA  
PhD from Stevens Institute of Technology, Hoboken, New Jersey, USA



## Vijai R Pai

Associate Chartered Accountant,  
Institute of Chartered Accountants of India, Delhi University Alumnus.



## Dr. Muhammed Afzal P

Asst. Prof. of English, School of Arts & Sciences, Azim Premji University, Bengaluru  
Former Assistant Professor, Department of Humanities and Social Sciences,  
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## Dr. Agney G K

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## Radha Lekshmi M

Research Fellow | Development Studies (Political Science)  
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# Learnwise Academic Council

## Dr. Jabir P

IoE Post Doctoral Fellow, Department of History, School of Social Sciences,  
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PhD from JNU



## Shreyas Joseph K

Masters in Business Administration  
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## Adeeba Hakkim

Senior Research Fellow, IIT Hyderabad  
Masters in Counselling Psychology (Tata Institute of Social Sciences)



## Aseed Karim Hussain

Junior Research Fellow  
Department of Sociology  
Delhi University

## Sanjay Chullikkattu

Master of Social Work  
Queensland University of Technology, Australia





# About IGNOU

For the present program, we have chosen IGNOU (Indira Gandhi National Open University) as the Institute we enroll our students with for obtaining their degrees. Along with registration with our learning program, the student enrolls with IGNOU as anyone would normally do. The difference here being that Learnwise will be supporting the student's learning whilst pursuing their degree from IGNOU.

The Indira Gandhi National Open University is the world's largest University imparting education through open and distance mode. Established in 1985, IGNOU is an internationally awarded Central University which aims to provide quality higher education opportunities to all segments of the society. It is a University that constantly strives to raise the standards of distance education and actively researches best practices in open education. Currently, it has 21 schools of studies, 67 regional centers, 3500 study centres, 12 overseas study centers, and offers 200+ programs, ranging from certificate courses, diplomas, bachelors, masters to doctoral programs.





# The Learnwise Edge



Recorded  
Live Lectures



Value  
Added Notes



Objective  
Tests



Topic-wise  
Assignments



Exampedia



Live Doubt-  
Clearing Sessions



Regular  
Mentorship  
& Assistance



Performance  
Tracking &  
Personalized  
Interventions



Provisions to  
Connect with  
Batchmates



Career  
Assessment  
& Guidance  
Service



Upskilling  
Programs



Job-Readiness  
Training



# M.A in Journalism and Mass Communication (MAJMC)

Affiliated to: IGNOU

Program Code: MAJMC

Minimum age: No bar

Maximum age: No bar

Eligibility: Bachelor's Degree or a higher degree from a recognised University

Course Duration: 2

Session starts: January & July of every year

The MA Journalism and Mass Communication aims to develop skilled human resources in media and communication, emphasising media as a tool for change and development. The programme will help learners develop competencies and professional skills to access employment opportunities in various media sectors. It will also provide opportunities for those working in media organisations without formal training to upgrade their knowledge and competencies.

## **Objective:**

- To impart the necessary knowledge and skills for print, television, radio and online journalism
- To equip learners with the required knowledge and skills of communication research.
- To expose the learners to different aspects of advertising and public relations.
- To acquaint the learners with the interrelationships between media and society

## **MAJMC Programme Structure**

The MA (JMC) programme is modular in nature in which to earn 80 credits, the learner will have to complete 40 credits each year. There is a provision for lateral exit for those who do not wish to continue after one year and such students shall be awarded Post Graduate Diploma in Journalism & Mass Communication. Lateral entry option to the 2nd year of MAJMC is available to those who have completed PGJMC from IGNOU on offer since January 2020. After paying the fee for internal credit transfer as per IGNOU norms. The distribution of courses is as given below:



Course Code	Title of the Course		Credits
I Year			
MJM 120	Introduction to Journalism and Mass Communication		6
MJM 021	Reporting Techniques		4
MJM 022	Writing and Editing for Print Media		4
MJM 023	Broadcast and Online Journalism		4
MJM 124	Media and Society		6
MJM 025	Media Ethics and Laws		4
MJML 220	Practical: Print	Choose <b>any two:</b> 6+6=12	6
MJML 221	Practical: Audiovisual		6
MJML 023	Practical: Digital Media		6
II Year			
MJM 126	Print Media		6
MJM 027	Electronic Media		4
MJM 028	Digital Media		4
MJM 029	Advertising and Public Relations		4
MJM 130	Media and Communication Theories		6
MJM 031	Communication Research Methods		4
MJML 222	Practical : Research Methodology	Choose <b>any one:</b> 6 credits	6
MJMT 021	Internship		6
MJMP 120	Major Project Work (Dissertation)	Choose <b>any one:</b> 6 credits	6
MJMP 022	Research Portfolio		6
Total Credits			80

\*Practical and Project manuals will be available in digital form only on eGyankosh.





**Learn. Up-Skill. Flourish.**