

Mahindra University, Hyderabad

www.mahindrauniversity.edu.in

School of Digital Media and Communication **Admission Notification for MA in Journalism & Mass Communication** **(Academic Year 2025-26)**

Mahindra University (MU) Hyderabad's newly established **School of Digital Media and Communication** will be offering a two-year **MA in Journalism & Mass Communication** from academic year 2025-26.

With a focus on creativity and innovation in the digital age, **Mahindra University's School of Digital Media and Communication** provides a platform for aspiring media professionals to develop their skills and knowledge, and to understand the role of communication in our lives.

The multidisciplinary approach offered is beneficial for prospective students as it allows them to explore various aspects of media and gain a broader understanding of the industry. A well designed curriculum enables students to learn skills they will require in the new media environment – be it in journalism, digital media, application of computing, or other communication disciplines.

One of the key strengths of the school will be its experienced faculty consisting of industry experts. Having professionals who are actively engaged in the media industry ensures that students receive up-to-date knowledge and insights. The passion of the faculty members for sharing their expertise and fostering critical thinking skills is likely to inspire and motivate students.

State-of-the-art facilities and hands-on training provided by the School of Digital Media and Communication further enhance the learning experience. By gaining practical experience in media production, storytelling, data science, extended reality and emerging technologies, students can develop the necessary skills to thrive in the rapidly evolving media landscape.

For Academic Year 2025-26, the School is admitting students to **MA in Journalism & Mass Communication** program catering to different interests and career paths within the media field at Post graduate level.

The School of Digital Media and Communication (SDMC) at Mahindra University offers an MA in Journalism and Mass Communication (MJMC) degree to equip its graduates to be righteous, responsible, competent, and globally acceptable. The school shall adopt the highest standards to cultivate and foster these qualities. The MJMC programme is designed as an intensive and rigorous project for the student.

MA in Journalism & Mass Communication (MJMC) at Mahindra University

The **MJMC** programme is thoughtfully designed to meet the demands of industries and businesses, while also addressing societal needs. The goal is to produce a well-rounded graduate who possess conceptual, ethical, practical, and behavioral competence and are aware of the rights, responsibilities, and privileges of an educated and communicative citizen. As the institution evolves with technological and sociological advancements, particular attention will be given to digital media.

STRANDS OF STUDY

The **MJMC** programme offers the student scope to explore a variety of specialized pursuits, which are functionally different, and require common competencies. and both common and different skill sets. The school's degree programmes share foundational courses, incorporating numerous practice-based modules. During this initial phase, students will be exposed to diverse learning methods and resources, such as lectures, lab sessions, independent and field work, library access, guest speakers, and self-directed learning. Students will soon grasp the complexities of practical application and learn to analyse existing practices while solidifying their understanding of core concepts in journalism, filmmaking, and communication management. This combination produces graduates who are technologically proficient and ethically grounded, conceptually sound, and practically skilled.

Subjects in the curriculum offer the following strands of study:

News media and journalism

Filmmaking and media

Digital media and communication management

The academics of the MJMC student are completed by exposing them to industry and society practices. Additionally, practitioners help the student simulate situations that are common in the “real world”. This exposure takes the following forms:

1. Social sensitization internship
2. Industry internship in one of the strands
3. Programme -end internship in a specialized domain
4. Field visits, industry reports
5. Guest sessions
6. Workshops and masterclasses in super-specialized areas (e.g., “Gaming”, “AI in media production”)
7. Iterations of independent work

Program Profile: **MJMC PROGRAM**

This **MA in Journalism & Mass Communication** Degree will be awarded after successful completion of Two years of study as per academic program & curricula set and approved by the Academic Council of the University.

Intake per specialization:

Specialization	Proposed intake for the academic year 2025-26
M.A - Journalism & Mass Communication	15

Important Dates to remember*:

Last Date to Apply for 1 st round of Admissions	May 03, 2025
1 st round of Personal Interviews	May 09, 2025
Last Date for receipt of Applications for Admission	Jul 9, 2025

**Dates and Schedules are subject to change*

MJMC Programs' Eligibility Criteria:

- Graduates with Min. 60% marks in a Bachelor's degree in any discipline/subject

Or

- Students with valid CUCET (PG) scores

Followed by Panel Interview for Shortlisted candidates

ADMISSION PROCEDURE FOR THE PROGRAM:

Additionally, a candidate has to undergo the counseling and branch allocation session of Mahindra University – School of Digital Media and Communication to qualify for admission to the professional programs offered by the School.

A student aspiring to seek admission to the Mahindra University School of Digital Media and Communication may please note the following:

Step- 1

- Apply online on www.mahindrauniversity.edu.in by filling the application form.
- Upload latest scanned photograph at the time of Online Registration.
- Follow the instructions for payment of Registration and processing fee of Rs. 1000 / Rs 3000 as applicable.

PAYMENT THROUGH CASH:

- After online registration, pay application fee of Rs.1000 by in cash at any bank in your city/country. Acknowledgement copies of cash receipt from bank need to be uploaded on the [Application Portal](#).
- Original Acknowledgement copy of cash receipt from bank is required to be sent to Mahindra University at the following Address:

Admissions Office
Mahindra University

C/O Mahindra Educational Institutions
Survey No: 62/1A, Bahadurpally, Jeedimetla,
Hyderabad - 500043, Telangana, INDIA

PAYMENT THROUGH DEMAND DRAFT:

- Obtain a Demand Draft (DD) of Rs. 1000 from any Scheduled Bank in favour of **“Mahindra University”** payable at Hyderabad, India.
- Fill DD details in the DD payment option in the Application Portal and please include Student Name, Application No. & Mobile Number along with the DD on a separate paper which has to be sent to the below address: (The photocopy of the Demand Draft is to be kept for further reference.)

Admissions Office
Mahindra University
Survey No: 62/1A, Bahadurpally, Jeedimetla,
Hyderabad - 500043, Telangana, INDIA

ONLINE PAYMENT THROUGH CREDIT CARD:

- The candidate may pay directly through either Master or Visa card online by following the instructions on the website after the registration.

ONLINE PAYMENT THROUGH NET BANKING:

- The candidate may transfer the Registration fees to ‘Mahindra University’ account using Net Banking option too after the registration.
- All disputes between Applicant and Mahindra University shall be subject to exclusive jurisdiction of Hyderabad city and by Arbitrator only.
- Application Fee for students applying under **Indian category is INR 1000**
- Application Fee for students applying under **NRI / PIO category is INR 3000**

Step-2:

- Applicant needs to ensure that relevant Academic details are updated in the application portal
- Applicant needs to ensure that required score cards and other documents are duly uploaded in the application portal
- Branch preferences needs to be duly selected in the application portal
- Applicant needs to ensure that application form is duly filled up and submitted ONLINE.

Duly submitted & eligible applications will be considered for admission as per University guidelines.

Shortlisted students might be called in for a Physical / Virtual Interview as required.

Once selected in the Interview -Shortlisted applicants will receive an Admission offer via e-mail from the University with necessary instructions and information.

While submitting application doesn't guarantee Admission into the college; selection would be subject to assessment by a Panel / Selection committee and availability of seats at the time of allocation

FEE STRUCTURE

For the M.A.- Journalism & Mass Communication Programme

Category: Indian

Academic Fees: **Rs. 2,00,000 per annum** (All Inclusive Academic Fees)

Hostel Charges **Rs. 2,10,000 per annum** (All Inclusive Hostel & Mess Charges)) [not mandatory to reside on campus]

Caution Deposit: **Rs. 20,000** (Refundable at end of study and graduation)

(Note: All fees are subject to revision every year)

Refund Rules:

Fee Refund & Cancellation Policy will be as per guidelines published by **UGC / AICTE / Statutory Authorities**.

Click these links to access [Application Form](#), [Campus & Facilities](#)
For more information please visit the website www.mahindrauniversity.edu.in

Disclaimer: Admission process is subject to revision at the discretion of the management