



Chandigarh University

NAAC A+, UGC-Entitled, NIRF #19, QS World Global Universities #Top
1%

MA Journalism & Mass Communication

Type

Ug Program

Mode

Online

Duration

2 Years

Total fees

₹ 109,750

Chandigarh University

Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Online Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach. CU has been envisioned to provide inspirational and experiential learning through internationally recognized curriculum matching the challenging industrial needs. CU has been emerging as the best Online Education University in Punjab, India and the most preferred destination for the students as well as renowned faculty, and recruiting companies of the country. The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

MA Journalism & 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 Introduction to Mass Media, Industry & Management, Communication Theories & Models, and National & International Issues and Affairs 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 case-based thinking.

Learning outcomes

- ◆ Within MA Journalism Mass Communication from Chandigarh University, examine news events, audiences, media platforms, and public communication needs through the lens of Introduction to Mass Media, Industry & Management, Communicatio Theories & Models, and National & International Issues and Affairs.
- ◆ Use relevant tools, theories, or frameworks to address story selection, content accuracy, audience engagement, and media ethics challenges.
- ◆ Compare options and make reasoned judgements about communication choices based on facts, audience, platform, and public responsibility.
- ◆ Prepare news reports, media scripts, campaign notes, and digital content pieces with clarity, evidence, and subject-specific vocabulary.
- ◆ Connect learning with future study, professional growth, or applied work in journalism, content, media production, corporate communication, and digital storytelling, while strengthening case-based thinking.

Eligibility Criteria

Bachelor's degree with at least 50% marks in aggregate or its equivalent from a recognised board / university.

Curriculum Overview

Semester 1 (6 subjects)

- ◆ Introduction to Mass Media
- ◆ Industry & Management
- ◆ Communicatio Theories & Models
- ◆ National & International Issues and Affairs
- ◆ Print Journalism
- ◆ Professional Communication

Semester 2 (5 subjects)

- ◆ Broadcast Journalism
- ◆ Fundamentals of Advertising
- ◆ Fundamentals of Public Relations
- ◆ Digital Media
- ◆ Corporate Communication & Reputation Management



Curriculum Overview (continued)

Semester 3 (6 subjects)

- ◆ Media Laws & Ethics
 - ◆ Communication Research
 - ◆ Mobile Journalism
 - ◆ Transmedia Storytelling
 - ◆ Radio Programming & Production
 - ◆ Television Programming & Production
-

Semester 4 (4 subjects)

- ◆ Digital Advertising & PR Strategies
- ◆ Investigative Journalism
- ◆ Social Media Content & Marketing
- ◆ Capstone Project

Fee Structure

Fee heads	Year 1	Year 2	Total
Admission Fee	₹ 1,000	—	₹ 1,000
Course Fee	₹ 54,375	₹ 54,375	₹ 108,750
Total	₹ 55,375	₹ 54,375	₹ 109,750