



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

(College affiliated to University of Madras & Re-accredited at "A++" Grade by NAAC)

Chennai - 600 034



M.A. COMMUNICATION
(2 year PG Programme in Communication)

PROGRAMME OF M.A. COMMUNICATION

(Post graduate programme 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 course 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 Course 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 course 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:

- **Understanding Human Communication**
- **Journalistic Skills**
- **Public Relations and Corporate Communication**
- **Communication Psychology**
- **Photography**
- **ICT for Development**
- **Media Management and Law**
- **Advertising**
- **Social Media Communication**
- **Transmedia Production**
- **Multimedia Skills**
- **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.

❖ REPORTING AND WRITING

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. This enhances the entrepreneurship and other relevant skills.

❖ 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. The skills required for entrepreneurship and employability are honed through these papers.

❖ ADVERTISING STRATEGY AND CAMPAIGN

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, Copywriting, Media planning and Press relations. Entrepreneurial skills are enhanced through this practical component.

❖ 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. Students are trained to acquire the filmmaking and technical skills.

❖ 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. A lifeline for any individual to survive in any industry.

❖ 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. At this juncture students are ready to conduct a full event on their own.

PR CAMPAIGN on “Kalai Thiruvizha- Celebration of Arts”

For over 25 years, the postgraduate students of MA Communication have been at the forefront of conducting impactful city-wide Public Relations Campaigns. The department addressed crucial issues such as Rainwater Harvesting, Pollution, Women’s Safety, Health, Road Safety, Organ Donation, Organic Farming, Child Abuse, Autism, Education for Girl Child, and Environment Conservation. This year, the department embarked on a week-long journey with the campaign titled “Kalai Thiruvizha” - “Celebration of Arts,” took place from 22nd to 29th January 2024. Dr. Pushpavanam Kuppusamy, chief guest and Mrs. Anitha Kuppusamy, guest of honour inaugurated a week-long campaign.

To make the campaign more impactful the students of M.A. Communication have formed into five dynamic teams, each driven by a shared commitment to breathe new life into traditional art forms. These teams have chosen a diverse array of 19 art forms such as Sevai Aattam, Kokkali Kattai Aattam, Bommalattam, Oyilaattam, Periyamelam, SaattaiKuchi, Kaliyalaattam, Vedaraattam, Silaattam (Mankombu aattam), Karagaattam, Poikaal guthirai aattam, Kaavadi aattam, Yazh, Devaraattam, Thappaattam, Maaduaattam, Therukoothu, and Silambam.

PR CAMPAIGN - “OUTLOOK SEMINAR”

Programme of M.A.Communication as part of their PR Campaign titled Outlook Seminar organizes series of discussions and engaging sessions across various cities in India. This year as part of this initiative a series of seminars were organized on the broad theme ‘Trends in Higher Education Landscape’ in four cities which includes Mumbai, Tirupati Nellore and Madurai. It is first of its kind initiative to make students in secondary and higher secondary students of higher education in different schools, opportunities in different higher education institutions. Students are trained to raise funds to identify resource persons/ speakers and manage all their activities in these cities. Thus, skills to manage their activities in a new place are honed through Outlook Seminar initiative.



FILM APPRECIATION COURSE

A two-day intensive workshop was conducted on 11.10.2023 & 12.10.2023 for students to understand the basics of screen writing, importance of field work, basics of direction, cinematography. The workshop touched upon topics pertaining to camera angles, the best way to edit with software as well as the factors to keep in mind while attempting to edit audio and/or video. Students were informed the various career opportunities available as well as the beginning steps they can take in order to begin their journey into editing. The speakers of the workshop include,

- K Hariharan, Screen Writer
- Yuvaraj Dhayalan, Film Director
- Yamini Yagnamurthy, Cinematographer
- Shefali D. Udani, Media Professional
- Mime Gopi, Actor
- Jacki, Art Director



PROGRAMME HIGHLIGHTS

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



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



Dr. Padma Rani enlighten the students on the specific provisions in the Indian Constitution related to Mass Media (2024-2025)

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



*I M.A. Communication students at the
IITM Research Park (2024-2025)*



*I M.A. Communication students at
Kanchipuram - Photography Trip (2024-2025)*



*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 - Changing Landscapes of Women in Media

- **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.

➤ **STUDENT 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.

INFRASTRUCTURE -The department is fully equipped with professional inbuilt air-conditioned Digital Studio along with

- Camera and Light unit
- Dubbing facilities
- Shooting Floor
- 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.
- ✓ 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.
- ✓ Air-conditioned screening theatre.
- ✓ Fully computerized virtual library with the latest collection of Media books, Journals and Publications.
- ✓ Campus television studio, networking the entire college.
- ✓ Smart classrooms equipped with audio- visual facilities.

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.

FACULTIES OF THE PROGRAMME



Dr. Anurekha Thiyagarajan S, M.A., Ph.D., UGC NET
Associate Professor & Head, M.A Communication

Experience

Teaching : 26 years

Research: 22 years



Ms. Arpita Maitra, M.A., M.A, M.Phil.
Assistant Professor, M.A Communication

Experience

Teaching : 12 years

Research: 6 years



Dr. N. Bhuvana, M.Sc, Ph.D, UGC Net
Assistant Professor, M.A Communication

Experience

Teaching : 7 years

Research: 11 years

NOTABLE ALUMINI



Ms. Kiruthiga Udhayanidhi
Film Director



Ms. Archana Chandoke
Television Presenter



Ms. Nikhila Kesavan
Vice President, 20:20 MSL



Dr. Arti Kalro
*Professor, Shailesh J Mehta School, IIT
(Bombay), Mumbai*



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