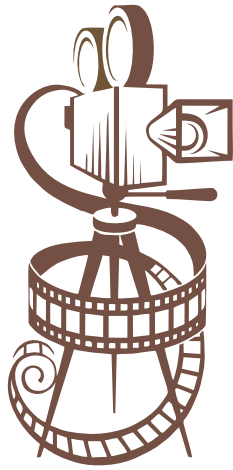




# SCHOOL of BROADCASTING & COMMUNICATION

Affiliated to Makhhanlal Chaturvedi National University of Journalism & Communication, UGC, AIU, ACU & Govt. Recognized

# 16 years of Excellence in Academic Proficiency



School of Broadcasting & Communication is affiliated to 'Makhhanlal 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 Mass Communication

### Our Objective:

- To offer a curriculum that provides training in basic skills in different areas of Mass Communication.
- To improve the communication ability of students, particularly in professional genres.
- To instill in students a sense of purpose, mission and ethical values in their chosen fields.
- To engage students in critical analysis of the texts of the media of Mass Communication.
- To initiate students in the culture and habit of self-study.
- To prepare professionals, who possess the ability to produce, present, and disseminate information in accordance with the higher standard of excellence of Media Organizations, NGOs and others.
- To impart students an understanding of the mass communication process, its impact on human and social sphere, and the socio-cultural environment within which it operates.
- To lead students towards, intellectual preparation that emphasizes the ability to think critically and creatively, the ability to solve problems effectively in a professional context and to cope with the fast moving changes in the professional world of media.

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

**Semester - I (6 Months)**  
 Science of Human Communication  
 Introduction to Socio-economic Polity  
 Media Language : Structure, Style, Translation  
 Origin & Growth of Media  
 Open Elective Subject (to be decided by the University)

**Semester - III (6 Months)**  
 Art & Craft of Editing (Print Media)  
 Reporting & Editing for Electronic Media  
 Advertising: Principles & Practices  
 Radio Programme Production  
 Open Elective Subject (to be decided by the University)

**Semester - II (6 Months)**  
 Mass Communication Concept and Process  
 Art & Craft of Reporting ( Print Media )  
 Communication for Development  
 Media Laws & Ethics  
 Open Elective Subject (to be decided by the University)

**Semester - IV (6 Months)**  
 Mass Communication Research  
 Media Management  
 Issue Oriented Writing  
 Public Relations and Corporate Communication  
 Open Elective Subject (to be decided by the University)

### Our Placement Organization who has chosen our students to work with them



Andhakshi Building, 37-Gilbert Hill Road, Near Bhavans College Andheri (w) Mumbai - 400058 India | +91-22-2625-0608 | [info@sbc.ac.in](mailto:info@sbc.ac.in)

Eligibility Criteria: Graduation in any stream from a Recognized University | No. of Seats: 25 | Course Duration: 2 Years