SYLLABI AND SCHEME OF EXAMINATIONS FOR

M.A. (Journalism & Mass Communication) - 1ST to 4th SEMESTER

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

MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA)

Structure for 2 year Post Graduate Programme

	Semester	Discipline-Specific Courses (DSC)	Skill Enhancement Courses (SEC) / Vocational Courses (VOC)/ Internship	Research thesis/project	Total Credits
	First year of 2 Year PG program (NHEQF Level 6)				
	I	DSC 1 @ 4 credits DSC 2 @ 4 credits DSC 3 @ 4 credits DSC 4 @ 4 credits DSC 5 @ 4 credits	SEC1/VOC 1/Internship 1 @ 4 credits	---	24
	II	DSC 6 @ 4 credits DSC 7 @ 4 credits DSC 8 @ 4 credits DSC 9 @ 4 credits DSC 10 @ 4 credits	SEC2/VOC2/Internship 2 @ 4 credits	---	24
Students who exit after first year on completion of 48 credits will be awarded PG Diploma in concerned discipline					
Second year of two year PG program (NHEQF Level 6.5) (STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2 YEAR PG PROGRAM)					
Only Course Work					
Option 1	III	DSC 11 @ 4 credits DSC 12 @ 4 credits DSC 13 @ 4 credits DSC 14 @ 4 credits DSC 15 @ 4 credits	SEC 3/Internship 3/ Project Work 1 @ 4 credits	---	24
	IV	DSC 16 @ 4 credits DSC 17 @ 4 credits DSC18 @ 4 credits DSC19 @ 4 credits DSC20 @ 4 credits	SEC4/Internship 4/ Project Work 2 @ 4 credits	---	24
Course work and Research					
Option 2	III	DSC 11 @ 4 credits DSC 12 @ 4 credits DSC 13 @ 4 credits DSC 14 @ 4 credits DSC 15 @ 4 credits	SEC 3/Internship 3 @ 4 credits	---	24
	IV	--	SEC4/Internship 4 @ 4 credits	Research thesis/project @20 credits	24

Only Research (only for the students who have completed 3 Years Bachelor's Program)					
	Semester	**Discipline-Specific Courses (DSC)**	**Skill Enhancement Courses (SEC) / Vocational Courses (VOC)/ Internship**	**Research thesis/project**	**Total Credits**
Option 3	**III**	**--**	**SEC3/Internship 3 @ 4 credits**	**20 credits***	**24**
	IV	**--**	**SEC4/Internship 4 @ 4 credits**	**20 credits****	**24**

Note:

***The students who opted Option 3 should submit a project report/synopsis of atleast 50 pages comprising of Literature survey, identification of Research Problem, Plan of work, methodology as well as practical work (if any) at the end of 3rd semester and the same will be evaluated by internal and external examiners.

**The students should continue the research work in 4th semester based on the project work/synopsis submitted at the end of 3rd semester. The final thesis/project report will be evaluated by the internal and external examiners.

Structure for 1 year Post Graduate Programme (2nd year of 2 Year PG Program)

	Semester	Discipline-Specific Courses (DSC)	Skill Enhancement Courses (SEC) / Vocational Courses (VOC)/Internship	Dissertation/ Project work	Total Credits
(STUDENT SHOULD SELECT ANY ONE OPTION)					
Only Course Work					
Option 1	**I (Semester III of 2 year PG Program)**	**DSC 11 @ 4 credits** **DSC 12 @ 4 credits** **DSC 13 @ 4 credits** **DSC 14 @ 4 credits** **DSC 15 @ 4 credits**	**SEC 3/Internship 3/ Project Work 1 @ 4 credits**	**---**	**24**
	II (Semester III of 2 year PG Program)	**DSC 16 @ 4 credits** **DSC 17 @ 4 credits** **DSC18 @ 4 credits** **DSC19 @ 4 credits** **DSC20 @ 4 credits**	**SEC4/Internship 4/ Project Work 2 @ 4 credits**	**---**	**24**
Course work and Research					
Option 2	**I (Semester III of 2 year PG Program)**	**DSC 11 @ 4 credits** **DSC 12 @ 4 credits** **DSC 13 @ 4 credits** **DSC 14 @ 4 credits** **DSC 15 @ 4 credits**	**SEC 3/Internship 3 @ 4 credits**	**---**	**24**
	II (Semester III of 2 year PG Program)	**--**	**SEC4/Internship 4 @ 4 credits**	**Dissertation/ Project work @ 20 credits**	**24**

Type of Course			Credits Distribution			Total Credits	Workload			Total Workload	Marks			
	Nomenclature of Course	Course Code	L	T	P		L	T	P		Theory		Practical	Total Marks
											Internal	External		
Semester I (Revised S.O.E. PG (Journalism & Mass Communication)														
DSC 1 @ 4 credits	Introduction to Communication and Journalism	24JMC201DS01	4	0	0	4	4	0	0	4	30	70		100
DSC 2 @ 4 credits	Writing for Media	24JMC201DS02	4	0	0	4	4	0	0	4	30	70		100
DSC 3 @ 4 credits	Development of Media	24JMC201DS03	4	0	0	4	4	0	0	4	30	70		100
DSC 4 @ 4 credits	Information and Communication Technology	24JMC201DS04	4	0	0	4	4	0	0	4	30	70		100
DSC 5 @ 4 credits	Advertising	24JMC201DS05	4	0	0	4	4	0	0	4	30	70		100
SEC 1 @ 4 credits	Photography	24JMC201SE01	4	0	0	4	4	0	0	4	30	70		100
Semester II (Revised S.O.E. PG (Journalism & Mass Communication)														
DSC 6 @ 4 credits	Communication Models and Theories	24JMC202DS01	4	0	0	4	4	0	0	4	30	70		100
DSC 7 @ 4 credits	Print Journalism (Reporting & Editing)	24JMC202DS02	4	0	0	4	4	0	0	4	30	70		100
DSC 8 @ 4 credits	Broadcast Journalism	24JMC202DS03	4	0	0	4	4	0	0	4	30	70		100
DSC 9 @ 4 credits	Public Relations and Corporate Communication	24JMC202DS04	4	0	0	4	4	0	0	4	30	70		100

DSC 10 @ 4 credits	Media Law and Ethics	24JMC202DS05	4	0	0	4	4	0	0	4	30	70		100
SEC 2 @ 4 credits	Videography	24JMC202SE01	4	0	0	4	4	0	0	4	30	70		100

Type of Course			**Credits Distribution**			**Total Credits**	**Workload**			**Total Workload**	**Marks**			
	Nomenclature of Course	**Course Code**	**L**	**T**	**P**		**L**	**T**	**P**		**Theory**		**Practical**	**Total Marks**
											Internal	**External**		
Semester III Option 1 Course Work														
DSC 11 @ 4 credits	Print Journalism (Editorial and Feature Writing)	25JMC203DS01	4	0	0	4	4	0	0	4	30	70		100
DSC 12 @ 4 credits	Media Management	25JMC203DS02	4	0	0	4	4	0	0	4	30	70		100
DSC 13 @ 4 credits	Media Production	25JMC203DS03	3	0	1	4	3	0	1	4	25	50	25	100
DSC 14 @ 4 credits	Current Issues in Media	25JMC203DS04	4	0	0	4	4	0	0	4	30	70		100
DSC 15 @ 4 credits	Cinema Studies	25JMC203DS05	4	0	0	4	4	0	0	4	30	70		100
SEC 3/Internship 3/ Project Work 1 @ 4 credits	Internship	25JMC203IN01	4	0	0	4	4	0	0	4	30	70		100
Semester III Option II Course Work & Research														
DSC 11 @ 4 credits	Print Journalism (Editorial and Feature Writing)	25JMC203DS01	4	0	0	4	4	0	0	4	30	70		100
DSC 12	Media Managem	25JMC203DS02	4	0	0	4	4	0	0	4	30	70		100

@ 4 credits	ent														
DSC 13 @ 4 credits	Media Productio n	25JMC203 DS03	3	0	1	4	3	0	1	4	25	50	25		100
DSC 14 @ 4 credits	Current Issues in Media	25JMC203 DS04	4	0	0	4	4	0	0	4	30	70			100
DSC 15 @ 4 credits	Cinema Studies	25JMC203 DS05	4	0	0	4	4	0	0	4	30	70			100
SEC 3	Research Survey and Data Analysis	25JMC203 SE01	4	0	0	4	4	0	0	4	30	70			100
Semester III Option II Research															
SEC 3	Research Survey and Data Analysis	25JMC203 SE01	4	0	0	4	4	0	0	4	30	70			100
Project Work	Research Theory / Project	25JMC203 PD01	4	0	0	20	4	0	0	20			150	350	500

L: Lecture; T: Tutorial; P: Practical

Semester IV **OPTION 1 Course Work (REVISED)**															
DSC 16 @ 4 credits	Political Communication	25JMC204DS01	4	0	0	4	4	0	0	4	30	70		100
DSC 17 @ 4 credits	Online Journalism	25JMC204DS02	4	0	0	4	4	0	0	4	30	70		100
DSC18 @ 4 credits	Journalism Emerging Trends &Challenges	25JMC204DS03	4	0	0	4	4	0	0	4	30	70		100
DSC19 @ 4 credits	Media Research	25JMC204DS04	4	0	0	4	4	0	0	4	30	70		100
DSC20 @ 4 credits	Development Communication	25JMC204DS05	4	0	0	4	4	0	0	4	30	70		100
SEC4 @ 4 credits	Academic Writing	25JMC204SE01	4	0	0	4	4	0	0	4	30	70		100

Semester IV **OPTION 2 Course Work & Research**

	Nomenclature of Course	Course Code	L	T	P		L	T	P		Internal	Theory			Total Marks
SEC3	Academic Writing	25JMC204SE01	4	0	0	4	4	0	0	4	30	70			100
	Research Thesis / Project	25JMC204PD01	0	0	0	20	0	0	0	0			150	350	500

Semester IV **OPTION 3 Research**

	Nomenclature of Course	Course Code	L	T	P		L	T	P		Internal	Theory			Total Marks
SEC4	Academic Writing	25JMC204SE01	4	0	0	4	4	0	0	4	30	70			100
	Research Thesis / Project	25JMC204PD01	0	0	0	20	0	0	0	20			150	350	500

Note: Regarding Research Thesis / Project

* The Students who opt for option 2 (Course work & Research) or option 3 (Research) should submit a project report/research synopsis of at least 50 pages comprising of Introduction, Literature Survey, Research Problem Identification, Research Plan & Methodology etc. by the end of 3rd semester and the same will be evaluated by Internal & External Examiners.

* The students will continue with the research work/project in the 4th semester based on the research synopsis/project work plan submitted during the 3rd semester. The Final Thesis/Project work will be evaluated by the internal and external examiner.

* Viva Voce examination will be conducted for the purpose of evaluation.

M.A. (JOURNALISM & MASS COMMUNICATION) PROGRAMME SPECIFIC OUTCOMES

Learning Outcomes:

1: Students would gain knowledge about various aspects and topics of Journalism & Mass Communication.

2: Students would learn the basics of communication, types of communication, and essentials of communication process.

3: Students would develop communications skills to express their knowledge, views and ideas.

4: Students would gain knowledge about the history and developmental journey of Journalism, current scenario, and emerging trends.

5: Students would gain knowledge about various aspects of Mass Communication.

6: Students would learn about different types of media-Print Media, Electronic Media, and New Media.

7: Students would gain competencies and skills related to Journalism & Mass Communication to pursue a career in this field

8: Students would be able to comprehend and analyze various societal issues through the prism of media- society connect

9: Students would be able to use multiple media platforms to amplify the voice of the voiceless of the society

10: Students would be able to launch their own media entrepreneurial ventures.

Syllabi for Post Graduate Program in Introduction to Communication and Journalism

Semester: 1st

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Introduction to Communication and Journalism**	**Course Code**	**24JMC201 DS01**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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:

- 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)

Syllabi for Post Graduate Program in

Writing for Media

Semester: 1st

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Writing for Media**	**Course Code**	**24JMC201DS02**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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:

- 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 tyopes of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

Unit 1:

- Writing-An introduction, purpose, scope and relevance
- Basic Elements of writing
- Skills required for writing, Tools for Writing
- Essential for good writing

Unit 2:

- 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

Unit 3:

- 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

Unit 4:

- 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

Syllabi for Post Graduate Program in Development of Media

Semester: 1st

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Development of Media	Course Code	24JMC201DS03
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three 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 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.

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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.

Syllabi for Post Graduate Program in Information and Communication Technology

Semester: 1st

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Information and Communication Technology**	**Course Code**	**24JMC201DS04**
Hours per Week	**04**	**Credits**	**04 (L: 4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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 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

Unit 1:

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.

Unit 2:

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

Unit 3:

3.1 Printing Process
3.2 Letterpress
3.3 Offset printing,
3.4 Screen printing and other printing methods, Printing Design related softwares

Unit 4:

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

Syllabi for Post Graduate Program in Advertising

Semester: 1st

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Advertising**	**Course Code**	**24JMC201DS05**
Hours per Week	**04**	**Credits**	**04 (L: 4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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:

- 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.

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

- **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

Syllabi for Post Graduate Program in Photography

(SKILL ENHANCEMENT COURSES)

Semester: 1st

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Photography**	**Course Code**	**24JMC201SE01**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 Theory+ 30 Internal= 100 Marks**	**Time of Examinations**	**--**

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

Syllabi for Post Graduate Program in Communication Models & Theories

Semester: 2nd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Communication Models & Theories	Course Code	24JMC202DS01
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three 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

Syllabi for Post Graduate Program in Print Journalism (Reporting & Editing)

Semester: 2nd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Print Journalism (Reporting & Editing)	Course Code	24JMC202 DS02
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three 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/ Objectives (CLO):

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

Unit 1:

- **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

Unit 2:

- **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

Syllabi for Post Graduate Program in

Broadcast Journalism

Semester: 2nd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Broadcast Journalism**	**Course Code**	**24JMC202 DS03**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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/ Objectives (CLO):

- 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

Unit 1:

- 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

Unit 2:

- 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

Unit 3:

- 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

Syllabi for Post Graduate Program in

Public Relations and Corporate Communication

Semester: 2nd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Public Relations and Corporate Communication**	**Course Code**	**24JMC202 DS04**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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 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

Unit 1:

- **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.

Unit 2:

- **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

Unit 3:

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

Syllabi for Post Graduate Program in

Media Law and Ethics

Semester: 2nd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Media Law and Ethics**	**Course Code**	**24JMC202 DS05**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examinations**	**Three 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 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

Unit 1:

- **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

Unit 2:

- **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

Unit 3:

- **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

Syllabi for Post Graduate Program in Videography

(SKILL ENHANCEMENT COURSES)
Semester: 2nd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Videography**	**Course Code**	**24JMC202SE01**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 Theory+ 30 Internal= 100 Marks**	**Time of Examinations**	

Course Learning Outcomes (CLO):
Learning Outcomes:

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.

Unit 1:

1.1Video 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

Unit 2:

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

Unit 3:

3.1 Importance of Light in Videography
3.2 Types of Lights
3.3 Three Point Lighting
3.4 Equipment used in lighting

Unit 4:

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

M.A. (JOURNALISM & MASS COMMUNICATION) PROGRAMME SPECIFIC OUTCOMES

Learning Outcomes:

1: Students would gain knowledge about various aspects and topics of Journalism & Mass Communication.

2: Students would learn the basics of communication, types of communication, and essentials of communication process.

3: Students would develop communications skills to express their knowledge, views and ideas.

4: Students would gain knowledge about the history and developmental journey of Journalism, current scenario, and emerging trends.

5: Students would gain knowledge about various aspects of Mass Communication.

6: Students would learn about different types of media-Print Media, Electronic Media, and New Media.

7: Students would gain competencies and skills related to Journalism & Mass Communication to pursue a career in this field

8: Students would be able to comprehend and analyze various societal issues through the prism of media- society connect

9: Students would be able to use multiple media platforms to amplify the voice of the voiceless of the society

10: Students would be able to launch their own media entrepreneurial ventures.

Syllabi for Post Graduate Program in

PRINT JOURNALISM (EDITORIAL AND FEATURE WRITING)

Semester: 3rd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Print Journalism (Editorial and Feature Writing)**	**Course Code**	**25JMC203DS01**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examination**	**Three 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:

6. CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page. CO2: Students would be able to do editorial writing.
7. CO3: Students would gain knowledge about functionaries of editorial department especially their duties and responsibilities.
8. CO4: Students would gain conceptual knowledge of feature, and would be able to do feature writing.

Unit 1:

1.1 Editorial: Meaning & concept
1.2 Editorial page: role and relevance
1.3 Types of editorial
1.4 Editorial conference/meeting

Unit 2:

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

Unit 3:

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:

4.1Features: 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)

Syllabi for Post Graduate Program in

MEDIA MANAGEMENT

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Media Management	Course Code	25JMC203DS02
Hours per Week	04	Credits	04(L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examination	Three 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. 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

Unit 1:
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

Unit 2:
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

Unit 3:
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

Unit 4:

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

Syllabi for Post Graduate Program in

MEDIA PRODUCTION

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Media Production	Course Code	25JMC203DS03
Hours per Week	04	Credits	04 (L:3, T:0, P:1)
Maximum Marks	100 Marks (External:50+Internal:25 (Theory) Practical:25)	Time of Examination	Three 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. 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.

Unit 1:

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

Unit 2:

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

Syllabi for Post Graduate Program in

CURRENT ISSUES IN MEDIA

Semester: 3rd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Current Issues in Media**	**Course Code**	**25JMC203DS04**
Hours per Week	**04**	**Credits**	**04 (L:4, T:0, P:0)**
Maximum Marks	**70 External + 30 Internal = 100 Marks**	**Time of Examination**	**Three 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:

CO1: Students would be able to pin- point the emerging trends in media in India.

CO2: Students would develop knowledge and understanding about various coverage areas of media in India.

CO3: Students would learn about Media and its relationship vis- a vis rural sector news, regional media, development news, human rights, gender issues, etc.

CO4: Students would gain knowledge about trending news vis- a vis Life Style Journalism, Celebrities, Page 3 news, Positive News- Stories, etc

Unit 1:

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

Unit 2:

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

Unit 3:

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

Syllabi for Post Graduate Program in

CINEMA STUDIES

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Cinema Studies	Course Code	25JMC203DS05
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examination	Three 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:

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.

Unit 1:
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

Unit 2:
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

Unit 3:
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

Unit4:
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

Syllabi for Post Graduate Program in

RESEARCH SURVEY AND DATA ANALYSIS

Semester: 3rd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Research Survey and Data Analysis**	**Course Code**	**25JMC203 SE01**
Hours Per Week	**04**	**Credits**	**04 (L:4, T:O,P:4)**
Maximum Marks	**70 Theory+ 30 Internal= 100 Marks**	**Time of Examination**	**3 Hours**

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

Syllabi for Post Graduate Program in

INTERNSHIP

Semester: 3rd

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Internship	Course Code	25JMC203 IN01
Hours (Total)	120 Hours	Credits	04
Maximum Marks	100 Marks	Time of Examination	--

Course Learning Outcomes (CLO):
Learning Outcomes:

CO1: Students would gain practical knowledge and skills related to their domain area of internship.

CO2: Students would gain hands-on experience of working in media sector, and related areas.

CO3: Students would develop necessary orientation and training to boost their employability.

NOTE:
Each Student shall undergo supervised training for internship in any Media organisation/ Institution/NGO/Social Organizations/Society/ PSUs/Government Department / Corporate Sector/web portal/ mass media and related allied verticals etc., with a media mentor, with approval of his/her own department/college during the academic session. This internship would be of 120 hours in total which can be done after class hours on daily/weekly/monthly basis, on Saturdays and Sundays, and during the vacations.
After completion of the internship, each student will prepare a comprehensive internship report based on their internship tenure, learning and takeaways. The report shall be signed jointly by the Internship Supervisor (Faculty Member) and the Internship Mentor. The Viva voce will be conducted jointly by the Internship Supervisor and the Mentor.

Syllabi for Post Graduate Program in

RESEARCH THEORY / PROJECT

Semester: 3rd

Name of Program	**Post Graduate in Journalism and Mass Communication**	**Program Code**	**MJM2**
Name of the Course	**Research Theory / Project**	**Course Code**	**25JMC203 PD01**
Hours per Week	**4**	**Credits**	**04 (L:12 T:0 P:0)**
Maximum Marks	**500Marks**	**Time of Examination**	

Course Learning Outcomes (CLO):
Learning Outcomes:

CO1: Students will gain an understanding of research work by identifying an area/topic of intended project/ research in journalism and mass communication, and related areas.

CO2: Students will be able to formulate research problems, review relevant literature, and construct appropriate research questions or hypotheses for systematic investigation.

CO3: Students will be able to prepare a research workplan to execute the project work/research work

NOTE:
REGARDING RESEARCH PROJECT/ DISSERTATION / PROJECT REPORT

*****Each student who opts for option 2 (Course work & Research) or option 3 (Research) will do the research work under a research supervisor (Faculty Member) to be allotted by the department/college.

* The Students who opt for option 2 (Course work & Research) or option 3 (Research) will have to submit a project report/research synopsis comprising of Introduction, Literature Survey, Research Problem Identification, Research Plan & Methodology etc. by the end of 3rd semester. The same will be evaluated jointly by the Internal & External Examiners.

* The students will continue with the research work/project in the 4th semester based on the research synopsis/project work plan submitted during the 3rd semester. The Final research project/ dissertation /project report will be evaluated jointly by the Internal & External Examiners.

* Viva Voce examination will be conducted for the purpose of evaluation.

M.A. (JOURNALISM & MASS COMMUNICATION) PROGRAMME SPECIFIC OUTCOMES

Learning Outcomes:

1: Students would gain knowledge about various aspects and topics of Journalism & Mass Communication.

2: Students would learn the basics of communication, types of communication, and essentials of communication process.

3: Students would develop communications skills to express their knowledge, views and ideas.

4: Students would gain knowledge about the history and developmental journey of Journalism, current scenario, and emerging trends.

5: Students would gain knowledge about various aspects of Mass Communication.

6: Students would learn about different types of media-Print Media, Electronic Media, and New Media.

7: Students would gain competencies and skills related to Journalism & Mass Communication to pursue a career in this field

8: Students would be able to comprehend and analyze various societal issues through the prism of media- society connect

9: Students would be able to use multiple media platforms to amplify the voice of the voiceless of the society

10: Students would be able to launch their own media entrepreneurial ventures.

Semester ...4th

Name of Program	Not to be filled	**Program Code**	25JMC204DS01
Name of the Course	**Political Communication**	**Course Code**	
Hours per Week		**Credits**	**4 (L: 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)

- Students would gain knowledge about the discipline Political Communication, and realize its scope and importance.
- Students would learn about the process of Political Communication, especially use of Mass Media for Political Communication.
- Students would be able to understand the myriad dimensions of Political Communication, especially mass media's role in political leadership
- Students would learn about international dimensions of political communication

Unit 1:

1.1 Political Communication as an emerging discipline, definition.

1.2 Political Communication : its importance, scope and characteristics

1.3 Politics and Communication: Relationship

1.4 Media as a source for new political power, Mass Media and Political Communication

Unit 2:

2.1 Political Communication – Recent, Trends, Theoretical approaches

2.2 Political participation, Movement, Elections, Voting behaviour

2.3 Media and Political leadership

2.4 Political Socialization & Media, Social Media & Political Communication.

Unit 3:

3.1 Channels of Political Communication: Press, radio, TV, Cinema, New Media

3.2 Political Campaigns, political marketing

3.3 Political rallies, Innovative styles of Political Communication

3.4 Political surveys, pre-election surveys, Exit Polls, Opinion Polls, Psephology Definition

Unit 4:

4.1 Political communication & International Relations

4.2 Media and hidden political agenda, national and international, Paid News

4.3 UNO and its political communication system

4.4 War, Terrorism, Diplomacy – the Indian experiences with media

References:

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Semester ...4th

Name of Program	Not to be filled	**Program Code**	25JMC204DS02
Name of the Course	**Online Journalism**	**Course Code**	
Hours per Week		**Credits**	**4 (L: 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)

- Students would gain knowledge about Online Journalism as a discipline, and the process of Online Journalism.
- Students would gain knowledge about legal dimensions related to cyber- world i.e. cyber laws and about cyber crimes.
- Students would gain knowledge about ethical issues related to online journalism, and concept about misinformation, etc.
- Students would learn about Social Media platforms, and its usage in Online Journalism

Unit 1:

1.1 Online journalism, Definition, meaning & concept, Brief History
1.2 Principles and Objectives of Online Journalism
1.3 Elements of Online Journalism
1.4 Online journalism and the globalized world, Status of Online Journalism today

Unit 2:

2.1 Reporting, Writing and editing for online newspapers, e-magazines & Online Portals
2.2 Principles of news selection & news sources for Online Journalism
2.3 Format & style of writing, Digital Storytelling, Tools of Online Journalists
2.4 Language of news, specialized reports, profile etc. for Online Journalism

Unit 3:

3.1 Open Source Journalism, Wikipedia, Wiki leaks
3.2 Online T.V., Important Online News Portals
3.3 Webcast, Podcast
3.4 Cyber Law- need & importance, Cyber Law in India, Cyber Crime-Definition and types

Unit 4:

4.1 Reliability & Truth on Internet, Trolling on Social Media
4.2 Values & Ethics of Online journalism, Issues of Privacy
4.3 Online Citizen Journalism, Participatory Journalism, Blogging & Tweeting
4.4 Social Media-important platforms (Face book, Twitter, Linked in YouTube, etc)

challenges & pressures of Online Journalism, Freedom of Expresion issues vis-à-vis Online journalism
References: •

Semester ...4th

Name of Program	Not to be filled	**Program Code**	25JMC204DS03
Name of the Course	**Journalism: Emerging Trends & Challenges**	**Course Code**	
Hours per Week		**Credits**	**4 (L: 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 transformative trends reshaping Journalism in the present era.
- The students will learn about the latest contours of Journalism, and its impact on society.
- The students will explore and learn new skills for innovative, trending journalistic practices.
- The students will be able to take up innovative, entrepreneurial media career in the digital age.

Unit 1:

- Convergence and Multimedia: Shift from Print/ Broadcast to Digital platforms; multi-platform storytelling
- Use of Social Media in Journalism: Reporting in the times of Viral News, Reels (Facebook & Instagram)
- Live Streaming Stories Video Journalism, Vlogs, OTT platforms, Important Digital News platforms
- Citizen Journalism, Participatory Journalism

Unit 2:

- Data- driven Journalism, audience analysis, analyzing data from websites and reporting
- AI Tools for news reporting (Chat GPT, Perplexity, etc.), fact- checking bots
- Immersive Journalism: VR/ AR Reporting, Blogging as journalistic tool, Podcasts
- Lifestyle Journalism: Food, Fashion and Lifestyle

Unit 3:

- Mobile Journalism, Short- form content creation, Social Media Influencers

- Trending Apps- Inshorts, Dailyhunts, Facebook/ Instagram Page(s)
- Reporting Marginalized Voices of Society, gender reporting, Journalism of Inclusion (Disability Groups)
- Climate Journalism, Environmental & Science Journalism

Unit 4:

- Ethical Issues related to current- era Journalism
- Misinformation and Fake News, Paid News, PR and Journalism- the inter relationship
- Media Literacy & Fact Checking, organizations- Google Fact Check, Alt News, Boom Live, etc.
- Future of Journalism, Globalization and Journalism, Govt. Control & Journalism, Big Economy and Journalism

References:

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Semester ...4th

Name of Program	Not to be filled	**Program Code**	25JMC204DS04
Name of the Course	**Media Research**	**Course Code**	
Hours per Week		**Credits**	**4 (L: 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 learn about the fundamentals of media research.
- The students will understand the process of research, including research methodology.
- The students will be able to formulate research problems, and learn skills to do research.
- The students will be able to do research on various aspects of Journalism & Mass Communication, and allied inter- disciplinary subjects.

Unit 1:

- Fundamentals of Media Research: Meaning, Nature and Importance
- Types of Research: Theoretical, Applied, Action, etc.
- Research Process: Research Problem Identification to executing research, and reporting result(s)
- Role & Significance of Media Theories in Research

Unit 2:

- Research Design: Exploratory, Descriptive, Experimental
- Variables and Hypothesis: Conceptualization types and formulation
- Research methods: Quantitative Survey, Content Analysis, Experimental, etc.
- Qualitative Research- Meaning, Scope and importance; Case Studies, ethnographic studies, focus groups, interview, participant obsevation

Unit 3:

- Data Collection, Tools for Data Collection- Questionaires, Interview Schedules, Field Studies, Survey Online polls

- Types of Data & Primary and Secondary, demographic, socio- economic, census, etc.
- Data Classification and Tabulation, Organizing and Coding for data analysis
- Statistical Analysis of Data, Qualitative Analysis of Data, Useful Softwares and tools for data analysis

Unit 4:

- Interpretation of Results, drawing meaningful conclusion from analyzed data
- Report Writing: Structure and Formats of research reports, referencing citation, bibliography, etc.
- Applications of Media Research- market research, policy research, impact studies, inter- disciplinary research
- Emerging Trends in Media Research, Use of AI in Media Research, big data analysis, sentiment analysis, futuristic trends

References:

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Semester ...4th

Name of Program	Not to be filled	**Program Code**	25JMC204DS05
Name of the Course	**Development Communication**	**Course Code**	
Hours per Week		**Credits**	**4 (L: 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 basics of Development Communication, and its importance
- The students will gain knowledge about the key elements of development, the concepts and theories of development
- The students will learn skills and strategies for using communication as a tool for development and social change
- The students will be able to create messages, reports and campaign for developmental communication endeavours

Unit 1:

- Concept of Development, Socio- economic development, Human Development Index, Sustainable Development, Quality of Life Index
- Development Communication: Meaning, Concept and importance
- Different Theories of development communication: the modernization paradigm, the dependency paradigm, the participatory paradigm
- Strategies in Development Communication

Unit 2:

- Role of Mass Media in Development- Print/ Broadcast/ Digital Media, Traditional (Folk Media), Community Radio
- Mass Media Campaigns, Case Studies of mass media campaigns in flagship national/ state level developmental programmes
- Use of New & Social Media for Development Communication (Facebook, Instagram, Twitter, etc.) dedicated mobile apps
- Citizen Journalism and Development Communication

Unit 3:

- Health Sector Campaigns/ Initiatives in development domain
- Agriculture, Rural Development Role of Aakashwani, Doordarshan in agri- rural

sector development communication

- Environmental Communication, Climate Change awareness, disaster management communication
- Education sector initiatives (like Beti Bachao, Beti Padhao), women empowerment, civic society initiatives

Unit 4:

- Un Sustainable Development Goals (SDGS)
- Role of ICT and AI for development communication, E- governance Good Governance
- Various Governmental & Non- Governmental Institutions/ Agencies in Development Sector
- Ethics & Challenges in Development Communication: Socio- Cultural Sensitivity inclusivity for marginalized groups, misinformation risk; future trends in Development Communication

References:

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Semester ...4th

Name of Program	Not to be filled	Program Code	25JMC204SE01
Name of the Course	**Academic Writing**	Course Code	
Hours per Week		Credits	**4 (L: 04 T: 03 P: 0)**
Maximum Marks	**Internal 30, Theory 70 =100 marks**	**Time of Exam:- 3 Hours**	

Course Learning Outcomes (CLO)

- The students will understand the basics of Academic Writing, its conceptual aspects, and its importance.
- The students will be able to draft academic writing genres- essays, reports, research papers, book reviews, etc.
- The students will be able to critically read, analyze and synthesize academic texts and sources.
- The students will understand the use of appropriate citation styles, referring systems, and learn about plagiarism safeguards.

Unit 1:

- Academic Writing: Definition, Purpose and Scope
- Basic Elements of Academic Writing- Clarify Formality, Objectivity, Coherence and Structure
- Critical Thinking and Ideation for Academic Writing
- Writing Stages- Ideation, Outlining, Drafting, Re- drafting, Editing & Proof Reading, Final Writing

Unit 2:

- Open Resources for Research related writing
- Literature Review, Using databases like Shodhganga, etc.
- Research Paper & Academic Paper Structure- Title Body Page, Abstract, Introduction, idea articulation, integrating data, conclusion, etc.
- Language aspects of academic writing- tone, academic vocabulary, sentence structure, avoiding jargons, etc.

Unit 3:

- Basics of Style Guides like APA, MLA, etc.
- Source Attribution- Direct Quotes, Paraphrasing, Citations, multimedia citations, etc.
- Plagiarism Safeguards, plagiarism software tools like Turnitin, Urkund, etc. useful research tools
- Ethical aspects of academic writing- Relevance, Importance, Necessity

Unit 4:

- Writing Abstracts, Synopses, Proposal

- Writing Research Paper, Review Paper
- Writing Book Review, Writing Academic Article
- Making Academic Presentation(s), especially in media studies

References:

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