



Andhra University

NAAC A+, UGC-Entitled

MA Journalism and Mass Communication - WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 27,800

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 - WLP

Highlights

- ◆ Blends flexible online modules with company-linked exposure to make learning more practice-oriented.
- ◆ Focuses on Paper 1 - History of Mass Media, Paper 2 - News Reporting, Paper 3 - Media Management, and Paper 4 - Advertising, giving learners a subject-specific base for understanding journalism, media, and mass communication.
- ◆ Encourages learners to apply concepts through tasks, projects, internship exposure, or workplace-linked examples.
- ◆ Designed for stronger transition from academic learning to professional habits and work-readiness.
- ◆ Supports career exploration and employability development in areas connected to journalism, content, media production, corporate communication, and digital storytelling, with added focus on career self-awareness.

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.
- ◆ Observe how Paper 1 - History of Mass Media, Paper 2 - News Reporting, Paper 3 - Media Management, and Paper 4 - Advertising appear in practical settings and use that exposure to build employability awareness, while strengthening career self-awareness.

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 (4 subjects)

- ♦ Paper 1 - Communication Theory
 - ♦ Paper 2 - International Communication
 - ♦ Paper 3 - Television Journalism
 - ♦ Paper 4 - Environmental Communication
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Semester IV (4 subjects)

- ♦ Paper 1 - Communication Research Methodology
- ♦ Paper 2 - Public Relations and Corporate Communication
- ♦ Paper 3 - Editing for Print Media
- ♦ 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
Apprenticeship Fee	₹ 3,000	₹ 3,000	₹ 6,000
Tuition Fee	₹ 8,400	₹ 8,400	₹ 16,800
Total	₹ 14,400	₹ 13,400	₹ 27,800