

**CHAUDHARY RANBIR SINGH UNIVERSITY, JIND**



**Scheme of Examination  
for  
Post Graduate Programme  
M.A. Mass Communication**

**as per NEP 2020  
Curriculum and Credit Framework for Postgraduate Programme**

**With Multiple Entry-Exit, Internship and CBCS-LOCF**

**With effect from the session 2024-25(in phased manner)**

**DEPARTMENT OF MASS COMMUNICAITON**

**Faculty of Commerce and Management**

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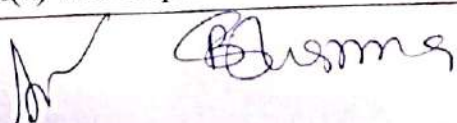
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## Programme Learning Outcomes(PLOs) for PG Programmes as per NEP-2020

PLOs	M.A. Mass Communication After the completion of Master degree in Journalism and Mass Communication the student will be able to:
<b>PLO-1: Knowledge and Understanding</b>	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques, related to Mass Communication.
<b>PLO-2: General Skills</b>	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Mass Communication.
<b>PLO-3: Technical/ Professional Skills</b>	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks in different domains of Mass Communication.
<b>PLO-4: Communication Skills</b>	Effectively communicate the attained skills of Mass-Communication in well-structured and productive manner to the society at large.
<b>PLO-5: Application of Knowledge and Skills</b>	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Mass Communication or otherwise.
<b>PLO-6: Critical thinking and Research Aptitude</b>	Attain the capability of critical thinking in intra/inter-disciplinary areas of Mass Communication enabling to formulate, synthesize, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
<b>PLO-7: Constitutional, Humanistic, Moral Values and Ethics</b>	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
<b>PLO-8: Capabilities/qualities and mindset</b>	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.



**PLO-9:**

**Employability  
and job-ready  
skills**

Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.

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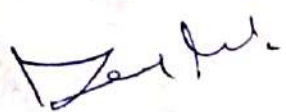

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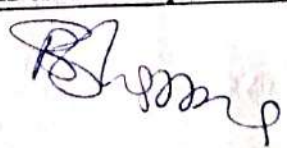


**CHAUDHARY RANBIR SINGH UNIVERSITY**  
**Scheme of Examination for Postgraduate Programme M.A. Mass**  
**Communication**  
**as per NEP 2020 Curriculum and Credit**  
**Framework for Postgraduate Programmes (CBCS**  
**LOCF) with effect from the session 2024-25 (in**  
**phased manner)**  
**Framework-1**  
**Scheme-P**

Semester	Course Type	Course Code	Nomenclature of course	Theory (T)/ Practical (P)	Credits		Contact hours per week L: Lecture P: Practical T: Tutorial				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hour
						Total	L	T	P	Total				
1	CC-1	M24-MM C-101	Communication: Theory and Practice	T	4	22	4	0	0	4	30	70	100	3
	CC-2	M24-MM C-102	Writing Skills	T	4		4	0	0	4	30	70	100	3
	CC-3	M24-MM C-103	Growth and Development of Media	T	4		4	0	0	4	30	70	100	3
	PC-1	M24-MM C-104	News Writing	P	4		0	0	8	8	30	70	100	4
	PC-2	M24-MM	Computer Applications in Journalism	P	4		0	0	8	8	30	70	100	4



		C-105												
	SE MI N AR	M24 - MM C-106	Seminar	S	2		0	0	0	2	0	50	50	1
2	CC-4	M24 - MM C-201	Media Laws and Ethics	T	4	2 2	4	0	0	4	30	70	100	3
	CC-5	M24 - MM C-202	Reporting & Editing	T	4		4	0	0	4	30	70	100	3
	CC-6	M24 - MM C-203	Broadcast Journalism	T	4		4	0	0	4	30	70	100	3
	PC-3	M24 - MM C-204	Current Affairs, Article, Feature and Editorial Writing	P	4		0	0	8	8	30	70	100	4
	PC-4	M24 - MM C-205	Field Reporting	P	4		0	0	8	8	30	70	100	4
	CH M	M24 - CH M-201	Constitutional Human and Moral Values, and IPR	T	2		2	0	0	2	15	35	50	3
	Inter nshi p	M24 -INT -200	An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every								50	50	100	

			student. Internship can be either for enhancing the employability or for developing the research aptitude.											
3	CC-7	M24-MM C-301	Development Communication	T	4	2	4	0	0	4	30	70	100	3
	CC-8	M24-MM C-302	Advertising and Public Relations	T	4		4	0	0	4	30	70	100	3
	DEC-1(Choose any one)	M24-MM C-303	Photo Journalism	T	4		4	0	0	4	30	70	100	3
		M24-MM C-304	Media Marketing	T	4		4	0	0	4	30	70	100	3
		M24-MM C-305	Data Journalism	T	4		4	0	0	4	30	70	100	3
		M24-MM C-306	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3
	PC-5	M24-MM C-307	Ad & PR LAB	P	4		0	0	8	8	30	70	100	4
	PC-6	M24-MM C-308	Photography Portfolio	P	4		0	0	8	8	30	70	100	4
	OE	M24-	Media	T	2		2	0	0	2	15	35	50	3

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C	OEC - 325	literacy Skills (For students of other departments)												
4	CC-9	M24 - MM C-401	Communica tion Research	T	4	2 2	4	0	0	4	30	70	100	3
	CC-10	M24 - MM C-402	Digital Journalism	T	4		4	0	0	4	30	70	100	3
DEC-2 (Choose any one)	M24 - MC C-403	Health & Science Communica tion	T	4		4	0	0	4	30	70	100	3	
	M24 - MM C-404	Media and Gender	T	4		4	0	0	4	30	70	100	3	
	M24 - MM C-405	Regional Journalism	T	4		4	0	0	4	30	70	100	3	
	M24 - JM C-406	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3	
	PC-7	M24 - MM C-407	Newspaper Designing and Production	P	4		0	0	8	8	30	70	100	4
PC-8	M24 - MM C-408	Electronic Media Production	P	4		0	0	8	8	30	70	100	4	
EEC	M24 - MM	Employment Opportunitie	T	2		2	0	0	2	15	35	50	3	

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		C-409	s and Entrepreneurship in Media											
<b>OR DISSERTATION</b>														
<b>NOTE: IF A CANDIDATE OPTS FOR DISSERTATION, HE/SHE WILL STUDY CC-DEC-2 AND EEC COURSES ALSO IN THE 4<sup>TH</sup> SEMESTER</b>														
	CC-9	M24 - MM C-401	Communication Research	T	4		4	0	0	4	30	70	100	3
(Choose any one)	DEC-2	M24 - MM C-403	Health & Science Communication	T	4		4	0	0	4	30	70	100	3
		M24 - MM C-404	Media and Gender	T	4		4	0	0	4	30	70	100	3
		M24 - MM C-405	Regional Journalism	T	4		4	0	0	4	30	70	100	3
		M24 - MM C-406	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3
	EEC	M24 - MM C-409	Employment Opportunities and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3
	Dissertation/Project Report	M24 - MM C-410		D	12		0	0	0	0	0	300	300	

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## Syllabi for Post Graduate Program in Communication Theories and Practice

Semester: 1<sup>st</sup>

Session: 2024-25

Name of Program	Post Graduate in Mass Communication	Program Code	M24-MMC
Name of the Course	Communication Theories and Practice	Course Code	M24-MMC-101
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

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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:	
<ul style="list-style-type: none"> <li>• Uma Narula- Handbook of Communication Models, Perspectives, Strategies</li> <li>• Uma Narula-Mass Communication Theory and Practice</li> <li>• Denis.McQuail-Mass Communication Theory</li> <li>• John Fiske-Introduction to Communication Studies</li> <li>• Manoj Dayal- Media Metrics</li> <li>• Roger D. Wimmer &amp; Joseph R. Dominick- Mass Media Research: An Introduction</li> </ul>	

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# Syllabi for Post Graduate Program in Writing Skill

Semester: 1<sup>st</sup>

Session: 2024-25

Name of Program	Post Graduate in Mass Communication	Program Code	M24-MMC
Name of the Course	Writing Skill	Course Code	M24-MMC-102
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. To make students acquainted with various forms of print media.
2. To train students with existing various technologies widely in use in print journalism.
3. To enhance journalistic skills of students.
4. To augmenting the knowledge of various news agencies.

Unit 1:

- 1.1 Different stages of scripting - idea - research - Synopsis - Outline-treatment - story
- 1.2 Fiction Script writing - Dramatic structure - Rising action - Falling action
- 1.3 Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non - fiction script writing
- 1.4 Rhetorical and Expository structure - Short Nonfiction forms and formats

Unit 2:

- 2.1 News writing (Style and Structure), Words and Terms or used in Journalism
- 2.2 Media, News Values, News Sources
- 2.3 Writing Feature and Article,
- 2.4 Writing Reviews & Criticism: Books, Films, Television Programmes, Theatre, Art exhibition

Unit 3:

- 3.1 Script organization - target audience consideration

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- 3.2 scripting for science/development program
- 3.3 scripting for educational program
- 3.4 scripting for women's program

#### Unit 4:

- 4.1 Reporting skills, Interview, Various types of Reporting, Editing practice
- 4.2 Translation practice, News Writing, Picture Editing
- 4.3 Writing Features, Article, Editorial, Reviews for various media
- 4.4 Preparation of Newspaper, Layout Design, Dummy Preparation, Page Make-Up.

#### References:

1. Shrivastava K. M., *News Reporting and Editing*, Sterling Publishers Pvt. Ltd.
  2. Ahuja Charanjit, *Print Journalism: A Complete Book of Journalism*, Partridge India
  3. Hodgson F. W., *Modern Newspaper Practice: A primer on the press (Journalism Media Manual)*, Routledge; 4<sup>th</sup> ed.
  4. Kamath M.V., *The Journalist's Handbook*, Vikas Publishing House Pvt. Ltd.
  5. Mohan Sumit, *Media Lekhan*, Vani Prakashan.
  6. Hough George A., *News Writing*, Gaurav Book Centre.
- Goyal B. S., *Principles and Practice of news Writing*, Shree Publishers & Distributors.

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**Syllabi for Post Graduate Program in  
Growth and Development of Media**

**Semester: 1<sup>st</sup>**

**Session: 2024-25**

Name of Program	Post Graduate in Communication	Program Code	M24-MMC
Name of the Course	Growth and Development of Media	Course Code	M24-MMC-103
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:**

- 3.1 Development of Television: Historical Journey
- 3.2 Development of Television in India
- 3.3 Public and Private T.V. Channels
- 3.4 Organizational structure of the Television Industry, New Trends

**Unit 4:**

- 4.1 Cinema: Historical perspective
- 4.2 Development of Cinema in India
- 4.3 Characteristics of Hindi Cinema
- 4.4 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.

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## Syllabi for Post Graduate Program in

### News Writing

Semester: 1<sup>st</sup>

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	M24-MMC
Name of the Course	News Writing	Course Code	M24-MMC-104
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 types 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

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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

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**Syllabi for Post Graduate Program in  
Computer Application in Journalism  
Semester: 1<sup>st</sup>  
Session: 2024-25**

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	M24-MMC
Name of the Course	Computer Application in Journalism	Course Code	M24-MMC-105
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 types of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

**Unit 1:**

- 1.1 Definition, Origin & History
- 1.2 Classification of Computers
- 1.3 Introduction to input & output devices
- 1.4 Introduction to memory – Primary & Secondary

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Unit 2:

- 2.1 Introduction to graphical and user interface (GUI)
- 2.2 File and Folders – Flash, Directory
- 2.3 Creating, Copying, Moving, Deleting and Renaming
- 2.4 Applications & Setting : Desk top Management, tool box

Unit 3:

- 3.1 MS-Word and Application –basics
- 3.2 Typing and editing, formatting text
- 3.3 Quark Express basics
- 3.4 Power Point – Introduction, presentation, graphics, creating presentation and slide shows

Unit 4:

- 4.1 Introduction to Internet, definition, various activities
- 4.2 Tools and services on Internet
- 4.3 Internet protocols FTP, HTTP, TCP, IP
- 4.4 Major News Sites, E Magazines, online newspapers

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

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Dr. S. P. Singh

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**Syllabi for Post Graduate Program in  
Media Law and Ethics**

**Semester: 2<sup>nd</sup>  
Session: 2024-25**

<b>Name of Program</b>	<b>Post Graduate in Journalism and Mass Communication</b>	<b>Program Code</b>	<b>MJM2</b>
<b>Name of the Course</b>	<b>Media Law and Ethics</b>	<b>Course Code</b>	<b>M24-MMC-201</b>
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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

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**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  
Reporting & Editing  
Semester: 2<sup>nd</sup>**

**Session: 2024-25**

<b>Name of Program</b>	<b>Post Graduate in Journalism and Mass Communication</b>	<b>Program Code</b>	<b>MJM2</b>
<b>Name of the Course</b>	<b>Reporting &amp; Editing</b>	<b>Course Code</b>	<b>M24-MMC-202</b>
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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

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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

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## Syllabi for Post Graduate Program in

### Broadcast Journalism

Semester: 2<sup>nd</sup>

Session: 2024-25

<b>Name of Program</b>	<b>Post Graduate in Journalism and Mass Communication</b>	<b>Program Code</b>	<b>MJM2</b>
<b>Name of the Course</b>	<b>Broadcast Journalism</b>	<b>Course Code</b>	<b>M24-MMC-203</b>
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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:**

1.1 Radio – Oral Medium, main features

1.2 Radio – Public Sector Broadcasting, Commercial Radio,, Community Radio, Campus Radio

1.3 Radio as a medium of Mass Communication Radio News Bulletin, Radio for Social Change and Development Goals

1.4 Various types of Radio Programs especially on Aakashvaani, Duties, roles and



responsibilities of Radio personnel in Radio Stations

**Unit 2:**

- 2.1 Radio Journalism – Basics, Scope
- 2.2 Writing for Radio, News Writing for Radio, Radio Anchoring
- 2.3 Writing Radio scripts, Writing for different types of Radio programmes
- 2.4 Radio recording and editing, Technological aspects of Radio Journalism and Radio Programming, Podcasting as Journalism medium

**Unit 3:**

- 3.1 Television Journalism, Basic nature and scope,
- 3.2 Television Newsroom, News gathering, Processing and Writing for TV News, TV News Room~ Role & Function
- 3.3 Reporting for Television, conducting TV interviews, Television News Anchoring, Video Blogging for Journalism
- 3.4 Preparing scripts for TV news, and TV programmes,, Production Techniques for TV programmes

**Unit 4:**

- 4.1 Camera Work (Shots, Movements related for Television Programmes )
- 4.2 TV Production, Stages of Television Production, Basic Skills for Television Production
- 4.3 Video Editing – Basic process- Skills and Techniques
- 4.4 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 21<sup>st</sup> 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





**Syllabi for Post Graduate Program in**  
**CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING**  
**Semester: 2<sup>nd</sup>**  
**Session: 2024-25**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	<b>MJM2</b>
<b>Name of the Course</b>	<b>CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING</b>	<b>Course Code</b>	<b>M24-MMC-204</b>
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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: To learn the functioning of the system of Government of India.
- 2: To learn the Structure of bureaucracy and judiciary.
- 3: To study the wide coverage of important issues in media.
- 4: To learn the critical understanding of media coverage.

**Unit 1:**

- 1.1 Structure of Governance in India: Centre Government
- 1.2 State Government, Panchyati Raj
- 1.3 Structure and powers of law making agencies
- 1.4 Parliament, State Legislative, State Council and Panchyat

**Unit 2:**

- 2.1 Structure of bureaucracy at centre level, Hierarchy of administrative officers
- 2.2 Structure of Judiciary: Supreme court, High court, District court




### 3.3 Powers of civil administration and Judiciary

### 2.4 Major stories related Judiciary and civil administration in media during semester

#### Unit 3:

3.1 Major current international, national

3.2 Central budget, GDP( Gross domestic product),

3.3 Special coverage of issues in print and electronic and online media.

3.4 Popular interviews of various personalities in various media.

#### Unit 4:

4.1 Issues related media organization and debate over media coverage

4.2 Issues related working of media organizations and their coverage.

4.3 Critical analysis of coverage of important issues in media.

4.4 Comparative analysis of coverage of print and electronic media on important happenings

#### References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21<sup>st</sup> 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  
Development Communication  
Semester: 3<sup>rd</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 301
<b>Name of the Course</b>	<b>Development Communication</b>	<b>Course Code</b>	M24- MMC- 301
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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 know the concept of development and development communication
- They will get the idea of various approaches of development communication
- Students will get an idea of importance of ICT in development communication
- They will know about traditional media

**Unit 1: : Concept, Theories and Practice of Development Communication**

- Concept of development, Measurement of development, Economic development, Physical quality of the life index, Human Development Index, sustainable development.
- Various problems and issues of under development, Definition and concept of development communication.
- Different theories of development communication: The modernization paradigm, the dependency paradigm, the participatory paradigm.
- Strategies in development communication

**Unit 2: Development Support Communication.**

- Health Communication
- Communication for Education
- Environmental communication and public awareness
- Communication for population control and family welfare
- Democratization, decentralization
- Panchayati Raj and promotion of participation society





**Unit 3: Community Radio and Traditional Media for Development**

- Community radio: Supporting local voices through the airwaves
- Folk & traditional media for development communication)
- Integrated use of traditional and communication media with modern technology driven media
- Political economy of mass media and development

**Unit 4: Communication in the Changing World**

- Digital divide and digital opportunities
- Digital India programme for development.
- United Nations Sustainable Development Goals
- Various institutions of Development.

**References:**

- "Development Communication: Theory and Practice" by Uma Narula
- "Development Communication in Practice: India's Experience" by Srinivas R. Melkote and H. Leslie Steeves
- "Communication for Development and Social Change" by Jan Servaes
- "Participatory Communication: A Practical Guide" by Thomas Tufte
- "Theories of Communication: A Short Introduction" by Tony Thwaites, Lloyd Davis, and Warwick Mules





**Syllabi for Post Graduate Program in  
Advertising and Public Relations  
Semester: 3<sup>rd</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 302
<b>Name of the Course</b>	Advertising and Public Relations	<b>Course Code</b>	M24- MMC- 302
<b>Hours per Week</b>	04	<b>Credits</b>	04 (L:4, T:0, P:0)
<b>Maximum Marks</b>	70 External + 30 Internal = 100 Marks	<b>Time of Examinations</b>	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):**

**Course Outcomes:**

- After the completion of this course, the student will be able to Understand the Meaning and Definition of Public Relations and Corporate Communication
- Its need, nature and scope, functions
- Know how the Principles of Advertising, PR and Corporate communication. And its various PR tools Describe the market structure & Indian market overview
- Develop the understanding of Marketing Communication and Strategy.

**Unit 1: Advertising: An Introduction**

- Advertising as a tool of communication
- Role of Advertising
- Marketing mix
- Types of Advertising
- Advertising as a career

**Unit 2: Planning of Advertising**

- Advertising Agency
- Construction of effective Advertising
- Advertising creativity
- Advertising Planning & Campaign




### Unit 3: Public Relation: An Introduction

- Concept of Public Relations.
- Brief History of PR in India
- PR in Government & Private sector
- Publication of house journal, annual report and news letter
- Exhibition, Press Conference, Press release

### Unit 4: Public Relation Research

- Advertising/ Public Relation Research
- Role of Research
- Public Relation/Ad Campaign

### References:

- .Sam Black- Practical Public relations
- Sam Black- Role of Public relations in management
- S.M. Cutlip and A.C.Center- Effective public relations
- Canefield and Moore- Public relations 5. Narasimha Reddy- How to be a good PRO
- Anil Basu- Public relations, Problems and Prospects
- Essential of Advertising – Chandan Singh and Malhan
- Advertising Procedure – Otto Kleppner
- Ogilvy in Advertising – David Ogilvy
- Advertising Principles and Practice – Sethia and Chunawalla
- Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company





**Syllabi for Post Graduate Program in  
Media Marketing  
Semester: 3<sup>rd</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 303
<b>Name of the Course</b>	Media Marketing	<b>Course Code</b>	M24- MMC- 303
<b>Hours per Week</b>	04	<b>Credits</b>	04 (L:4, T:0, P:0)
<b>Maximum Marks</b>	70 External + 30 Internal = 100 Marks	<b>Time of Examinations</b>	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 would learn crisis management and conflict management in Marketing Management.
- Students would inculcate the skills required for Management and Marketing field.
- Students would be familiarized with Media organisations, ownership patterns, structures and working
- Students would know different marketing aspects and models of marketing management.

**Unit 1: Media Management**

- Media Management- Definition, Concept and Scope
- Principles of Management - Taylor, Fayol, Mayo
- Functions of Media Management
- Role of Media in Marketing
- Regional, National, and International Marketing

**Unit 2: Media ownership**

- Media ownership
- Structure of a Media Organization
- Crisis Response in Media Organization
- Staff selection in Media Organizations

**Unit 3: Media Marketing**

- Media Marketing: Definition, Concept and Scope




- Media Products and Media Markets
- Different Marketing Models: Mckinsey model, Ansoff matrix
- The BCG matrix, Diffusion of Innovation, DRIP, 7 P of Marketing Mix, Push and Pull Marketing, HTP model, SWOT analysis
- Digital Media Marketing
- Instruments of Media Marketing Measurement- TRP, TAM, RAM, ABC, IRS
- Revenue Expenditure in Media

#### **Unit 4: Organizational Behaviour**

- Organizational Behaviour: Definition, Importance and Scope
- Types of Conflict- Intrapersonal, Interpersonal and Organizational Conflict Management
- Stress Management- Definition and Causes of Stress, Porter 5 forces

#### **Suggested Readings**

- Koontz, H. (2010). Essential of Management. New Delhi: Tata McGraw-Hill Education.
- Saxena, S.C. (2000). Principles and practices of management. Africa Beyond: Pratiyogita Sahitya.
- Kotler, P. and Armstrong G. (2008). Principles of Marketing (12th Edition). India: Prentice-Hall.
- Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited.
- Rucker, F.W. and Williams, H.L. (1969). Newspaper Organization and Management. Iowa State University Press.
- Singhal, M. (2014). Media Management. New Delhi: Random Publication.
- Marketing Management- A South Asian Perspective:: Philip Kotler, Keller, Koshy and Jha, Published by Pearson Education
- The Practice of Management: Peter Drucker, published by Elsevier Ltd.
- Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy
- Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
- 6. Strategic Management in the Media: Theory to Practice by Lucy Keung, SAGE






**Syllabi for Post Graduate Program in  
Ad & PR LAB  
Semester: 3<sup>rd</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 307
<b>Name of the Course</b>	<b>Ad &amp; PR LAB</b>	<b>Course Code</b>	M24- MMC- 307
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 Practical + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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):**

**Course Outcomes:**

- After the completion of this course, the student will be able to Understand the Meaning and Definition of Public Relations and Corporate Communication
- Its need, nature and scope, functions
- know how the Principles of Advertising, PR and Corporate communication. And its various PR tools Describe the market structure & Indian market overview
- Develop the understanding of Marketing Communication and Strategy.

**Unit 1: Advertising**

- Advertising: Definition, meaning and concept.
- Importance and role of advertising.
- Need, nature and scope of advertising.
- Role and functions of advertising.

**Unit 2: Concept of Public Relations**

- Definition and Concept of Public Relations, Publicity, Propaganda, Advertising
- Fundamentals of Writing
- Functions of Public Relations
- PR Writing- Features and functions

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**Unit 3: Public Relation writing**

- Writing for Print Media
- Basics of Reporting and Editing
- Writing Features, Articles, Blogs, Backgrounders, News Analysis
- Writing for PR- Basics

**Unit 4: Practice in analyzing**

- Advertising/ Public Relation Research
- **Practice in analyzing textual and visual effects of advertisements**
- classified advertisement 5
- display classified advertisement - 5
- Radio jingle- 5
- TV advertisement -5
- Educational Event -5
- Blog Writing – 5
- Analysis of Case Studies

**References:**

- .Sam Black- Practical Public relations
- Sam Black- Role of Public relations in management
- S.M. Cutlip and A.C.Center- Effective public relations
- Canefield and Moore- Public relations 5. Narasimha Reddy- How to be a good PRO
- Anil Basu- Public relations, Problems and Prospects
- Essential of Advertising – Chandan Singh and Malhan
- Advertising Procedure – Otto Kleppner
- Ogilvy in Advertising – David Ogilvy
- Advertising Principles and Practice – Sethia and Chunawalla
- Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company





**Syllabi for Post Graduate Program in  
Photography Portfolio  
Semester: 3<sup>rd</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC -308
<b>Name of the Course</b>	Photography Portfolio	<b>Course Code</b>	M24- MMC -308
<b>Hours per Week</b>	04	<b>Credits</b>	P:8
<b>Maximum Marks</b>	70 Practical + 30 Internal = 100 Marks	<b>Time of Examinations</b>	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 would be able to write and produce for different mass media. • Students will have practical training along with academics. • Students will inculcate the skills for writing and working in the media field. 30 Total Mark 100 • Students would be familiarized with the media environment through these practical works.

**Practical:**

**Photography:** What is photography, principles of photography, photographer and its jargons, composition of photography - subject and light. A brief history of photography, Eminent Photographers of India, Major Schools of Photography.

**Photographic Equipments:** Cameras – types, formats, lens – different kinds and their functions; basic elements of digital photography. Shot, focus, shutter speed, selection of subject, photo editing,

**Concept shoot**

- Branches of Photography needs and importance
- Photography shooting location- historical places, village, street vendors life etc
- Street Photo-10
- Photo story -5

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- Rural- Photo-10
- Educational Event -10
- Photo case study -5
- Press Release Photo —05
- Caption writing for photographs ---05
- image review-5

References:

- Barnbaum, Bruce (2010). The Art of Photography: A Personal Approach to Artistic Expression (Second Edition).
- Rockynook. Peterson, Bryan (2016). Understanding Exposure (Fourth Edition). Ambook.
- Langford, M., Fox, A. & Smith R. S. (2015). Langford's Basic Photography: The Guide for Serious Photographers (Tenth Edition). Focal Press.
- Hedgecoe, John. (2005) The Book of Photography. Dorling Kindersley.
- Bate, David (2019) The Key Concepts of Photography (Second Edition). Bloomsbury.





**Syllabi for Post Graduate Program in  
Media Literacy  
Semester: 3<sup>rd</sup>**

Name of Program	Post Graduate in Mass Communication	Program Code	M24- OEC-325
Name of the Course	Media Literacy	Course Code	M24- OEC- 325
Hours per Week	04	Credits	02 (L:2, T:0, P:0)
Maximum Marks	35 External + 15 Internal = 50 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):**

**Course Outcomes:**

- After the completion of this course, the student will be able to Understand the Meaning and Definition of Public Relations and Corporate Communication
- Its need, nature and scope, functions
- know how the Principles of Advertising, PR and Corporate communication. And its various PR tools Describe the market structure & Indian market overview
- Develop the understanding of Marketing Communication and Strategy.

**Unit 1: Introduction to Media Literacy**

- Literacy: meaning, concept and importance
- Media Literacy: meaning concept and importance Historical background and development of the concept of media and information literacy (MIL)
- Difference between media literacy and basic literacy(ability to read and write)  
Difference between Media & Information Literacy & Media Literacy News Literacy, Digital literacy

**Unit 2: Media Messages & Critical thinking**

- Skills in Media Literacy, Interpreting media messages: Semiotics, Ideology
- Media as Text, Commercial messages

- Basic principles such as freedom of expression and information; reflections on learning, metacognition
- Critical thinking pluralism of ideas/respect of others' opinions, tolerance, respect of authorship, social responsibility, Wise use of information

### **Unit 3: Media Messages Reception & Sources of information**

- Process of Message Generation and Communication
- Media Vehicles for messages and their types, Media stereotypes
- Nature of media messages; Media Exposure and Filters
- Sources of information; mass media, libraries, archives, internet, etc.

### **Unit 4: Media Ecosystem in Globalization and Legal, Ethical, and Societal Issues**

- Media Ecosystem, Media Empires and Ownership patterns
- Media markets, Propaganda and Hegemony
- Copyright, plagiarism, computer addiction and cyberbullying
- Fake news, information overload, an obsession with information, media and social issues

### **References:**

- Readings: Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
- John.V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
- , D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
- Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
- W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)






**Syllabi for Post Graduate Program in  
Communication Research  
Semester: 4<sup>th</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 401
<b>Name of the Course</b>	<b>Communication Research</b>	<b>Course Code</b>	M24- MMC- 401
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 External + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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):**

**Course Outcomes:**

- Design and implement qualitative and quantitative communication research
- Describe and adhere to standards for the ethical conduct of research
- Interpret qualitative interview data
- Apply statistics to quantitative data to describe patterns and test relationships
- Effectively communicate research in presentations and papers

**Unit 1: Introduction to Mass Media Research**

- Research process, Communication research: Its need and importance
- Different areas of mass media research, Development of mass Media research  
Formulating a Research Problem
- Research Procedures –Selection of research problem, Review of literature
- Variables: Nominal, Ordinal, Interval & Ratio
- Types of Data

**Unit 2: Methods of Data Collection**

- Observation
- Content analysis
- Longitudinal Studies: Trend Studies, Panel Studies, Cohort Analysis
- Experimental and Quasi Experimental Studies
- Tools for Data Collection: Questionnaire and Schedules
- Random sampling methods and representativeness of the samples

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- Public opinion surveys, pre-election studies and exit polls

### **Unit 3: Measures of Central Tendency, Dispersion & Asymmetry**

- Mean, Median, Mode, Mean Deviation & Standard Deviation
- Variance Range

### **Testing of Hypotheses**

- Concept of Hypotheses
- Parametric Tests, Nonparametric Tests
- Chi-Square Test, ANOVA

### **Unit 4: Report writing**

- Report writing, Coding and tabulation
- Preparation of research reports/project reports/dissertations/theses
- Ethical perspectives of Communication and Media Research
- Computer Applications in Media and Communication Research

### **References:**

- Theories of Mass Communication – M.L Defleur and Sandra Ball – Rokeach
- Mass Media Research: An Introduction – Roger D Wimmer and Joseph R Dominick
- A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
- Doing Media Research by Susanna Hornig Priest: SAGE □ Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers
- Research Methodology– C.R. Kothari

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**Syllabi for Post Graduate Program in  
Digital Journalism  
Semester 4<sup>th</sup>**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC- 402
<b>Name of the Course</b>	Digital Journalism	<b>Course Code</b>	M24- MMC- 402
<b>Hours per Week</b>	04	<b>Credits</b>	04 (L:4, T:0, P:0)
<b>Maximum Marks</b>	70 External + 30 Internal = 100 Marks	<b>Time of Examinations</b>	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):**

After the completion of the course, the students will be able to:

- o Write, produce and distribute for the digital platforms.
- o Start entrepreneurial initiatives in the field of new media journalism.

**Unit 1: Digital Journalism**

- Digital Journalism: Definitions and Concept
- Features of New Media
  - History of New Media; New vs Old media
  - World Wide Web: Concept and evolution

**Unit 2: New Media Technologies**

- Wearable technologies
- Technological determinism
- New Media Marketing
  - New Media Economy; Hyper-textuality
- Digital Divide
- Clouds technology

**Unit 3: Society and New Media**

- The Rise of Information Society
- New Media Movements and Campaigns Democratisation of Media/information
  - The phenomenon of YouTube Celebrities
- New Media Literacy, Social Networking Sites & platforms, Netizens and Cyborgs,

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- Internet addiction, Virtual World vs the Real-world

#### **Unit 4: Cyber Journalism**

- Blogs
- Microblogging sites like Twitter
- Narrowcasting and Broadcasting Ethics of Cyber-journalism
- Merits and Demerits of Cyber journalism
- Effects of cyber journalism on society
- Cybercrime and society

**Practical** • Write content for different social media platforms • Blogs, Web page, Digital poster • Manage social media profile ( like facebook, linkedin) • Microblogging

#### **References:**

- India Connected: Mapping the Impact of New Media, Sunetra Sen Narayan and Shalini Narayanan (ed.), Sage, India, 2016
- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: The Net as a Reporting Tool, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005
- Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001
- Mass Media, Politics and Democracy, John Street, Palgrave Macmillan, Hampshire, 2011
- Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQ Press, Washington, 2011
- The Psychology of the Internet, Patricia Wallace, Cambridge University Press, 2015.
- The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.






**Syllabi for Post Graduate Program in  
Media and Gender  
4<sup>th</sup> Semester**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24- MMC-404
<b>Name of the Course</b>	Media and Gender	<b>Course Code</b>	M24- MMC-404
<b>Hours per Week</b>	04	<b>Credits</b>	04 (L:4, T:0, P:0)
<b>Maximum Marks</b>	70 External + 30 Internal = 100 Marks	<b>Time of Examinations</b>	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):**

The course, at the end, would enable the student to: 1. Familiar with media and gender discourse. 2. Learn about perspective of feminism and media. 3. Learn about women portrayal in print, visual and digital space.

**Unit 1: Women and Mass Media**

- Status of Women and Mass Media
- Urban and Rural attitudes towards women prevailing in the society
- Projection of women's image by the media
- Women Rights
- Women Reporting

**Unit 2: Gender and Media**

- Gender and Media Sensitivity
- Transgender
- Theoretical perspectives on Women studies
- Feminism, Emerging trends

**Unit 3: Media in Women development**

- Role of Media in Women development & welfare
- Women professionals in Media
- Women & Media : Opportunities & Challenges

- National Commission for Women-structure, role, Important Women organizations

#### Unit 4: Gender Sensitization

- Media & Gender consciousness, Gender Sensitization.
  - Media projection on Domestic Violence & Sexual Harassment, Image of Women in Advertisements
  - Communalism riots, conflict situation & Women.
- Case Studies
- Mother India
  - Aurat
  - Bandini
  - English Vinglish

#### References:

- Beechey, V. (1979). On patriarchy. Feminist Review, 3(1), 66-82. (18 Hours)
- Byerly, C. M., & Ross, K. (2008). Women and media: A critical introduction. Blackwell Publishing: John Wiley & Sons.
- Chakravarti, U. (1993). Conceptualising Brahmanical patriarchy in early India: Gender, caste, class and state. Economic and Political Weekly, 579-585.
- Malhotra, A., Vanneman, R., & Kishor, S. (1995). Fertility, dimensions of patriarchy, and development in India. Population and development review, 281-305.
- Phillips, M., Mostofian, F., Jetly, R., Puthukudy, N., Madden, K., & Bhandari, M. (2015). Media coverage of violence against women in India: a systematic study of a high profile rape case. BMC women's health, 15(1), 1-10.
- Hamilton, J. B., Knouse, S. B., & Hill, V. (2011). Online activism for a heterogeneous time: The Pink Chaddi Campaign and the social media in India. Building and strengthening communities and social networks, 27(2), 63.
- Ladner, K. L. (2009). Gendering decolonisation, decolonising gender. Australian indigenous law review, 13(1), 62-77.

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**Syllabi for Post Graduate Program in  
Newspaper Designing and Production: 4<sup>th</sup> Semester**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24-MMC-407
<b>Name of the Course</b>	Newspaper Designing and Production	<b>Course Code</b>	M24-MMC-407
<b>Hours per Week</b>	04	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 Practical + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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):**

- Ability to handle media related software
- Able to edit audio-visual content
- Able to Prepare Graphics

**Unit 1**

- Design and layout: meaning, definition, elements and significance
- Terms in layout planning, Stages of layout planning
- Concept and Utility of Dummy
- Dummy of Newspaper, Magazines
- Web Journalism and Dummy
- Modern Lay-out (Specialized designing)

**Unit 2:**

- Principles of design; Basic approach to create a design
- Color in design; Innovations in newspaper and magazine design

**Unit 3:**

- Newspaper designing: newspaper size, newspaper format
- Design elements: advertisements, text, headlines, pictures

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- Page make up – front page, editorial pages, inside pages, magazine pages

**Unit 4:**

Software related to Print Media :

- Coral Draw
- InDesign,
- Quark Xpress
- Photoshop

**References:**

- Journalism Practice: News, Aesthetics, Ethics and Law by L. C. Nwodu
- Newspaper and Magazine Management, Production and Marketing by S. G. Anaeto, M. Solo-Anaeto and J. A. Tejumaiye
- Effective Media Writing: Mass Media, Ad, PR and Promotions by I. E. Nwosu
- Public Speaking: Skill and for Success by T. J. Farrell and M. M. Farrell
- Modern Newspaper Practice by F. W. Hodgson
- Journalism: Who, What, When, Where, Why, and How by J. G. Strovall
- Essentials of Modern African Journalism by R. A. Akinfeleye
- Public Relations: Speech, Media Writing and Copy by I, E, Nwosu and S. O. Idemili
- Contemporary Editing by C. Friend, D. Challenger and K. C. McAdams
- Magazine Editing and Production (second edition) by J. W. Click and R. N. Baird
- Magazine and Newspaper Production by Chinenye Nwabueze





**Syllabi for Post Graduate Program in  
Electronic Media Production: 4<sup>th</sup> Semester**

<b>Name of Program</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24-MMC-408
<b>Name of the Course</b>	<b>Electronic Media Production</b>	<b>Course Code</b>	M24-MMC-408
<b>Hours per Week</b>	<b>04</b>	<b>Credits</b>	<b>04 (L:4, T:0, P:0)</b>
<b>Maximum Marks</b>	<b>70 Practical + 30 Internal = 100 Marks</b>	<b>Time of Examinations</b>	<b>Three Hours</b>

**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 know the concept of development and development communication
- They will get the idea of various approaches of development communication
- Students will get an idea of importance of ICT in development communication
- They will know about traditional media

**Unit 1:**

- Evolution of television, Nature and characteristics of television, Growth of television in India,
- Organizational structure of Doordarshan,
- Satellite TV Channels.
- Conceptualization of TV Programme,
- Genre of Television Programme (Interview & Panel Discussion, News Bulletin, News Feature)

**Unit 2: Technology:**

- Camera: Types of Camera, Parts of camera, Camera movements, Camera angles, Camera shots,
- Visual compositions, Single and Multi Camera operations,
- Types of television systems (NTSC, PAL).
- Importance of Lighting

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- Different types of Lighting techniques Used in TV Programme
- 3 Point Lighting

### Unit 3: Writing for TV

- Writing for TV, Screenplay,
- Documentary,
- Writing for Serials, Special segments,
- News Script, Anchor Bite,
- Writing voiceover.

### Unit 4: Editing,

- Evolution of editing, Principles of editing,
- Forms of editing: Linear editing, Non --linear editing, Live editing.
- Match on action, Shot-reverse shot, Eye-line match etc.
- Match cut, Jump cut - Cut in, Cut away, Master shots, Montage- types and uses

### References:

- Awasthy G.C.: Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987. □ White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press. The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus

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**Syllabi for Post Graduate Program in  
Employment Opportunities and Entrepreneurship in Media: 4<sup>th</sup> Semester**

<b>Name of Programme</b>	<b>Post Graduate in Mass Communication</b>	<b>Program Code</b>	M24-MMC-409
<b>Name of the Course</b>	Employment Opportunities and Entrepreneurship in Media	<b>Course Code</b>	M24-MMC-409
<b>Hours per Week</b>	04	<b>Credits</b>	02 (L:4, T:2, P:0)
<b>Maximum Marks</b>	35 External + 15 Internal = 50 Marks	<b>Time of Examinations</b>	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):**

Understand the fundamental of entrepreneurship, importance of opportunity recognition and value creation in entrepreneurship. • Interpret and analyze market research data and customer analysis to make informed business decisions. • Apply entrepreneurial thinking and skills to identify and evaluate business opportunities. • Evaluate financial data and projections to make informed financial decisions and manage cash flow effectively. • Develop effective marketing and sales strategies by combining knowledge of customer analysis, branding, and positioning.

**Unit 1:**

- Understanding Entrepreneurship: Concepts and Importance
- Why be an Entrepreneur
- Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders)

**Unit 2:**

- Key Dimensions of Entrepreneurial Mindset and its role in Entrepreneurial Success
- Developing & Cultivating an Entrepreneurial Mindset
- Ethical Considerations for Entrepreneurs

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**Unit 3:**

- Entrepreneurship in advertising and Public Relations-Press
- Entrepreneurship in entertainment Industry Entrepreneurship in new media

**Unit 4:**

- Freelancing and self-employment- skills
- Understand the professional, financial, legal and regulatory framework of self-employment. Develop and polish a freelance pitch.
- Strengthen your personal brand through social media and your online portfolio

**References:**

- Development Communication: Theory and Practice" by Uma Narula
- Development Communication in Practice: India's Experience" by Srinivas R. Melkote and H. Leslie Steeves
- "Communication for Development and Social Change" by Jan Servaes
- Participatory Communication: A Practical Guide" by Thomas Tufte "Theories of Communication: A Short Introduction" by Tony Thwaites, Lloyd Davis, and Warwick Mules

