



**Dr. Babasaheb Ambedkar  
Open University**  
(Established by Government of Gujarat)

**School of Humanities  
and Social Sciences**

# Master of Arts (Journalism and Mass Communication)

**ONLINE  
ADMISSIONS  
OPEN  
JULY 2021**



### Course Structure :

- ♦ Understanding Media, Mass Com & Journalism
- ♦ Radio TV Programming
- ♦ Media Occupations and Functions
- ♦ Editing Sub-editing
- ♦ Digital Media, Social Media, Immersive Media
- ♦ Advertising- Copy Writing & Creative Planning
- ♦ Reporting Skills- Print, Radio and TV coverage
- ♦ Writing for films- screenplay, Lyrics and Dialogues
- ♦ Types of Professional writing
- ♦ Basic English Languages for Mass Media
- ♦ Media Law, Ethics and Challenges
- ♦ Social Media content and Marketing

### Eligibility Criteria :

Any Graduate from a Recognized University.

### Course Fee :

Rs. 10,000/- Per Semester

### Duration :

02 - Years (04 Semesters)



For online Admission  
Scan the Code

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 [www.baou.edu.in](http://www.baou.edu.in)

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 **+91 99784 40604**

Admission Helpline Contact  
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