

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-34**

**DEPARTMENT OF M.A. COMMUNICATION**  
*(Post graduate course established in 1997)*

M.A. Communication is a professional broad-based programme which offers an in-depth study into the nuances of Journalism, Advertising, Broadcast, Production, New Media; thereby providing an unique opportunity to step into any field of their choice.

The two-year M.A. Communication programme started in the year 1997, and successfully completed 25 years of empowering women in media. The programme is aimed at delivering an insight into the various facets of Communication and the skills involved as also an in-depth study into the various nuances of Print, Broadcast, Film, Advertising and Web Journalism. The programme is focused at delivering an exhaustive study into the intricacies of the mesmerizing silver screen, the penetrating print, the dynamic world of advertising and the all-encompassing WWW.

**PROGRAMME OBJECTIVES**

- ☐ To educate students on the multifarious dimensions to communication as a field of study and as a challenging, skill based, dynamic profession.
- ☐ To train students in the art and skill of journalistic reporting and writing.
- ☐ To hone the creativity of students to meet the dynamics of advertising and film making industries.
- ☐ To orient and train students to the nuances of Corporate Communication.
- ☐ To train and equip students to excel as socially conscious media makers.

## **DURATION OF THE PROGRAMME**

The programme comprises four semesters of two-year duration.

## **ELIGIBILITY**

Graduates of any discipline from a recognized university.

## **ADMISSION**

- An **entrance test** will be conducted for the students to assess their knowledge on **Media and Current Affairs**.
- Students will be tested for their **creative, analytical and basic skills in writing**.
- The Personal **interview** decides the final selection of the candidates.

## **PROGRAMME ORIENTATION**

The programme offers a comprehensive training program covering areas like:

- Introduction to Communication
- Journalistic Skills
- Public Relations and Corporate Communication
- Communication Psychology
- Photography
- ICT for Development
- Media Management and Law
- Advertising
- Social Media Communication
- Audio-Visual Production

- Communication Research Methods
- Film Studies
- Media Entrepreneurship
- Intensive Internship – 3 months

## **SPECIALISATION**

The curriculum is formulated in such a way that it provides the students the scope of coming up with live projects.

### **❖ BROADSHEET**

It starts with a 15-day live beat coverage leading to real life reports on various important beats like politics, business, cinema, sports, entertainment and lifestyle. The students cover the beats along with professionals (reporters) from leading dailies, periodicals and magazines. Along with acquiring knowledge they also develop contacts with the industry and the press.

### **❖ PRINT & ON-LINE JOURNAL**

To kindle and unleash the creative and writing skills of the students, the college has made it mandatory for the students to come up with a 50-page Journal. An in-depth analysis and research is done for formulating every article. The students are trained to work in the latest software to work on the layout and design of their maiden journal.

The On-line journal is an adaptation of the print journal. Here the students are trained to design the layout with the latest software, which familiarizes the students in Web Publishing.

### ❖ **ADVERTISING STRATEGY**

The students can create an ad strategy for a live product or service. By creating this strategy the students get hands on experience in various aspects of advertising including Conceptualizing creatives, Visualizing, Copy writing, Media planning and Press relations.

### ❖ **PRODUCTION**

The course covers all aspects of the production process like Scripting, Editing, Camera Techniques, Lighting, Sound mixing and dubbing. Production execution can be in the form of docu-drama, documentary or short films.

### ❖ **RESEARCH**

Students are expected to do a detailed in-depth study in the areas of communication and related fields and come out with a dissertation, a professional research document which helps the students in pursuing higher studies.

### ❖ **PUBLIC RELATIONS PROJECT**

This program is designed to provide the students a platform to organize and execute a live project. ‘**Voices**’ is a unique and exciting Public Relations project undertaken by our students on various social issues across all city colleges and communities. We have been successfully conducting P.R Campaigns over the years addressing issues like Rainwater Harvesting, Pollution, Women’s Safety and Health Issues, Road safety, Organ donation, Organic Farming, Child abuse, Autism, Anti-Plastic campaign, End Violence Campaign and Celebrating 25 years of women empowerment.

**PR CAMPAIGN on “Celebrating 25 years of Women Empowerment” (2022- 2023)**



*PR Campaign at Stella Maris College for Women*



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*PR Campaign at DG Vaishnav College*



*PR Campaign at Madras Christian College*



*PR Campaign at Avichi College of Arts and Science*

## COURSE HIGHLIGHTS

- **Guest lectures and Industry interface** to enlighten the students about the industry along with valuable theoretical knowledge.



*Ms. Mridhula enlighten the students on the role of the Parliament (2022-2023)*



*Mr. Daniel Thimmaya addresses the students on the Employment prospects in the media (2022-2023)*



*Ms. Mathivathani RP addresses the students on Academic collaboration and digital interventions for inclusive education (2022-2023)*

- **Seminars and Workshops** are organized with a view to contribute to better understanding of technology and aesthetics of media



*Mr. Pratish Nair, Founder and Architect, Miles Soba addresses the students on the beyond fear and brand stories (2022-2023)*



*Ms. Maya Iyer, Founder, Mantis Communications addresses the students on crafting brand stories across the digital mediascape (2022-2023)*





*Mr.K. Hariharan, Director and Script writer addresses the students on the nuances of Script Writing Workshop (2022-2023)*

**Field visits** to print organizations, T.V. studios, radio studios and multimedia houses.



*I M.A. Communication students at American Centre (US Consulate) library (2022-2023)*





*II M.A. Communication students at Connemara library (2022-2023)*

- **Film production Workshop** in association with **Vancouver Film School (VFS)** offers students intensive training in the techniques of Filmmaking. Professional team will orient and guide the students to the nuances of filmmaking and Animation.



## International Conference Organized



*Inspire 2023 - Inauguration Session*



*Inspire 2023 - Delegates*



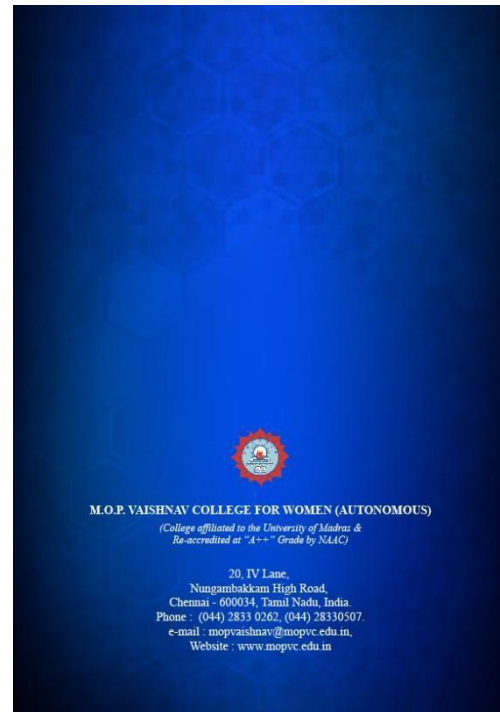
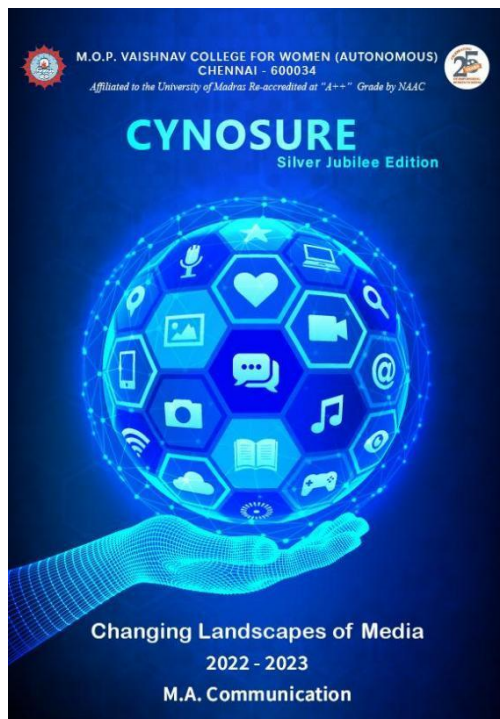


*Inspire 2023 - Wonder Women Alumni Panel Discussion*

- **MOP CRS 107.8Mhz** - the College is the only self financed institution throughout the country to have been granted the license to operate a community radio. Periodic contributions for M.O.P FM are made by the students.
- **Internship:** Students have to complete two internships during the course. The **first internship for a period of 4-6 weeks** has to be done in the Print media and the **second internship for a period of 3 months** can be undergone in Print media, Radio, Television, New Media Organizations, Production house, Film industry, Advertising Agency, PR and Corporate Communication department of Corporate Houses.

## DEPARTMENT JOURNAL

The Journal of the Post Graduate Departments, Cynosure, is a compilation of articles by students on topics related to Communication and Media like Trends in media, Advertising, Cinema and New media technologies.



*(Designed by the student of M.A. Communication)*

## INFRASTRUCTURE

- ✓ The department is fully equipped with professional **inbuilt air-conditioned Digital Studio** along with
  - o **Camera and Light unit**
  - o **Dubbing facilities**
  - o **Shooting Floor**
  - o **Green Matte Studio**



- ✓ Additional accessories like zoom lenses, flash, light meters etc are also provided. A complete backdrop and tabletop set up is also in use. This will enable the students to gain mastery in **Television Production**.
- ✓ The department has a spacious **centrally air-conditioned sound proofed shooting floor** that is constructed on an area of 750 square feet. In addition to this, a **centrally air-conditioned Digital Edit Suite** (450 square feet) is also provided to the students.
- ✓ **Air conditioned Photography Lab**
- ✓ **100 network** computers with latest **Design and Animation software** to train students in publication and advertisement designing.
- ✓ State-of-Art **audio visual aids**.
- ✓ Air-conditioned **screening theatre**.
- ✓ Fully computerized virtual library with the latest collection of **Media books, Journals and Publications**.
- ✓ FM Community Radio Station with transmission facilities.
- ✓ Campus television studio, networking the entire college.
- ✓ Smart classrooms equipped with audio- visual facilities.

## **SCOPE AND OPPORTUNITIES**

Communication is recognized as a course that is career oriented and has excellent job prospects today. The course is the route to creativity in both thinking and writing, offering practical experience. The department has an impressive record of job placements. Apart from exploring media opportunities, students can also pursue higher education globally.

The program aims at building media smart individuals who can fit into the working of Media and media related fields like:

### **ADVERTISING**

- ✓ Copywriter
- ✓ Client service executive
- ✓ Media Planners
- ✓ Visualizer
- ✓ Graphic designers etc.

### **JOURNALISM**

- ✓ Editor, Reporter - Print media
- ✓ Editor, Reporter - Broadcast
- ✓ Editor, Reporter – Online news sites
- ✓ Lay out designer
- ✓ Photo journalist
- ✓ Feature Writer

### **PRODUCTION**

- ✓ Script writer
- ✓ Cinematographer
- ✓ Producer
- ✓ Director
- ✓ Programmer
- ✓ Concept Generator

## **PUBLIC RELATIONS & CORPORATE COMMUNICATION**



- ✓ Public Relations Executives
- ✓ Corporate communication Executives
- ✓ Media Relations Expert
- ✓ Brand Managers

## **PLACEMENT**

Over the past few years our students have been placed in highly esteemed organizations in the State and Country. Some of the organizations are:

- World Bank, The Hindu
- New Indian Express, Helios and Matheson
- Lester Technology, Infosys
- Cognizant Technology Solutions, 20:20 MSL
- Polaris, Vijay TV
- R.K.Swamy, Lowe Lintas
- Rediffusion, DD
- Sun TV
- UNICEF and UNESCO
- Caterpillar

The students emerge as smart, capable media professionals who can handle any media challenge with stupendous confidence. The wide spectrum of subjects covered in the two years by experienced faculty and practicing professionals give the students the correct blend of theoretical knowledge and practical application, the right combination to make the students a force to reckon with.