



**IICSE University**  
...a liberal arts education

## MS in Mass Communication and Journalism Graduate Program

**Master of Science in Mass Communication and Journalism (MS)**



**MS**

**MASS COMMUNICATION  
AND JOURNALISM**

**T**he “Mass Communication and Journalism” program offers many opportunities for media professionals, academic researchers, educators, and recent graduates to expand their education and studies within the mass communication field. The courses offered cultivate strong research, analytical and multimedia skills that prove advantageous to the media professionals as well as to those interested in continuing their education at the PhD level.

Whether you wish to pursue a career in advertising, journalism, public relations or a related communications field, studying at IICSE University will combine attention to established principles with hands-on experience.

Master's students will study to broaden their understanding of communication theories and current research and will be prepared for PhD doctoral studies in journalism, mass communications, or related fields. This program also develops students' critical thinking abilities and skills that will enable them to take up media-related positions in the changing media environment.

[www.iicseuniversity.org](http://www.iicseuniversity.org)



**The Program Structure:**

Course Code	MS: <b>First Semester Courses</b>	Credit
MCJ 801	News Gathering Techniques	2
MCJ 802	Introduction to Mass Communication	3
MCJ 803	Media History	3
MCJ 804	International Affairs and Globalization of Media	2
MCJ 805	Language and Communication Skills	2
MCJ 806	Computer Fundamentals and Applications	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MS: <b>Second Semester Courses</b>	Credit
MCJ 811	Social Sciences Issues	2
MCJ 812	News Management	3
MCJ 813	Concepts of Advertising	3
MCJ 814	Media Laws and Ethics	2
MCJ 815	Opinion Writing	2
MCJ 816	Basics of Development Support Communication	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MS: <b>Third Semester Courses</b>	Credit
MCJ 821	Communication Theories	2
MCJ 822	Research Methods	3
MCJ 823	Fundamentals of Public Relation	3
MCJ 824	Broadcast and Visual Media	2
MCJ 825	Development Communication	2
MCJ 826	Magazine Journalism	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MS: <b>Fourth Semester Courses</b>	Credit
MCJ 831	Advance Reporting	2
MCJ 832	Advance Sub-editing	3
MCJ 833	Radio and TV News Production	3
MCJ 834	Copy Writing	2
MCJ 835	Media Management	2
MCJ 836	Master Thesis	3
<b>TOTAL CREDITS</b>		<b>15</b>

**The thesis**

A thesis on a particular topic of your choice (with a Supervisor's approval) will be completed by each student in the last semester. There is considerable scope in the choice of subject areas by the student and the research method employed. Each student is allocated a supervisor who guides them through the thesis. The thesis aims to assimilate the theoretical and practical elements of the academic program of study.

**Duration of program:** A Semester runs for a period of three months. Our "Master's Degree" programs are completed within the period of four semesters (one year). We allow extension in the period of study, in case your courses could not be completed within the stipulated time frame. No additional fee, no extra charge for extension in the period of study.

**How to apply**

Prospective student must complete the Admission Form and pay the processing fee of \$45 USD or its equivalent. The processing fee is refundable if admission is denied.

