

**SYLLABI AND SCHEME OF EXAMINATIONS
FOR
MASTER OF ARTS
(JOURNALISM & MASS COMMUNICATION)
(Based on Curriculum and Credit Framework as per NEP-2020)**

With effect from the Academic Session 2025-26



**CENTRE FOR DISTANCE AND ONLINE EDUCATION
MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

Scheme of Examinations

MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)

Type of Course	Nomenclature of Course	Course Code	Total Credits	Assignment Marks	Term End Examination (Theory) Marks	Total Marks
Semester I (2025-26 Onwards)						
DSC 1	Introduction to Communication and Journalism	25JMC201DS01OD	04	30	70	100
DSC 2	Writing for Media	25JMC201DS02OD	04	30	70	100
DSC 3	Development of Media	25JMC201DS03OD	04	30	70	100
DSC 4	Information and Communication Technology	25JMC201DS04OD	04	30	70	100
DSC 5	Advertising	25JMC201DS05OD	04	30	70	100
SEC1	Photography	25JMC201MV01OD	04	30	70	100
Semester II (2025-26 Onwards)						
DSC 6	Communication Models and Theories	25JMC202DS01OD	04	30	70	100
DSC 7	Print Journalism (Reporting & Editing)	25JMC202DS02OD	04	30	70	100
DSC 8	Broadcast Journalism	25JMC202DS03OD	04	30	70	100
DSC 9	Public Relations and Corporate Communication	25JMC202DS04OD	04	30	70	100
DSC 10	Media Law and Ethics	25JMC202DS05OD	04	30	70	100
SEC2	Videography	25JMC202MV01OD	04	30	70	100

Type of Course	Nomenclature of Course	Course Code	Total Credits	Assignment Marks	Term End Examination (Theory) Marks	Total Marks
Semester III (2026-27 Onwards)						
DSC 11	Print Journalism (Editorial and Feature Writing)	26JMC203DS01OD	04	30	70	100
DSC 12	Media Management	26JMC203DS02OD	04	30	70	100
DSC 13	Media Production	26JMC203DS03OD	04	30	70	100
DSC 14	Current Issues in Media	26JMC203DS04OD	04	30	70	100
DSC 15	Cinema Studies	26JMC203DS05OD	04	30	70	100
SEC3	Media Portfolio (Project Report – I)	26JMC203SE01OD	04	100		100
Semester IV (2026-27 Onwards)						
DSC 16	Political Communication	26JMC204DS01OD	04	30	70	100
DSC 17	Online Journalism	26JMC204DS02OD	04	30	70	100
DSC18	Journalism Emerging Trends & Challenges	26JMC204DS03OD	04	30	70	100
DSC19	Media Research	26JMC204DS04OD	04	30	70	100
DSC20	Development Communication	26JMC204DS05OD	04	30	70	100
SEC4	Media Portfolio (Project Report – II)	26JMC204SE01OD	04	100		100

SEMESTER - I

Semester: I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Introduction to Communication and Journalism	Course Code	25JMC201DS01OD
Maximum Marks	100	Credits	04
	70 Theory 30 Assignment	Time of Examinations	3 Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. The students will be able to understand the concept, nature, and process of human communication.
2. The students will be able to analyse the functions and roles of communication in interpersonal relationships.
3. They will be able to differentiate between various types of communication, such as interpersonal, intrapersonal, group, and mass communication.
4. The students will explore the relationship between language, communication, and socialization.
5. The students would know about the history of journalism and the responsibilities of journalists.

Unit 1:

- 1.1** Concept, Nature and Process of Human Communication.
- 1.2** Forms of Communication.
- 1.3** Functions of Communication.
- 1.4** Types of Communication: Interpersonal, Intrapersonal, group and mass communication

Unit 2:

- 2.1** Communication Process and Elements of Communication.
- 2.2** Seven Cs of Effective Communication
- 2.3** Barriers to Communication
- 2.4** Noise in Communication

Unit 3:

- 3.1** Language and Communication, Importance of Language.
- 3.2** Communication & Socialization.

3.3	Communication system in Indian context.
3.4	Mass Communication-the process and characteristics, Mass Society, Emergence of Mass Media.
Unit 4:	
4.1	Journalism-Definition, Nature, Scope
4.2	History of Journalism-Origin, Evolution as Profession.
4.3	Journalist-Definition, Duties & Responsibilities.
4.4	Journalistic Terminology.
4.5	Current issues & Emerging trends.
References:	
<ul style="list-style-type: none"> • David T. McMahan and Steve Duck, The Basics of Communication: A Relational Perspective. • Nira Konar, Communication Skills for Professionals. • C. S. Rayudu –Communication • Handbook of Journalism & Mass Communication: Vir Bala Aggarwal & V. S. Gupta (Concept Publishing) • Mass Communication: Principles and Concepts- Seema Hasan (CBS Publishers) • Mass Communication in India: Keval J Kumar (Jaico Publishing) • The Media in Your Life- AN Introduction to Mass Communication- Jean Folkerts and Stephen Fry (Pearson) 	

Semester - I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Writing for Media	Course Code	25JMC201DS02OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ul style="list-style-type: none"> • Students would be able to know the basic skills required for writing for media. • Students would be able to comprehend the difference between journalistic writing and creative writing. • Students would understand and identify the different genres of writing. • Students would be able to develop requisite skills for writing for different types of media. • Students would appreciate the importance of media writing, and built apt competencies for media writing. 			
<p>Unit 1:</p> <ul style="list-style-type: none"> • Writing-An introduction, purpose, scope and relevance • Basic Elements of writing • Skills required for writing, Tools for Writing • Essential for good writing 			
<p>Unit 2:</p> <ul style="list-style-type: none"> • Journalistic writing, Genres of Journalistic Writing • News Writing -Basics • Writing for Print Media, Electronic Media, New Media ; Characteristic Features for Writing for Media • Writing Articles, Opinion Pieces, Editorial, Letter to Editor 			
<p>Unit 3:</p> <ul style="list-style-type: none"> • Creative writing -Basic, Various Genres of Creative Writing • Personal creative expression –Poetry & Prose , fiction writing • Features, Writing features • Writing Travel Reports, Writing on Arts & Culture 			
<p>Unit 4:</p> <ul style="list-style-type: none"> • Writing Book Reviews, Film Reviews • Writing on Food, Fashion, Lifestyle • Writing on Social issues ,Human Interest, Community issues • Writing on Science, Environment and Health issues. 			

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

Semester - I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Development of Media	Course Code	25JMC201DS03OD
Maximum Marks	100	Credits	04
	70 Theory 30 Assignment	Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students will explore the historical evolution of print media, radio, television, and cinema. 2. Students will know the origins and roles of Indian news agencies in shaping media content and dissemination, emphasizing their significance in the media landscape. 3. Students will learn about the ownership and management structures within the press, radio, television, and cinema industries. 4. Students will learn the characteristics and impact of cinema journalists. 5. Students would develop holistic understanding about evolution of media in India. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Development of Print Media: Historical Journey 1.2 Indian Press; Post Independence 1.3 Origin of Indian News Agencies and their role 1.4 Management and ownership Pattern of Press 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Development of Radio: Historical Journey 2.2 Development of Radio in India 2.3 Public and Private Radio Systems, FM, AM etc. 2.4 Organizational structure of the Radio, Present Status, New Trends 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 1.1 Development of Television: Historical Journey 1.2 Development of Television in India 1.3 Public and Private T.V. Channels 2.5 Organizational structure of the Television Industry, Present Status, New Trends 			
<p>Unit 4:</p> <ol style="list-style-type: none"> 1.5 Cinema: Historical perspective 4.1 Development of Cinema in India 4.2 Characteristics of Hindi Cinema 4.3 Cinema as a medium of Mass Communication, Current Status, Emerging Trends 			

References:

- Kewal J Kumar -Mass Communication in India.
- Ranga Swamy, Parthasarthy -Journalism in india.
- Natrajan J.- History of Indian Journalism.
- Jeffrey Robin- India's News Paper Revolution.
- Seema Hasan- Mass Communication: Principles and Concept
- Handbook of Journalism & Mass Communication- Aggarwal, Vir Bala & Gupta, V. S.

Semester - I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Information and Communication Technology	Course Code	25JMC201DS04OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students would understand the basics of Broadcast Technology. 2. Students would learn about basic Computer Technologies. 3. Students would learn about Printing Technologies. 4. Students will learn different Telecommunication Technologies. 5. Students would learn the skills required for the Media Industry 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Radio and television broadcasting 1.2 Satellite: history, types, frequency & functions Ku band, L band, C band. 1.3 Cable TV transmission, DTH, Digital Transmission, Over the Top Platforms 1.4 Signal generation & transmission, Video Streaming & It's formats, Signal transportation using FTP Spectrum & Spectrum Management, Microwave links, Terrestrial transmission, Optical fiber, wireless & advanced telephony, AM, FM & PM transmission. 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Computers, LAN, WAN & MAN, 2.2 Internet & Intranet, E-mail, Development Journey of Internet 2.3 Role of computers in various mass media, Application of ICT in Mass Communication 2.4 Facsimile, videotext, Tele text, Multimedia 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Printing Process 3.2 Letterpress 3.3 Offset printing, 3.4 Screen printing and other printing methods, Printing Design related softwares 			
<p>Unit 4:</p> <ol style="list-style-type: none"> 4.1 Land line telephone, Mobile telephone, Use and applications of mobile in mass communication 4.2 Internet Technology for Journalism & Mass Communication 4.3 Media Convergence 4.4 Media Convergence for Mass Communication 			

References:

- Sibanthi Padmanabha, Shreeshak Punacha- Introduction to Media Technology
- S.N.Sudhir- Electronic Media and Information Technology
- Sudeepa Banerjee- Internet as a Media
- Everett M Rogers- Communication Technology- The New Media in Society
- Arvind M Singhal, Everett M Rogers-India's Communication Revolution:From Billock Carts to Cyber Marts

Semester - I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Advertising	Course Code	25JMC201DS05OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ul style="list-style-type: none"> • The students will be able to discuss advertising, explore its historical perspective in India, understand its nature, types, and roles in social, cultural, and economic contexts. • They will be able to understand the general and specific objectives of advertising, legal and moral aspects, freedom of expression, and the role of social advertising. • They will learn about advertising media including print, radio, TV, and digital. • They will explore different processes copywriting, types of copies, and create communication briefs for promotional activities. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Advertising: Meaning and Concept 1.2 Historical perspective of advertising in India 1.3 Advertising: Nature and Types, popular advertisements 1.4 Role of Advertising: Social, Cultural, Economic 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Objectives of Advertising: General & Specific 2.2 Legal, Ethical and Moral aspects of Advertising 2.3 Creativity in Advertising 2.4 Social Advertising, Public Interest Advertisements 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Advertising Media: Print, Radio, TV and Digital 3.2 Outdoor Media, Alternative Media tools for advertising 3.3 Advertising campaign, planning & managing 3.4 Role of Research in Advertising 			
<p>Unit 4:</p> <ol style="list-style-type: none"> 4.1 Copy writing: Different process, Copy language 4.2 Different types Of copy 4.3 Creative Brief and writing for different media, Copy testing 4.4 Graphic designing, Art and Layout, Use of Multimedia in Advertising 			

References:

- Tellis, Gerard J.- Effective Advertising
- Blythe, Jins- Marketing Communication
- Kotler, Philip and Gary Armstrong- Principles of Marketing
- Jib Fowles- Advertising and popular culture
- Mary Cross- Advertising and Culture
- Chunawalla SA & Sethia KC- Foundations of Advertising Theory and Practice
- Batra Rajeev et.al- Advertising Management

PRACTICAL Marks: 30

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the Examiner. The practical examination will comprise of Viva- Voce.

Semester - I

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Photography	Course Code	25JMC201MV01OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours

Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. The students will learn the basics of Photography Cameras.
2. The students will learn Professional photography skills.
3. They will learn about the Lighting Techniques of Photography.
4. Students will learn how to use cameras, equipment, and software to cater for the needs of the photography industry.

Unit 1:

- 1.1 Photography: Meaning and Scope
- 1.2 Historical Development of Photography
- 1.3 Types of Cameras
- 1.4 Different Parts of Camera, Camera Lenses

Unit 2:

- 2.1 Exposure Triangle: Aperture, ISO and Shutter Speed
- 2.2 Photographic Composition
- 2.3 Camera Angles and Shots
- 2.4 Concept of Focus and Depth of Field

Unit 3:

- 3.1 Understanding Light
- 3.2 Photography Instruments
- 3.4 Lighting Sources and Lighting Technique
- 3.4 Understanding Photographic Filters

Unit 4:

- 4.1 Different types of Photography: Portrait, Landscape, Sports, Wild-life
- 4.2 Photography, Nature Photography, Candid Photography.
- 4.3 Street Photography Studio and Outdoor Photography
- 4.4 Basics of Photoshop

References:

- Kelby, S.-The Digital Photography.San Francisco
- Barnbaum, B. -The Art of Photography
- Long, Ben- Complete Digital Photography
- Peterson, B.- Understanding Exposure
- Gustavson, T. - Camera: A History of Photography from Daguerreotype to Digital

PRACTICAL Marks: 30

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

SEMESTER - II

Semester - II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Communication Models & Theories	Course Code	25JMC202DS01OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours

Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will be able to explain the key components and functions of various communication models, including their relevance in understanding the communication process.
2. Students will demonstrate an understanding of major communication theories and their implications for media influence, audience behavior, and communication processes.
3. Students will be able to design and conduct effective communication research, including selecting appropriate research methods, analyzing data, and interpreting findings.
4. Students will gain proficiency in applying both quantitative and qualitative research methods to investigate communication phenomena, analyze data, and draw meaningful conclusions.
5. Students would develop competencies to undertake media research.

Unit 1:

- 1.1** SMCR, Las well Model
- 1.2** Osgood Model, Dance Model
- 1.3** Shannon and Weaver Model, Wilbur Schramm
- 1.4** Westley & Maclean, Gerbner Model

Unit 2:

- 2.1** Theories of Communication
- 2.2** Direct Media effect theories, Limited Media effect theory etc.
- 2.3** Cultivation Theory, Framing Theory etc.
- 2.4** Uses and Gratification, Spiral of Silence Theory, Play Theory etc.
- 2.5** Perception and Retention Theory

Unit 3:

- 3.1** Research: Meaning & Concept
- 3.2** Types of Research, Descriptive, Historical, Action Research etc.
- 3.3** Research Process, Research Methodology.
- 3.4** Research Approaches, Positivism and Post Positivism.

Unit 4:

- 4.1 Nature and Significance of Communication Research
- 4.2 Stages and types of Communication
- 4.3 Public Opinion Research
- 4.4 Quantitative & Qualitative research, content analysis

References:

- Uma Narula- Handbook of Communication Models, Perspectives, Strategies
- Uma Narula-Mass Communication Theory and Practice
- Denis.McQuail-Mass Communication Theory
- John Fiske-Introduction to Communication Studies
- Manoj Dayal- Media Metrics
- Roger D. Wimmer & Joseph R. Dominick- Mass Media Research: An Introduction

Semester – II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Print Journalism (Reporting & Editing)	Course Code	25JMC202DS02OD
Maximum Marks	100	Credits	04
	70 Theory 30 Assignment	Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes/ Objectives (CLO):</p> <ol style="list-style-type: none"> 1. The students will be able to describe the key elements of news, including fairness, clarity, brevity, and truthfulness, and understand the duties and responsibilities of journalists in delivering accurate and impactful news. 2. The Students will be able to identify and evaluate various news sources, comprehend the process of news coverage, and understand the significance of news conferences, meetings, and gatherings in journalism. 3. The Students will have the ability to apply investigative and interpretative approaches to news, critically analyze news from marginalized groups and gender perspectives, and recognize the role of news in promoting peace, reconciliation, social justice, and human rights. 4. Students will be proficient in news editing, including the responsibilities of a copy editor, tools used for editing, and the selection of news for publishing. 5. Students will develop competencies for career in print media 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 News: Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants 1.2 Duties and responsibilities of journalist 1.3 News structure, Introduction, Types of News 1.4 Journalistic interview 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 News source, News coverage, news conferences, meetings, gatherings etc. 2.2 News beats, covering court, legislature and parliament, govt. organizations 2.3 Covering crime, accident, disaster, law & order 2.4 Reporting: social, rural, art and culture, sports, education and development, etc. 			

Unit 3:

- 3.1 Investigative approach, interpretation approach, in-depth approach in news
- 3.2 Analyzing news from marginalized groups and gender point of view, conflicts and communal riots
- 3.3 News for peace and reconciliation
- 3.4 News for social justice and human rights

Unit 4:

- 4.1 News Editing: Copyeditor, responsibilities and tools, selection of news for publishing
- 4.2 Headlines-concept and types
- 4.3 Editing different copies, managing online desk, photo-editing.
- 4.4 Essentials of page makeup, proof reading, photographic coverage of news

References:

- Vir Bala Aggarwal & V. S. Gupta -Handbook of Journalism & Mass Communication
- Seema Hasan -Mass Communication: Principles and Concepts
- Keval J Kumar- Mass Communication in India
- Jean Folkerts and Stephen Fry -The Media in Your Life- An Introduction to Mass Communication
- M. V. Kamath-Professional Journalism
- K. M. Srivastava- News Reporting and Editing:
- Surbhi Dahiya - Beat Reporting and Editing: Journalism in Digital Age

Semester - II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Broadcast Journalism	Course Code	25JMC202DS03OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes/ Objectives (CLO):</p> <ul style="list-style-type: none"> • Students will learn about the basics of Broadcast Media (Radio & Television) • Students would gain knowledge about the essentials of Broadcast Journalism • Students would gain skills about writing for broadcast media platforms. • Students would gain knowledge about the basic production process and programming of Broadcast Media • Students would develop competencies to be a Broadcast Journalist 			
<p>Unit 1:</p> <ul style="list-style-type: none"> • Radio – Oral Medium, main features • Radio – Public Sector Broadcasting, Commercial Radio,, Community Radio, Campus Radio • Radio as a medium of Mass Communication Radio News Bulletin, Radio for Social Change and Development Goals • Various types of Radio Programs especially on Aakashvaani, Duties, roles and responsibilities of Radio personnel in Radio Stations 			
<p>Unit 2:</p> <ul style="list-style-type: none"> • Radio Journalism – Basics, Scope • Writing for Radio, News Writing for Radio, Radio Anchoring • Writing Radio scripts, Writing for different types of Radio programmes • Radio recording and editing, Technological aspects of Radio Journalism and Radio Programming, Podcasting as Journalism medium 			
<p>Unit 3:</p> <ul style="list-style-type: none"> • Television Journalism, Basic nature and scope, • Television Newsroom, News gathering, Processing and Writing for TV News, TV News Room~ Role & Function • Reporting for Television, conducting TV interviews, Television News Anchoring, Video Blogging for Journalism • Preparing scripts for TV news, and TV programmes,, Production Techniques for TV programmes 			

Unit 4:

- Camera Work (Shots, Movements related for Television Programmes)
- TV Production, Stages of Television Production, Basic Skills for Television Production
- Video Editing – Basic process- Skills and Techniques
- Duties, roles and responsibilities of TV personnel in Television channels
- Eminent TV personalities and journalists

References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21st Century
- S.C.Bhatt-Broadcast Journalism-Basic Principles
- Shakuntala Rao - Indian Journalism In A New Era
- Andrew Boyd, Peter Stewart, Ray Alexander-Broadcast Journalism
- Pankaj Athawale-Stay Tuned: The Story of Radio in India
- Nalin Mehta-India on Television: How Satellite News Channels have changed the way we think and act
- K M Shrivastava-Broadcast Journalism

Semester - II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Public Relations and Corporate Communication	Course Code	25JMC202DS04OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. The students will be able to explain the concept of public relations (PR) and discuss the qualities and responsibilities of a PR professional. 2. The students will be able to describe the role and functions of PR, including image management strategies. 3. The students will be able to differentiate between PR, publicity, propaganda, and public affairs, and discuss the ethical considerations in PR practices. 4. The students will be able to outline the significance and objectives of corporate communication and design effective communication plans. 5. The students would develop competencies for effective Public Relations Management 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 PR: Meaning, Definition, Concept 1.2 History of PR 1.3 PR Programmes 1.4 Qualities of PR Professional, Duties & Responsibilities of P.R.O. 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Role and functions of P.R., Image Management 2.2 Tools of P.R., P.R. Publics 2.3 Digital P.R., Crisis P.R. Management 2.4 Organizational Structure of P.R. Department/ Organization 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 PR, Publicity, Propaganda, Public affairs, Lobbying etc. 3.2 Theories of PR, Symmetrical & Asymmetrical 3.3 Ethics of PR 3.4 PR in Public Sector, Private Sector, Multinationals, Corporate Communication Sector, Industry, Educational Institutions etc. 			

Unit 4:

- 4.1 Corporate Communication meaning and concept, applications
- 4.2 Significance and objectives of Corporate Communication
- 4.3 Designing communication plans and Understanding publics for corporate communication.
- 4.4 Tools & skills for Corporate Communication, Corporate Social Responsibility (CSR)

References:

- J. V. Vilanilam -Public Relations in India: New Tasks and Responsibilities
- Jaishri N Jethwaney -Public Relations Management
- C. K. Sardana -The Challenge of Public Relations
- Sapna.M.S- Corporate Communication: Trends and Features
- Jaishri Jethwaney -Corporate Communication
- Scott M. Cutlip-Public Relations

Semester – II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Media Law and Ethics	Course Code	25JMC202DS05OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students will understand the historical context of press regulation and its impact on media freedom, enabling informed analysis of media practices. 2. Students will recognize the significance of the right to information in media, empowering them to engage with transparency, accountability, and citizen empowerment. 3. Students will interpret the provisions of the Press and Registration of Books Act, equipping them with knowledge about legal aspects relevant to publishing and journalism. 4. Students will understand media ethics, explore ethical principles, and apply them to real-world scenarios, fostering ethical decision-making in journalism and communication. 5. Students would comprehend the conceptual and applied aspects of media ethics 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Press Regulation: A Historical Perspective 1.2 Censorship and Media: A Historical Perspective 1.3 Emergency & Censorship: Indian Experience 1.4 Freedom of Speech and Expression in the Constitution of India 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Media and Right to Information 2.2 Contempt of Court Act 1971 2.3 Defamation Law in India 2.4 Right to Privacy 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Press and Registration of Books Act, 1867 3.2 Copy Right Act 1957 3.3 Consumer Protection Act 1986 3.4 Prasar Bharti Act 1996, IT related acts 			

Unit 4:

- 4.1 Media Ethics–Meaning and Concept, Relevance of Media Ethics
- 4.2 Media Ethics–A Historical perspective
- 4.3 Code of ethics for Media Professionals
- 4.4 Ombudsman–Definition, Role &Responsibility.

References:

- C.S Rayudu, S .B Nageshwar Rao-Mass Media Laws & Regulations
- R. K. Ravindran-Press in Indian Constitution
- Dr Rakesh Kumar Singh, Souvik Dhar-Media Law (Including Right to Information Act)
- Sohini Mahapatra-Media Law in India
- M. Neelamalar-Media Law and Ethics

Semester - II

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Videography	Course Code	25JMC202MV01OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examinations	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. The students will be able to understand the meaning and scope of video production. 2. The students will learn to recognize the significance of different types of shots, camera movements, and angles in video production. 3. The students will learn to describe the importance of light in videography. 4. The students will learn to outline the various stages of programme production and introduce the basics of video editing as an important aspect of the production process. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Video Production: Meaning and Scope 1.2 Introduction to Video Camera 1.3 Types of Video Cameras and its major components 1.4 Types of Camera Lens 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Shots: Meaning, and Significance in video production 2.2 Various types of Shots, Camera Movements and Angles; Storyboard 2.3 Composition Techniques 2.4 Continuity of shots, 180 Degree Rule, 30 Degree Rule 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Importance of Light in Videography 3.2 Types of Lights 3.3 Three Point Lighting 3.4 Equipment used in lighting 			
<p>Unit 4:</p> <ol style="list-style-type: none"> 4.1 Production personnel, their duties and responsibilities 4.2 Various Programme Production Stages 4.3 Video Editing: An Introduction 4.4 Career opportunities in Videography 			

References:

- Vasuki Belavadi- Video Production
- Paramvir Singh-Video Production
- Shannon Nosley-Video Blogging
- Pierre A Kandorter-Digital Video Production Handbook

PRACTICAL Marks:30

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will be based on Viva-Voce.

SEMESTER - III

Semester - III

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Print Journalism (Editorial and Feature Writing)	Course Code	26JMC203DS01OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examination	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page. CO2: Students would be able to do editorial writing. 2. CO3: Students would gain knowledge about functionalities of editorial department especially their duties and responsibilities. 3. CO4: Students would gain conceptual knowledge of feature, and would be able to do feature writing. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Editorial: Meaning & concept 1.2 Editorial page: role and relevance 1.3 Types of editorial 1.4 Editorial conference/meeting 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Editorial Department: role and functions 2.2 Various editions_ regular, special & emergency 2.3 Editorial policy, concept of editorial independence 2.4 Relationship of Editorial Department with other departments 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Editor – Responsibility & functions 3.2 Assistant Editor, Associate Editor, Feature Editor- Role and Responsibilities 3.3 News Editor, Chief Sub Editor- Role and Responsibilities 3.4 Sub Editors, Cartoonist – Role and Responsibilities 			

Unit 4:

- 4.1 Features: Meaning & concept
- 4.2 Types of features
- 4.3 Characteristics of features, Basics of writing features
- 4.4 Qualities of a feature writer

References:

- UshaRaman : Writing for the Media
- N. MeeraRaghavendraRao :Feature Writing
- M.V.Kamath: Journalist's Handbook
- Sharon Wheeler:Feature Writing for Journalists (Media Skills)

Semester III

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Media Management	Course Code	26JMC203DS02OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examination	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. CO1: Students would be able to identify and pin- point the emerging media trends in India, and know about the complete media scenario. 2. CO2: Students would gain knowledge about various facets of Media Management. 3. CO3: Students would gain knowledge about the economic/ financial/ commercial aspects of Media industry 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Present Media Scenario, explanation of media in India 1.2 Emergence of Digital Media, Regional Media, etc. 1.3 Media as a Corporate Entity, Media as an Industry 1.4 Media- Mission, or Profession, emerging trends & challenges 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Media Management- Principles, functions, significance 2.2 Ownership Pattern of Media- Individual Ownership, Trust, Society, Partnership, Private Ltd., Public Ltd. 2.3 Organizational structures of Media Organizations 2.4 New Trends in Media Management, Innovative practices 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Media Management- Different Management functions 3.2 Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, Material Management 3.3 H.R. Policies for Media personnel, Wage Board, etc. 3.4 Brand Building for Media 			
<p>Unit 4:</p>			

- 4.1 Media Economics- Management & financial aspects of Media organizations
- 4.2 Revenue generation strategy, budgeting & finance, capital costs, production costs
- 4.3 Production and Scheduling, Commercial Marketing policies for revenue generation, Creativity in marketing
- 4.4 Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

- **References:**

- VanitaKohli-Khandekar The Indian Media Business
- Anna Bhattacharyarjee The Indian Press: From Profession to Industry
- Keval J. Kumar Mass Communication in India
- R.K. Ravindran Media and Society
- B. K. Chaturvedi Media Management
- Dennis F. Herrick -Media Management

Semester - III

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Media Production	Course Code	26JMC203DS03OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examination	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. CO1: The students will understand the unique features and properties of audio and video as mediums of mass communication. 2. CO:2The students will gain proficiency in video editing, including the use of cut-in, cut-away shots, and various transitions and effects. 3. CO:3The students will acquire skills in audio editing, explore audio transitions, and learn about different audio filters. 4. CO:4The students will familiarize themselves with the diverse roles in audio and video production, from directors and producers to technical assistants and anchors. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Characteristics of Audio and Video Media 1.2 Stages of Audio and Video Programme Production: Pre-Production, Production, Post-Production 1.3 Audio-Video Programme Formats: Fictional, Non-Fictional 1.4 Writing for different Audio and Video Media, Overview of Television Studio, Equipment used in TV Studio 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Video Editing: Meaning and Importance 2.2 Process of Video Editing, Understanding the user interface of video editing software 2.3 Using Cut-in and Cut-away shots, Parallel Cut, and L-cut technique 2.4 Effects: Different Transitions and Video Filters 			

Unit 3

3.1 Process of Audio Editing

3.2 Understanding the user interface of Audio editing software

3.4 Audio Effects: Audio Transitions and Audio Filters

3.5 Overview of Audio Studio and its equipment

Unit 4:

4.1 Roles and Responsibilities of Audio and Video Editors

4.2 Role of Director, Producer, Cameraperson, Technical Director,

4.3 Teleprompter Operator, Lightman, Sound recordist, Floor Manager,

4.4 Technical Assistant, Anchor, RJ etc.

Career Opportunities in Audio and Video Production

References:

- Angela Wadia-Film, Television and Radio Production: Elements, Dimensions and Trends
- M. Neelamalar-Radio Programme Production
- Amit Khanna-Words. Sounds. Images: A History of Media and Entertainment in India
- Vasuki Belavadi-Video Production

Semester - III

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	
Name of the Course	Current Issues in Media	Course Code	26JMC203DS04OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examination	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <p>CO1: Students would be able to pin- point the emerging trends in media in India.</p> <p>CO2: Students would develop knowledge and understanding about various coverage areas of media in India.</p> <p>CO3: Students would learn about Media and its relationship vis- a vis rural sector news, regional media, development news, human rights, gender issues, etc.</p> <p>CO4: Students would gain knowledge about trending news vis- a vis Life Style Journalism, Celebrities, Page 3 news, Positive News- Stories, etc</p>			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1. Recent Trends in Media in India 1.2. Emergence of Regional Media 1.3. Emergence of Digital Media 1.4. Media and Current Social Issues 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Coverage of Current Rural Issues in Media 2.2 Media and Development Issues 2.3 Media and Coverage of Human Rights Issues 2.4 Media and Current Political Issues 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Coverage of Crime News in Media 3.2 Media and Current Investigative News Stories 3.3 Media and Current Gender Issues 3.4 Media and Current Sports Related News 			

Unit4:

- 4.1 Media and Life Style Journalism
- 4.2 Page 3 Journalism, Current Issues
- 4.3 Celebrities in News, Places in News
- 4.4 Positive News Stories, Inspiring News- Items

References:

- Maya Ranganathan&Usha M. Rodrigues -Indian Media in a Globalised World
- ParthaSarathi Gupta - Media Ethics: Truth, Fairness and Objectivity
- K. M. Baharul Islam-Media and Public Sphere: Media, Culture and Society
- VanitaKohli-Khandekar-The Indian Media Business
- Y.K. D. Souza- Mass Media and Contemporary Social Issues
- Keval J. Kumar -Mass Communication in India

Semester - III

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Cinema Studies	Course Code	26JMC203DS05OD
Maximum Marks	100 70 Theory 30 Assignment	Credits	04
		Time of Examination	3 Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <p>CO1: Students would gain knowledge about the history of Cinema, its developmental journey world-wide. CO2: Students would be able to know and appreciate the technical aspects of Cinema. CO3: Students would be able to appreciate films, write film reviews, and gain knowledge about the inter-relationship between cinema and society.</p>			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Origin of Cinema as a medium of Mass Communication 1.2 Cinema in Modern Society 1.3 Entertainment Art in 20 th Century, Cinema as a medium of entertainment 1.4 Relationship of Cinema with other media- Print, Radio Television, New Media; Cinema genres 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Important stages in development of Cinema in India 2.2 Cinema in USA 2.3 Cinema in Western Europe, Russia and Eastern Europe 2.4 Cinema in Asia, Africa and Latin America 			
<p>Unit 3:</p> <ol style="list-style-type: none"> 3.1 Evolution of film language, from image to idea, Film Scripting Process 3.2 Scene and shots, Camera distance 3.3 Movement and angles, Visual imagery in Cinema 3.4 Use of sound in films (Sound Effects), Animation Films 			

Unit 4

- 4.1 Censorship of films in India
- 4.2 Film Journalism, Prominent Cinema Personalities (India & Abroad)
- 4.3 Film Society Movement in India, FTII, NFAI
- 4.4 Impact of Cinema on Indian Society, Film Review

References:

- Vibhuti Duggal, Bindu Menon, and Spandan Bhattacharya-Film Studies: An Introduction
- K. MotiGokulsing& Wimal Dissanayake-Routledge Handbook of Indian Cinemas
- Rohit K. Dasgupta-Studying Indian Cinema
- Keval J. Kumar -Mass Communication in India
- Satyajit Ray-Our Films Their Films
- Satyajit Ray-Speaking of Films

Semester - III

Name of Program	Master of Arts (Journalism and Mass Communication)	Program Code	
Name of the Course	Research Survey and Data Analysis	Course Code	26JMC203SE01OD
Maximum Marks	100	Credits	04
	70 Theory 30 Assignment	Time of Examination	--

Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

CO1: Students would gain practical knowledge about concept of research, research survey(s) , its' purpose, and data analysis.

CO2: Students would develop skills in designing and conducting surveys, collecting and analyzing quantitative and qualitative data.

CO3: Students would be able to analyze and interpret data using statistical and non-statistical methods

UNIT -1

1.1 Nature, scope, and significance of research

1.2 Types of research: basic, applied, qualitative, quantitative, mixed methods

1.3 Research process: problem identification, literature review, hypothesis formulation

1.4 Research design: exploratory, descriptive, experimental

UNIT- 2

2.1 Survey as a research method: characteristics, strengths, limitations

2.2 Types of surveys: cross-sectional, longitudinal, online, offline

2.3 Sampling techniques: probability and non-probability sampling, sample size determination

2.4 Questionnaire design: types of questions, scaling, pre-testing, reliability and validity

UNIT- 3

3.1 Data Collection- Tools and Techniques

3.2 Methods: interviews, focus groups, observation, content analysis

3.2 Tools: schedules, interview guides, coding sheets

3.4 Data collection procedures: ethics, consent, pilot studies, etc., Measurement levels

UNIT-4

4.1 Data Analysis-Meaning, Scope, Significance, Data preparation: coding, tabulation, data cleaning

4.2 Descriptive statistics (mean, median, mode, standard deviation) & Inferential statistics (chi-square, t-test, ANOVA, correlation, regression), Use of statistical software (e.g., SPSS, Excel) for data analysis

4.3 Qualitative data analysis: thematic coding, content analysis

4.4 Research report writing: structure, referencing, presentation of findings based on survey and data analysis

Suggested Readings

- Roger D. Wimmer & Joseph R. Dominick- Mass Media Research: An Introduction
- C.R. Kothari & Gaurav Garg- Research Methodology: Methods and Techniques
- Arthur Asa Berger- Media and Communication Research Methods
- Manoj Dayal- Media Metrics