



**MOP VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**(Affiliated to University of Madras and Re-accredited at 'A++' grade**

**by NAAC) Chennai - 600034**

**Department of Communication and Media Studies**

**M.A. COMMUNICATION**

**(Established in 1997)**



The two-year M.A. Communication program, established in 1997, has successfully completed 25 years of empowering women in media. Designed to provide deep insights into various facets of communication, the program equips students with essential skills across Print, Broadcast, Film, Advertising, and Web Journalism. With a comprehensive curriculum, it offers an in-depth exploration of the captivating silver screen, the influential print industry, the dynamic world of advertising, and the ever-expanding digital landscape.

## ■ USP

M.A. Communication program is a dynamic and industry-focused course that provides a comprehensive understanding of Journalism, Advertising, Public Relations, Broadcast Media, Film Studies, and New Media. Designed to equip students with versatile media skills, this broad-based curriculum prepares them for diverse career opportunities across the media landscape. Additionally, an enriched learning experience in Media and Marketing Research enhances students' knowledge, fostering a deeper understanding of industry trends and practices.

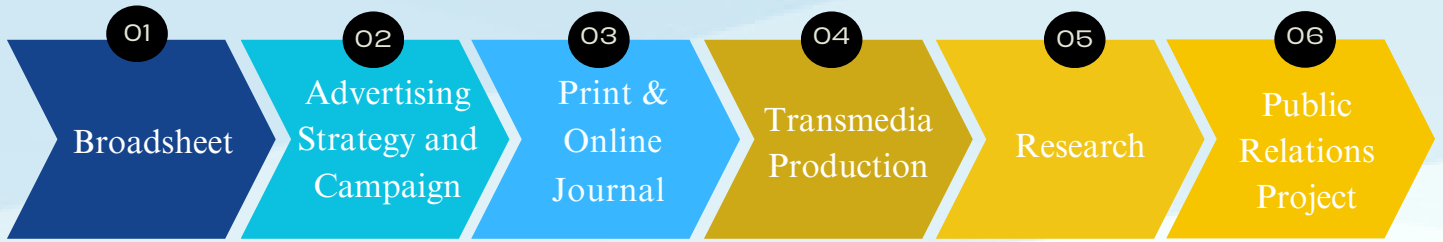
## ■ ELIGIBILITY

Graduates of any discipline from a recognized university.

## COURSE CURRICULUM

- Introduction to Communication
- Journalistic Skills
- Public Relations and Corporate Communication
- Communication Psychology
- Photography
- ICT for Development
- Media Management and Law
- Advertising
- Social Media Communication
- Trans Media Production
- Communication Research Methods
- Film Studies
- Media Entrepreneurship
- Intensive Internship – 3 months

## SPECIALISATION



## PLACEMENTS

- 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

## PROGRAMME HIGHLIGHTS - PR CAMPAIGN



## NOTABLE ALUMINI



**KIRUTHIGA UDHAYANIDHI**  
Film Director



**ARCHANA CHANDOKÉ**  
Television Presenter



**NIKHILA KESAVAN**  
Vice president , 20:20  
MSL



**DR. ARTI KALRO**  
Professor, Shailesh J  
Mehta School, IIT  
Bombay , Mumbai