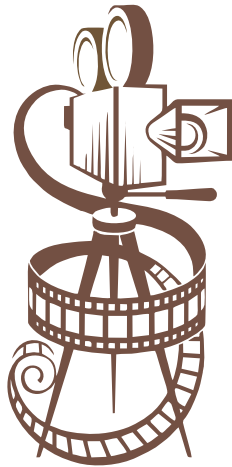




# 16 years of Excellence in Academic Proficiency



School of Broadcasting & Communication is affiliated to 'Makhantal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. Located in the Media hub of Mumbai, SBC students are trained theoretically and practically in all spheres of media industry. SBC has well equipped audio production and video production labs with state-of-the-art recording, mixing and editing set-up.

## Masters in Journalism

### Our Objective:

- To familiarize the students with the working of different media like print, electronic & New Media
- To develop working skills needed for newspapers, magazines, radio, TV & web journalism
- To develop research attitude and research skills to understand media and to make use of them
- To develop understanding of development and its relationship with media
- To develop writing skills for different formats used in media
- To develop understanding of the role of media in society
- To sensitize students about human values, culture, development of society, environment etc. in relation to media
- To develop competence to supervise & guide the working of media & the spirit of a team head
- To develop aptitude and competence to analyze and interpret the events
- Focus of the course will be on print journalism along with electronic & new media

### Course Content

for more information, please visit our website [www.sbc.ac.in](http://www.sbc.ac.in)

#### Semester - I (6 Months)

Journalism in Pre and Post-Independence  
News and views: Writing Skills  
Basics of Computer Application for Print Media  
Science of Human Communication  
Open Elective Subject (to be decided by the University)

#### Semester - II (6 Months)

Newspaper and Magazines: Structure and Functions  
Reporting :Principles and Practices  
Word Processing and Page Layout  
Mass Communication: Principles and Process  
Open Elective Subject (to be decided by the University)

#### Semester - III (6 Months)

Editing: Principles and Practices  
Media laws and Ethics  
Cyber Media and Journalism  
Electronic Journalism / Media, Development and Social Changes  
Open Elective Subject (to be decided by the University)

#### Semester - IV (6 Months)

Journalism Research  
Diversity and Writing for Media  
Newspaper and Magazine Production  
Intercultural Communication and Contemporary Issues/ Advertising & Public Relations  
Open Elective Subject (to be decided by the University)

### Our Placement

Organization who has chosen our students to work with them

