

SYLLABI AND SCHEME OF EXAMINATIONS

FOR

**UNDER GRADUATE PROGRAMS (DSC/ SINGLE MAJOR /
MINOR/ SKILL ENHANCEMENT/ MULTIDISCIPLINARY
COURSES IN JOURNALISM AND MASS
COMMUNICATION**

(Based on Curriculum and Credit Framework for UG Programs under NEP)



**REVISED WITH EFFECT FROM THE
SESSION 2025-26**

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

Revised UG- JMC NEP - SOE

SEMESTER-IV

Sr. No.	Paper Code	Nature Of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	25JMCS404DS01	DSC A7	Advertising	70	--	30	100	4	-	-	4
2.	25JMCS404DS02	DSC A8	Introduction to New Media	70	-	30	100	4	-	-	4
3.	25JMCS404DS03	DSC A9	Creative Writing	70	--	30	100	4	-	-	4
4.	25JMCS404DS04	DSC A10	Sports Journalism	70	-	30	100	4	-	-	4
5.	25JMC404MVOC01	MIC4	Event Management	70	-	30	100	4	-	-	4
6.		AEC4	From the Common Pool								2
7.		VAC3/ VAC4	From the Common Pool								2
Total Credit											24

UG NEP 4th Semester 2025- 26

Semester ...4th

Session: 2025- 2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Advertising	Course Code	25JMCS404DS01
Hours per Week		Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	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)

- The students will understand the fundamentals of advertising, its nature, and types.
- The students will understand the role and functions of advertising.
- The students will learn about various platforms of advertising media.
- The students will be able to create advertisements for different media platforms.

Unit 1:

- Advertising: Definition, Meaning & Concept
- History of Advertising
- Advertising: Need, Scope & Importance
- Role and Functions of Advertising

Unit 2:

- Classification of Advertisements- Display, Classified, Display Classified, etc.
- Various Types of Advertisements & their importance
- Advertising as a Marketing Communication Tool
- Socio- Cultural Economic role of Advertising

Unit 3:

- Advertising platforms- Print, Electronic & Digital, Outdoor Media

- Advertising Agencies- Structure, Role & functioning
- Important Advertising Agencies of India, Icons of Indian Advertising Agencies
- Advertising and media planning: Advertising and Branding

Unit 4:

- Advertising Campaign: Planning, Target Audience, Stages, Process, Feedback
- Advertising Appeal, Copy Writing, Visualization and Layout, essential elements of advertisement
- Advertisement and Creative, Popular Ads, Jingles
- Preparing advertisements for Print/ Radio/ TV/ Digital/ Outdoor Media

References:

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Semester ...4th

Session: 2025- 2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Introduction to New Media	Course Code	25JMCS404DS02
Hours per Week		Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	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) <ul style="list-style-type: none">• Students will understand the basics of new media.• Students will learn about the various tools and platforms of new media.• Students will get a basic understanding of online journalism.• Students will comprehend and utilize various social media platforms.• Students will understand the role and functions of new media and its importance as a medium of mass communication.			
Unit 1: <ul style="list-style-type: none">• New Media: Definition, Nature and Scope• New Media as a medium of mass communication, Significance• Role and functions of New Media• New Trends in New Media			
Unit 2: <ul style="list-style-type: none">• Various Tools and Platforms of New Media• Digital/ Online Journalism- Definition, Concept• New Media Comparison with Print & Electronic Media, Media Convergence• Tools and Skill set for Online Journalist, Digital Media Professional			
Unit 3: <ul style="list-style-type: none">• Writing for New Media- Essential Elements			

- ICT Skills for New Media- Basics
- Blogging, Vlogging on Digital Platforms
- Web Publishing- Tools and Applications

Unit 4:

- Social Media- Facebook, Instagram, Twitter (X), YouTube, etc.
- Social Media as a platform of Mass Communication
- Important Digital News Portals, E- Magazines, Use of AI in New Media
- Ethical Issues related to Social Media/ New Media

References:

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Semester ...4th

Session: 2025- 2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Creative Writing	Course Code	25JMCS404DS03
Hours per Week		Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	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) <ul style="list-style-type: none">• Students will understand the basics of creative writing and its constituent elements.• Students will know about the various genres of creative writing.• Students will learn to do various forms of creative writing.• Students will learn about the tools and techniques of creative writing.			
Unit 1: <ul style="list-style-type: none">• Creative Writing- Definition, Concept, Significance• Various Genres/ Types of Creative Writing• Elements of Creative Writing• New Trends in Creative Writing			
Unit 2: <ul style="list-style-type: none">• Difference between Journalistic & Creative Writing• Feature(s), Types of Feature, Qualities of Good Feature Writing• Fiction- Short Story, Novella, Novel			
Unit 3: <ul style="list-style-type: none">• Poetry as a Creative Writing genre, Significance of Poem(s), Self narrative Memoir• Diary/ Journal Writing, diary writing as a form of creative expression• Writing Article, Essay• Blogging, Blogging as a Creative Expression Form			
Unit 4: <ul style="list-style-type: none">• Writing Reviews- Book, Film			

- Writing Art and Cultural Reviews
- Travel Writing, Travelogues
- Lifestyle Writing- Fashion, Food, New Trends

References:

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Semester ...4th

Session: 2025- 2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Sports Journalism	Course Code	25JMCS404DS04
Hours per Week		Credits	4 (L:4 T:0 P:0)
Maximum Marks	Internal 30, Theory 70 =100 marks	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) <ul style="list-style-type: none">• Students will understand the fundamentals of sports journalism and its importance.• Students will comprehend the role and functions of sports journalists.• Students will learn skills, tools, and techniques of sports journalism.• Students will be able to do sports reporting across different media platforms.			
Unit 1: <ul style="list-style-type: none">• Sports Journalism: Definition, Nature & Scope• Importance of Sports Journalism• Evolution of Sports Journalism- From Print to the Digital Era• Role and functions of Sports Journalists- Sports News, Reporting, Sports New Analysis			
Unit 2: <ul style="list-style-type: none">• Key Elements of Sports, Stories- Reporting Sports, Events, Leads and Angles, etc.• Live Sports, Reporting- Actual Play, Side- Story, Best- Game analysis• Writing Sports, Feature(s), profile of players, human interest sports stories• Use of data, statistics, infographics, visualization in sports journalism			
Unit 3: <ul style="list-style-type: none">• Broadcast Sports Journalism, Important Sports Channels			

- Use of Digital Tools in Sports Journalism- Vlogs, Live Streaming, podcasts, reels
- Use of photography and videography in Sports Journalism
- Content Creation in Sports Journalism, Use of AI

Unit 4:

- Specialized Sports Reporting- Women sports persons, disability sports, e- sports, adventure sports, etc.
- Important Sports, Magazines, Prominent Sports Journalists, Sports, Broadcasters
- Use of Social Media in Sports Journalism
- Ethical and Legal Issues/ Concerns in Sports Journalism

References:

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SYLLABI FOR UG MINOR VOC (NEP): EVENT MANAGEMENT

Semester-. 4th

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Event Management	Course Code	25JMC404MVOC01
Hours per Week	4	Credits	4 (L:4 T:0 P:0)
Maximum Marks	Theory= 70 Internal 30 Total Marks= 100	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):

CLO 1: Student will be able to understand the concept of Event Management in all its aspects.

CLO 2: Students will acquire understanding of conducting/ organizing special events for organizations/ institutions.

CLO 3: Students will acquire knowledge and competencies to organize and promote various events.

CLO 4: Students will acquire skills and techniques for successful execution of special events.

CLO 5: Students would be able to assess the quality and success of special events.

Unit 1:

- Event Management- An Introduction, Types of Events
- Overview of Event Industry, Career opportunities in Event Management
- Scope and Importance of Events
- Basics of Events, 5 C's of events, Qualities and Skill- set for effective event management

Unit 2:

- Organizational Aspects in Event Management
- Event Conceptualization and Designing, Target Audience Finalization
- Event Logistics- venue selection, guest list preparation, catering, seating &

accommodation arrangements, miscellaneous logistical arrangement.

- Event Production Aspects- Theme, Décor, Stage Set- up, lighting, sound, visual effects etc.

Unit 3:

- Planning, preparing Event Proposal, conducting pre- event research
- Budgeting & financial aspects of Event(s), Seeking sponsors/ sponsorship
- Media Arrangement Plans- Print Media, Electronic Media, Digital Media
- Crisis Management Plan of Event(s)

Unit 4:

- Advertising and Marketing Tools/ Plans for Event(s)
- Promotional Tools & Techniques for Events, Preparing Press Release for Media Coverage of Events
- Event Evaluation (post- events), Media Coverage Analysis
- Feedback process and analysis by/ from stake holders, future take-aways

References:

- Ruth Dowson, Bernadette Albert, Den Lomax- Event Planning and Management: Principles, Planning and Practice (Kogan Page)
- Dr. Hoshi Bhiwandiwalla, Bhavana Chaudhari- Event Management
- Deepak Swaminathan- The Art of Building Experiential Events: An Event Designers Almanac
- Anukrati Sharma, Shruti Arora- Event Management and Marketing & Theory, Practical Approaches and Planning
- Kaushlendra S. Singh- Event Management: Principles and Methods
- Sandeep Sharma- Event and Entertainment Marketing
- Sanjaya S. Gaur, Sanjay Saggere- Event Marketing and Management