



Andhra University

NAAC A+, UGC-Entitled

MA Journalism and Mass Communication

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 21,800

Andhra University

Andhra University is a renowned public university located in Visakhapatnam, Andhra Pradesh, with a rich legacy of academic excellence and social impact. The University offers a broad range of programs across arts, sciences, commerce, management, engineering, law and other disciplines. It is committed to delivering quality education through innovative teaching, research and industry-relevant learning. With experienced faculty, modern academic resources and a diverse student community, the University supports holistic development and career growth. Through campus-based and online education, Andhra University continues to make higher education accessible to learners from varied backgrounds.

MA Journalism and Mass Communication

Highlights

- ◆ A structured online learning format that helps learners pursue journalism, media, and mass communication with continuity and manageable academic progress.
- ◆ Subject areas such as Paper 1 - History of Mass Media, Paper 2 - News Reporting, Paper 3 - Media Management, and Paper 4 - Advertising make the course relevant to learners comparing similar programmes.
- ◆ Designed to strengthen both conceptual understanding and communication in discipline-specific contexts.
- ◆ Focuses on practical interpretation, case-based thinking, and problem-solving linked to news events, audiences, media platforms, and public communication needs.
- ◆ Supports academic progression and career exploration across journalism, content, media production, corporate communication, and digital storytelling without making unsupported placement claims, with added focus on learner independence.

Learning outcomes

- ◆ Within Master of Journalism and Mass Communication from Andhra University, relate theories, methods, or tools from Paper 1 - History of Mass Media, Paper 2 - News Reporting, Paper 3 - Media Management, and Paper 4 - Advertising to news events, audiences, media platforms, and public communication needs.
- ◆ Address story selection, content accuracy, audience engagement, and media ethics challenges through structured reasoning and subject-specific approaches.
- ◆ Critically evaluate communication choices based on facts, audience, platform, and public responsibility while maintaining accuracy, clarity, ethics, and audience awareness.
- ◆ Develop clear news reports, media scripts, campaign notes, and digital content pieces for assignments, projects, or professional communication.
- ◆ Use the learning foundation to plan further academic or professional growth in journalism, content, media production, corporate communication, and digital storytelling, while strengthening learner independence.

Eligibility Criteria

Any Bachelor Degree

Curriculum Overview

Semester I (4 subjects)

- ♦ Paper 1 - History of Mass Media
 - ♦ Paper 2 - News Reporting
 - ♦ Paper 3 - Media Management
 - ♦ Paper 4 - Advertising
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Semester II (4 subjects)

- ♦ Paper 1 - Inter-cultural Communication
 - ♦ Paper 2 - Development Communication
 - ♦ Paper 3 - Radio Journalism
 - ♦ Paper 4 - Media Laws and Ethics
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Semester III (6 subjects)

- ♦ Paper 1 - Communication Theory
- ♦ Paper 2 - International Communication
- ♦ Paper 3 - Television Journalism
- ♦ Paper 4 - Environmental Communication
- ♦ Communication
- ♦ Communication



Curriculum Overview (continued)

Semester IV (6 subjects)

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| ◆ Paper 1 - Communication Research | ◆ Communication |
| ◆ Methodology | ◆ Paper 3 - Editing for Print Media |
| ◆ Paper 2 - Public Relations and Corporate | ◆ Paper 4 - Human Rights and Media |

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 1,000	—	₹ 1,000
Exam Fee	₹ 2,000	₹ 2,000	₹ 4,000
Tuition Fee	₹ 8,400	₹ 8,400	₹ 16,800
Total	₹ 11,400	₹ 10,400	₹ 21,800