SYLLABI AND SCHEME OF EXAMINATIONS FOR

UNDER GRADUATE PROGRAMS (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 2026-27

MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA

MAHARSHI DAYANAND UNIVERSITY ROHTAK

(A State University established under Haryana Act No. XXV of 1975)

A+ Grade University Accredited by NAAC)

UG Programme (Single Major) Journalism and Mass Communication under NEP 2020)

SCHEME OF EXAMINATION
(Revised Scheme w.e.f. 2026-27 for Sem. 1-III)*

SEMESTER–I

Sr. No.	PaperCode	Nature Of Paper	Nomenclature	TheoryMarks	Practical	Sessional Marks/ Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	24JMCS401DS01	DSC A1	Basics of Communication	70	-	30	100	4	-	-	4
2.	24JMCS401DS02	DSC A2	Introduction to Mass Communication	70	-	30	100	4	-	-	4
3.	24JMC401M101	Minor MIC1	Journalism An Introduction	70	-	30	100	4	-	-	4
4.	**24JMC401SE01**	**Skill Enhancement SEC -1**	**Computer Application for Communication**	**50**	**-**	**25**	**75**	**3**	**-**	**-**	**3**
5	24JMCX01MD01	MDC-1	Media In Our Life*		-		75 (Formative Assessment)	3	-	-	3
6		AEC-1	From The Common Pool English/Hindi		-				-	-	
7.		Value Added VAC 1	From the Common Pool								

Note:- *After Roll Back of Formative Assessment Scheme.

SEMESTER-II

Sr. No.	Paper Code	Nature Of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	24JMCS402DS01	DSC A3	Introduction To Print Media	70	-	30	100	4	-	-	4
2.	24JMCS402DS02	DSC A4	Introduction to Electronic Media	70	-	30	100	4	-	-	4
3.	24JMCS402MI01	MIC2	Basics of Reporting	70	30	-	100	4	-	-	4
4.	**24JMC402SE01**	**SEC2**	**Essentials of Writing**	**50**	**-**	**25**	**75**	**3**	**-**	**-**	**3**
5	24JMCX02MD01	MDC2	Media & Environment	-	-	-	75 (Formative Assessment)	3	-	-	3
6		AEC2	From The Common Pool English/Hindi		-	-			-	-	
7.		VAC2	From the Common Pool		-				-	-	

SEMESTER-III

Sr. No.	Paper Code	Nature Of Paper	Nomenclature	Theory Marks	Practical	Sessional Marks/Internal Assessment	Total Marks	Credit			Total Credit
								L	P	T	
1.	25JMCS403DS01	DSC A 6	Communication Models & Theories	70	-	30	100	4	-	-	4
2.	25JMCS403DS02	DSC A 6	Public Relations	70	-	30	100	4	-	-	4
3.	25JMC403MI01	MIC3	Advertising: An Introduction	70		30	100	4	-	-	4
4.	**25JMC403SE01**	**SEC3**	**News Writing for Print Media**	**50**	**-**	**25**	**75**	**3**	**-**	**-**	**3**
5	25JMCX03MD01	MDC3	Mass Media & Society*	75	-	-	75 (Formative Assessment)	3	-	-	3
6		AEC3	From The Common Pool					2			2
7.		VAC3	from the Common Pool								2
Total Credit											22

Syllabi for Under Graduate Programme in Journalism & Mass Communication

Semester -1st

Name of Program	**Under Graduate Single Major In Journalism & Mass Communication**	**Program Code**	**USJMC4**
Name of the Course	**Basics of Communication**	**Course Code**	**24JMCS401DS01**
Hours per Week	**4**	**Credits**	**4 (L:4, T: 0, P:0)**
Maximum Marks	**(70 External+ 30 Internal)= 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:Students would gain conceptual knowledge about communication, it's elements and process of communication.
CLO 2:Students would learn about the role and impotance of communication in human life and society.
CLO 3:Student would gain knowledge about various types of communication, and their function.

Unit 1
* Introduction to Communication.
* Concept and definition of Communication.
* The process of Communication.
* Elements and functions of Communication.

Unit 2:
* Human Communication.
* Essentiality of Communication in Social Groups.
* Communication and Socialization.
* Communication and Culture.

Unit 3:
* Intrapersonal Communication.
* Interpersonal Communication.
* Oral, Written and Visual Communication.
* Verbal and Non-Verbal Communication.

Unit 4:
* Group Communication.

* Mass Communication - Introduction, Concept and Definition. * Elements of Mass Communication. * Differences between Personal, Group and Mass Communication.
References: • David T. McMahan and Steve Duck, The Basics of Communication: A Relational Perspective. • NiraKonar,Communication Skills for Professionals. • C. S. Rayudu -Communication

Syllabi for Under Graduate Programme in Journalism & Mass Communication

Semester -1st

Name of Program	**Under Graduate Single Major In Journalism & Mass Communication**	**Program Code**	**USJMC4**
Name of the Course	**Introduction to Mass Communication**	**Course Code**	**24JMCS401DS02**
Hours per Week	**4**	**Credits**	**4 (L:4, T: 0, P:0)**
Maximum Marks	**(70 External+ 30 Internal)= 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:Students would learn about mass communication, the basic elements and process of mass communication.
CLO 2:Students would understand the role and impotence of mass communication.
CLO 3:Students would gain insight on impact of mass communication on society.

Unit 1

- Definition of Mass Communication
- Nature and Scope of Mass Communication
- Characteristic Features of Mass Communication
- Importance of Mass Communication

Unit 2:

- Elements of Mass Communication
- Process of Mass Communication
- Functions of Mass Communication
- Mass Communication- Sociological, Psychological Perspectives

Unit 3:

- Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc.
- Role of Mass Communication in Society

- Traditional/ Folk Media
- Digital Platforms of Mass Communication

Unit 4:

- Print Media as a medium of Mass Communication
- Radio as a medium of Mass Communication
- Television as a medium of Mass Communication
- Cinema as a medium of Mass Communication

References:

- Kewal J Kumar -Mass Communication in India.
- Hasan, Seema-Mass Communication.
- Berger, A. A - Essentials of Mass Communication Theory.
- Aggarwal, Virbala and Gupta, V. S-Handbook of Journalism and Mass communication.

SYLLABI FOR MINOR COURSE: JOURNALISM: AN INTRODUCTION

Semester ...1st

Name of Program	Not to be filled	**Program Code**	Not to be filled
Name of the Course	**Journalism : An Introduction**	**Course Code**	**24JMC401MI01**
Hours per Week	**4**	**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):
CLO 1: To make the students aware about the basic concept, scope and purpose of Journalism
CLO 2: To make the students aware about the role and functional aspects of Journalist(s)
CLO 3: To make the students aware about the concept of news and the process of development of news

Unit 1:
- Journalism: Definition, nature and scope
- Functions of Journalism
- Relevance and impact of Journalism on society
- Journalism as a profession

Unit 2:
- Types of Journalism
- Green Journalism, Yellow Journalism
- Economic/ Business Journalism, Sports Journalism
- Citizen Journalism, Advocacy Journalism

Unit 3:
- What is News? Definition and Concept
- Basic Elements of News
- The Process of News- From News Gathering to Publication
- Types of News: Soft News, Hard News, etc.

Unit 4:

- Journalist- Role, duties and responsibilities
- Essential Qualities of Journalist
- Ethics and Conduct of Journalists
- Contemporary Issues in Journalism

References:

- Handbook of Journalism & Mass Communication: VirBala 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 SEC Course

COMPUTER APPLICATIONS FOR COMMUNICATION

Semester -1st
SEC-1

Name of Program	**Under Graduate (Skill Enhancement COURSE Journalism & Mass Communication)**	**Program Code**	**USJMC4**
Name of the Course	**Computer Applications for Communication**	**Course Code**	**24JMC401SE01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**50 Theory+ 25 Internal Total= 75 Marks**		

Course Learning Outcomes (CLO):
CLO 1:Students would learn about usage of computers in communication functions.
CLO 2:Students would gain knowledge about importance of computers and it's application in communication functions.
CLO 3: Students would learn about use of computer applications in Journalism and Mass Communication.

Unit 1:

- Introduction to Computers- History and Generations of Computers
- Origin and Growth of Computers
- Use of Computer in Human Life
- Computer Applications in Communication functions

Unit 2

- Types of Computers
- Various Parts and Function of Computers.
- Computer-Hardware and Software.
- Internet-Origin and developmental journey, use of Internet for Communication function

Unit 3:

- Introduction to operating systems.
- Memory-Real and Virtual; ROM and RAM.
- Working with Text, Important Commands.
- Computer Graphics-Basics and use in Mass Communication

Unit 4:

- MS-Word, MS-Office-Applications.
- MS-Excel Applications

- MS-PowerPoint, Corel Draw
- Introduction to Basics Computer design softwares

References:

- Sinha, Priti& Sinha Pardeep K- Computer Fundamentals.
- TharejaReema-Fundamentals of Computers.
- AdabalaNeeharika, V. Rajaraman -Fundamentals of Computers.

Syllabi for Under Graduate Programme with Hons.
Multidisciplinary Course

MDC-1
MEDIA IN OUR LIFE

Semester -1st

Name of Program	**Under Graduate in Journalism & Mass Communication**	**Program Code**	
Name of the Course	**Media in Our Life**	**Course Code**	**24JMCX01MD01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**75 MARKS**		

Note:

The evaluation will be based on Formative Assessment model implemented by the University.

For three credits theory

	Marks distribution
Written test (2 X 10)	20
Class assignments / Case study / Mini project (2 X 10)	20
Book review / Essay / Seminar (1 X 10)	10
Quiz / Group discussion / Debate (2 X 10)	20
Attendance	05
Total	**75**

Course Learning Outcomes (CLO):

CLO 1:Familiarize the students about Media and its various types
CLO 2: Make the students aware about the role of media in society
CLO 3: Familiarize the students about various media tools and platforms
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Unit 1:

- What is Media? Definition and Concept
- Characteristic Features of Media
- Types of Media
- Role and Functions of Media in our life, Impact of media on society

Unit 2:

- Traditional, Folk Media- Characteristic features
- Print Media- Definition, Characteristic features
- Brief History & Development Journey of Print Media in India
- Role & functions of Print Media, Print Media and Society

Unit 3:

- Brief History and Development Journey of Radio in India
- Role & functions of Radio in society and nation, present scenario
- Brief History and Development Journey of Television in India
- Role and functions of Television in our life, present scenario

Unit 4:

- Cinema as a medium of mass communication
- Cinema and society; role and functions of cinema
- Digital Media- Definition, nature and scope
- Digital Media and Society, Digital Media in our life

References:

- The Media in Your Life- AN Introduction to Mass Communication: Folkerts, Jean andStephen (Pearson)
- Mass Communication in India: Kumar J. Keval (Jaico Publishing House)
- Handbook of Journalism & MassCommunication: Aggarwal, VirBala& Gupta, U. S. (ConceptPublishing House)
- Mass Communication: Principles andConcepts- Hasan, Seema (CBS Publishers)

Syllabi for Under Graduate Programme in Journalism & Mass Communication

Semester-2nd

Name of Program	**Under Graduate Single Major In Journalism & Mass Communication**	**Program Code**	**USJMC4**
Name of the Course	**Introduction to Print Media**	**Course Code**	**24JMCS402DS01**
Hours per Week	**4**	**Credits**	**4 (L:4, T: 0, P:0)**
Maximum Marks	**(70 External+ 30 Internal)= 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:Students would learn about print media, it's development journey.
CLO 2:Students would understand the role and contribution of print media in society.
CLO 3:Students would learn about important print publications, prominent print journalists.

Unit 1

- Origin of Indian Print Media
- Role of Press in Indian Freedom Movement
- Prominent Journalists of earlier times.
- Journalism as Mission and as Profession

Unit 2:

- Indian Print Media – its role Post independence
- Role of Print Media in Democratic processes of the nation
- Role of Print Media in Society.
- Press Council of India, Press Commission (s)

Unit 3:

- News Agencies- History, Functions, Role; PTI, UNI, VAARTA, BHASHA, etc.
- National Press, Regional Press
- Emergence of Hindi Print Media
- Challenges before Print Media today

Unit 4:

- Emerging trends in Indian Print Media
- Important News Papers of India
- Introduction to important Magazines-News Magazines, Women's Magazines, Sports Magazines, Business Magazines, etc.
- Prominent Print Media Journalists , Editors , etc. present times

References:

- Kewal J Kumar -Mass Communication in India.
- RangaSwamyParthasaraty : Journalism in india.
- NatrajanJ. : History of Indian Journalism.
- Jeffrey Robin, India's News Paper Revolution.

Syllabi for Under Graduate Programme in Journalism & Mass Communication

Semester-2nd

Name of Program	**Under Graduate Single Major In Journalism & Mass Communication**	**Program Code**	**USJMC4**
Name of the Course	**Introduction to Electronic Media**	**Course Code**	**24JMCS402DS02**
Hours per Week	**4**	**Credits**	**4 (L:4, T: 0, P:0)**
Maximum Marks	**(70 External+ 30 Internal)= 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:Students would learn about electronic media, its development journey, its types
CLO 2:Students would learn about the role and importance of electronic media in society.
CLO 3: Students would understand the impact of electronic media in society.

Unit 1

- Radio as medium of mass communication
- Characteristic features of Radio
- History and development journey of Radio in India
- Aakashvaani- Introduction, profile

Unit 2:

- Role and functions, contribution of radio towards society and nation
- Radio programmes on Aakashvaani
- Radio FM- Youth Medium
- Community Radio- role and functions

Unit 3:

- Television as a popular medium of mass communication
- Characteristic features of Television

- Doordarshan- Introduction, profile
- Important, Popular TV serials/ programmes

Unit 4:

- Cinema as a medium of mass communication
- Popular Cinema, Art Cinema
- Cinema and Society
- News Trends in Cinema, including cinema on O. T. T. platforms

References:

- Mass Communication in India: Keval J. Kumar
- Mass Communication: Principles and Concepts- Seema Hasan
- Electronic Media: An Introduction (Lynne Gross)
- Indian Film: Erik Barnow& S Krishnaswamy
- Stay Tuned: The Story of Radio in India- Pankaj Athawale
- India on Television: How Satellite News Channels have changed the way we think and act- Nalin Mehta

SYLLABI FOR MINOR COURSE: BASICS OF REPORTING

Semester ...2nd

Name of Program	Not to be filled	**Program Code**	Not to be filled
Name of the Course	**Basics of Reporting**	**Course Code**	**24JMC402MI01**
Hours per Week	**4**	**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):

CLO 1: To make the students aware about the Basics of Reporting

CLO 2: To enable the students to know the practical aspects of Reporting

CLO 3: To equip the students with knowledge and skills to do Reporting

Unit 1:

- Reporting- Definition, Concept
- Basic principles of reporting
- News gathering, source of news, significance of sources in reporting news & writing
- Importance and relevance of Reporting

Unit 2:

- Reporting Techniques, News gathering
- Skills required to be reporter
- News elements in context of reporting
- Qualities, duties & responsibilities of a Reporter

Unit 3:

- Various types of news reports
- Reporting academic events- seminar/ conference/ workshops
- Reporting cultural, sports, social events
- Preparing reports on event coverage

Unit 4:

- Basics of Reporting for Print Media
- Basics of Reporting for Radio & Television
- Basics of Reporting for Digital Media
- Conducting Interviews, Ground Reporting

References:

- Professional Journalism: M. V. Kamath
- News Reporting and Editing: K. M. Srivastava
- Beat Reporting and Editing: Journalism in Digital Age- SurbhiDahiya
- Smart Reporter: Dr.Brij Mohan

Syllabi for SEC Course
ESSENTIALS OF WRITING

Semester -2nd

SEC-2

Name of Program	**Under Graduate (Skill Enhancement COURSE Journalism & Mass Communication)**	**Program Code**	**USJMC4**
Name of the Course	**Essentials of Writing**	**Course Code**	**24JMC402SE01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**50 Theory+ 25 Internal Total= 75 Marks**		

Course Learning Outcomes (CLO):

CLO 1:Students would gain knowledge about essentials of writing, especially it's various forms.

CLO 2:Students would gain knowledge and skills to do writings in various genres.

CLO 3: Students would understand the difference between creative writing and journalistic writing.

Unit 1:

- Introduction to Writing- Purpose and Scope.
- Basic Elements of Writing
- Creative Writing-Definition, Types
- Journalistic Writing, Various forms of Journalistic Writing

Unit 2

- Essential of Good Writing
- News Writing Basics
- Articles, Writing Articles, Opinion piece
- Letter to Editor, Editorial

Unit 3:

- Features, Writing Features
- Writing Travelogues reports
- Writing Poetry
- Writing personality character sketch/profiles

Unit 4:

- Drafting personal profile (Bio-Data, CV and Resume)
- Writing book reviews
- Writing film reviews
- Writing on Food Fashion, Lifestyle

References:

- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- AnjanaNeira Dev, AnuradhaMarwah, and Swati Pal-Creative Writing: A Beginner S Manual

Syllabi for Under Graduate Programme with Hons.

Multidisciplinary Course

MEDIA & ENVIRONMENT

MDC-2

Semester-2nd

Name of Program		**Program Code**	
Name of the Course	**Media & Environment**	**Course Code**	**24JMCX02MD01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**Marks = 75**		

Note:

The evaluation will be based on Formative Assessment model implemented by the University.

For three credits theory

	Marks distribution
Written test (2 X 10)	20
Class assignments / Case study / Mini project (2 X 10)	20
Book review / Essay / Seminar (1 X 10)	10
Quiz / Group discussion / Debate (2 X 10)	20
Attendance	05
Total	**75**

Course Learning Outcomes (CLO):

CLO 1:Students would understand the importance of Environmental Studies and it's importance.
CLO 2:Students would be able to understand the significant role of Media in creating environmental awareness.
CLO 3:Students would learn about crucial environmental issues at national as well as global level.

Unit 1:

- Environment Studies- Definitions, Importance
- Relevance of Environment studies in recent times
- Media and Environment-Inter relationship
- Need and necessity of Environmental Conservation

Unit-2

- Major Environmental issues and concerns
- Global Warming
- Climate Change – Problem and Impact
- Pollution, types of pollution, Effects of Pollution

Unit 3:

- Role of Media in prompting Environmental awareness
- Environmental Journalism

- Important publications, Magazines etc on Environment
- Prominent Environmental Journalists and Environmental Activists

Unit 4:

- Government policies, programmes related to Environment conservation
- Leading Environmental Conservation organizations
- Environment related Documentaries', films, programmes
- Important Environmental movements in India and abroad

References:

- Srivastva, M. k -Environment and media.
- Hansen, Anders -Environment, media and communication.
- Santosh Shintre-Ecological & Environmental Reporting in India: The Handbook for Media, NGOs & People.
- Ramachandra Guha-Speaking with Nature – The Origins of Indian Environmentalism.
- BaharDutt-Green Wars.
- RachnaKasana and Kritika-Media and Environment.

Syllabi for Under Graduate Programme in Journalism and Mass Communication

COMMUNICATION MODELS AND THEORIES

DSC A5

Semester- 3rd

Name of Program	**Under Graduate Single Major in Journalism and Mass Communication**	**Program Code**	**USJMC4**
Name of the course	**Communication Models and Theories**	**Course Code**	**25JMCS403DS01**
Hours per Week	**4**	**Credits**	**4(L;4,T:0,P:0)**
Maximum Marks	**(70 External+30 Internal)=100**	**Time of Examinations**	**3 Hours**

Note:
The 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: Students would learn about various Communication models and theories and their impotence.
CLO 2 : Students would be able to explain the key components and functions of various communication models, including their relevance in understanding the communication process.
CLO 3: Students will develop an understanding of major communication theories and their implications mass communication.

Unit -1

1.1 Communication models: meaning and definition, role and relevance
1.2 Asistotle model
1.3 Berol's SMCR model
1.4 Lasswell's model

Unit - 2

2.1 Shannon & Weaver's model
2.2 Osgood's model
2.3 Wilbur Schramm's Model
2.4 Importance and utility of models of communication

Unit - 3

3.1 George Gerbner's Model
3.2 Westley And Maclean's Model
3.3 Newcomb's Model
3.4 Dance Model

Unit-4

4.1 Theories of Communication- Introduction & meaning, scope and significance
4.2 Hypodermic Needle Theory, magic bullet theory
4.3 Two-step, Multi Step Theory

4.4 Play Theory, Individual Difference Theory, cultivation theory

4.5 Uses & Gratification Theory, Agenda Setting Theory, Normative theories of the press

References:

- Uma Narula- Handbook of Communication Models, Perspectives, Strategies
- Denis McQuail- Mass Communication Theory
- Keval J. Kumar- Mass Communication in India
- Seema Hasan- Mass Communication: Principles and Concepts

Syllabi for Under Graduate Programme in Journalism and Mass Communication

Public Relations

DSC A6

Semester- 3rd

Name of Program	**Under Graduate Single Major in Journalism and Mass Communication**	**Program Code**	**USJMC4**
Name of the course	**Public Relations**	**Course Code**	**25JMCS403DS02**
Hours per Week	**4**	**Credits**	**4(L;4,T:0,P:0)**
Maximum Marks	**(70 External+30 Internal)=100**	**Time of Examinations**	**3 Hours**

Note:
The 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: Students will be able to explain the concept of Public Relations (PR) and discuss the qualities and responsibilities of a PR professional.
CLO 2 : Students would be able to explain the key components and functions of PR, including image management strategies.
CLO 3: Students will be able to differentiate between PR, Publicity, Propaganda, and public ffairs and discuss the ethical considerations in PR practices.

UNIT- 1

1.1 Public Relations: Definition, nature, scope

1.2 Public Relations as a Communication Function, Theories of PR: Symmetrical & Asymmetrical models

1.3 Evolution of Public Relations in India, History & Development

1.4 Role and importance of Public Relations in society and economy

2.1 Qualities, Role, Duties and Responsibilities of Public Relations professionals

2.2 Public Relations: Target Audience, Tools & Platforms of PR

2.3 PR, publicity, public opinion, propaganda, lobbying: differences and similarities

2.4 PR Departments, PR Agencies: Role and Functions, Structure, Reputed PR Agencies

Unit-3

3.1 Public Relations in Practice: PR Campaign - Planning,

Implementation, Evaluation

3.2 PR Publics: Internal & External

3.3 PR & Media relations: Press releases, briefings, press conferences, media tours, exhibitions

3.4 Preparation and production of PR materials (printed, audio-visual, digital): Press Release, House Journal, News Letter, etc.

Unit-4

4.1 PR and Crisis Communication, PR and Image Management, PR as Management Function

4.2 PR and Corporate Social Responsibility, Corporate communication

4.3 PR Ethics and legal issues, codes of ethics

4.4 Professional bodies: PRSI, PRCI, etc.; Prominent PR Professionals

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.

Syllabi for Under Graduate Programme in Journalism and Mass Communication

ADVERTISING: AN INTRODUCTION

MIC-3

Semester- 3rd

Name of Program	**Under Graduate Single Major in Journalism and Mass Communication**	**Program Code**	**USJMC4**
Name of the course	**ADVERTISING: AN INTRODUCTION**	**Course Code**	**25JMCS403DS03**
Hours per Week	**4**	**Credits**	**4(L;4,T:0,P:0)**
Maximum Marks	**(70 External+30 Internal)=100**	**Time of Examinations**	**3 Hours**

Note:
The 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):
CO1: Students will be able to define and explain the fundamental concepts, history, and functions of advertising
CO2: Students will be able to identify and analyze various types of advertising, advertising media, and their roles in society and the economy.
CO3: Students will understand the structure and functioning of advertising agencies, and develop basic skills related in advertising.

UNIT- 1

1.1 Definition, nature, scope, and objectives of advertising

1.2 Historical development of advertising (global and Indian context)

1.3 Role and functions of advertising

1.4 Impact of advertising on society and economy

Unit -2

2.1 Classification of advertising: product, service, public service, corporate, social, government, etc.

2.2 Types of Advertisements: Print, electronic, outdoor, digital, social advertising, etc.

2.3 Elements of an advertisement: headline, body copy, slogan, logo, visuals

2.4 Ad copywriting for print, radio, TV, digital, and outdoor media, creativity in advertising and basics of ad layout

Unit-3

3.1 Advertising Media, Agencies: Types, Role and Functions

3.2 Overview of advertising media: print, electronic, cinema,
outdoor, digital, Prominent Advertising Agencies

3.3 Criteria for media planning, Branding through Advertising

3.4 Advertisement as a marketing tool

Unit-4

4.1 Advertising Campaign: Scope, Planning, Target Audience, Process

4.2 Importance and methods of advertising research: pre-testing, post-testing

4.3 Advertising laws and ethical issues related to Advertising and others, Regulatory bodies: ASCI (Advertising Standards Council of India),etc.

4.4 Case studies in Indian advertising, Contemporary issues in Advertising, Prominent Advertisement Professionals

References:

- S.A. Chunawalla-Advertising Principles and Practice
- JaishriJethwaney&Shruti Jain-Advertising Management
- S. H. Kazmi& Satish K. Batra-Advertising and Promotion: An IMC Perspective
- VirBala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass Communication

Syllabi for SEC Course
NEWS WRITING FOR PRINT MEDIA

Semester -3rd
SEC-3

Name of Program	**Under Graduate (Skill Enhancement COURSE Journalism & Mass Communication)**	**Program Code**	**USJMC4**
Name of the Course	**News Writing for Print Media**	**Course Code**	**24JMC403SE01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**50 Theory+ 25 Internal Total= 75 Marks**		

Course Learning Outcomes (CLO):

CLO 1:Students would gain knowledge about essentials of News writing for Print Media.
CLO 2:Students would gain skills to do News writings in various forms/ types.
CLO 3: Students would develop techniques and practical knowledge in reporting, structuring news and presenting news stories.

Unit 1:

- Definition and elements of news: 5Ws & 1H.
- News values: Timeliness, proximity, prominence, consequence, human interest.
- Types of news: Hard news, soft news, spot news, follow-ups
- Principles of news writing: Clarity, brevity, accuracy, objectivity

Unit 2

- Structure of News: Inverted pyramid, Chronological
- News sources: Types and credibility
- Techniques of information gathering: Observation, interviews, documents.
- Challenges in reporting: Verification, bias, deadlines

Unit 3:

- Writing leads: Types and functions
- Writing headlines, subheads, and captions
- Writing body of the news: paragraphing, transitions, coherence
- Writing news on various beats, ground reporting news

Unit 4:

- Writing personality profile based news, writing interview based news
- Writing news backgrounder and news analysis
- Writing reviews (movies, books, theatre, music performance, etc.)
- News Editing process: proofreading, fact-checking, correcting errors, etc.

References:

- UshaRaman- Writing for Media.
- Vartika Nanda-News Writing and Reporting
- SurbhiDahiya and ShambhuSahu-Beat Reporting and Editing: Journalism in the Digital Age
- K.M. Shrivastava-News Reporting and Editing

- Parimal Kumar-Reporting on the Ground
- M.V. Kamath-Professional Journalism
- M.V. Kamath-The Journalist's Handbook

Syllabi for Under Graduate Programme with Hons.

MASS MEDIA & SOCIETY
MDC-3

Semester -3rd

Name of Program		**Program Code**	
Name of the Course	**Mass Media & Society**	**Course Code**	**25JMCX03MD01**
Hours per Week	**3**	**Credits**	**3 (L:3 T:0 P:0)**
Maximum Marks	**Marks=75**		

Note:

The evaluation will be based on Formative Assessment model implemented by the University.

For three credits theory

	Marks distribution
Written test (2 X 10)	20
Class assignments / Case study / Mini project (2 X 10)	20
Book review / Essay / Seminar (1 X 10)	10
Quiz / Group discussion / Debate (2 X 10)	20
Attendance	05
Total	**75**

Course Learning Outcomes (CLO):

CLO 1:Student would understand the role of mass media in society.
CLO 2:Student would learn about the relationship of mass media in various domain.
CLO 3: Students would gain knowledge about the impact of mass media on various stakeholders of society.

Unit -1

- Media- Definition
- Types of Media
- Role of Media in Society
- Mass Media and Information Society

Unit 2:

- Role of Media in Social Development
- Media and Community
- Impact of Media on Children Teens and Youth
- Role of Media in Gender Sensitization

Unit 3:

- Media literacy
- Role of Media in Democracy
- Media and Civil Society
- Media and Rural Society

Unit 4:

- Media and Environmental issues
- Role of Media in development of Scientific temperament in society
- Citizen Journalism, It's importance
- Role of Media in promoting Culture and Heritage

References:

- Gopal Bhargava-Mass Media and Public issues.
- Graeme Burton -Media and Society: Critical Perspectives.
- VanitaKohli-Khandekar-The Indian Media Business.
- Aparajita Roy, Soumen Das, and MoumitaBasu-Media, Society and Sustainability: Perspectives on Communication and Changes in India
- Gajendra Singh Chauhan-Language, Media & Society.