

Syllabus

2nd Semester

**B.A. (Journalism and Mass
Communication)**

Curriculum and Credit Framework As per NEP 2020

For

Under Graduate

**Bachelor of Arts (Journalism and Mass
Communication) Program**

(To be effective from the Academic Session 2024-25)



Department of Media Studies

Gurugram University, Gurugram

(A State Govt. University Established Under Haryana Act 17 Of 2017)

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Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)	Credits			TI	TE		PI	PE	Total		
Core Course(s)														
CC-ID4	Theories of Mass Communication		3	1	--	3	1	--	4	30	70	--	--	100
CC-ID5	Writing Skills-II		3	1	--	3	1	--	4	30	70	--	--	100
CC-ID6	New Media		3	1	--	3	1	--	4	30	70	--	--	100

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240/JMC/CC201

Semester -- II
Paper -- Theories of Mass Communication

Name of Subject: Theories of Mass Communication	Maximum theoretical marks (of 100)
Subject Code: CC	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory questions should be of 14 marks and should cover entire syllabus. Students should attempt four other questions i.e. one from each unit.

Objective:

1. Introduce basic aspects of Mass Communication
2. To inculcate knowledge of elements, characteristics, functions of Mass Communication
3. To acquaint students with knowledge of Mass Communication Theories.
4. Correlate the practical aspects of Mass Communication theories.

Course Outcomes:

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to develop the knowledge of basic elements of Mass Communication.

COURSE CONTENTS:

Unit 1:

- 1.1 Concept and Definitions,
- 1.2 Characteristics of Mass Communication
- 1.3 Functions of Mass Communication
- 1.4 History of Mass Communication

Unit 2:

- 2.1 Hypodermic Needle Theory
- 2.2 Two-step flow Theory
- 2.3 Multi-step flow Theory
- 2.4 Agenda Setting Theory

Unit 3:

- 3.1 Individual difference theory
- 3.2 Uses and Gratification Theory
- 3.3 Cultivation theory
- 3.4 Cognitive Dissonance Theory

Unit 4:

- 4.1 Authoritarian Theory,
- 4.2 Libertarian Theory
- 4.3 Social Responsibility Theory,
- 4.4 Democratic Participant Theory

Suggested Readings:

- Communication models for the study of Mass Communication - Denis McQuail and S Ven Windahl, Longman, Singapore Publications, 1981
- Mass Communication - A Critical analysis - Kaval J Kumar

240/JMC/CC202

Paper – Writing Skills-II

Name of Subject: Writing Skills-II	Maximum Marks: 100 (70+30)
Subject Code: CC-	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory questions should be of 14 marks and should cover entire syllabus. Students should attempt four other questions i.e. one from each unit.

Objective:

1. To understand the basic principles of Media writing.
2. To develop an understanding on the writing for Print Media.
3. To develop an understanding on the writing for films.

Course Outcomes:

1. Students would be able to introduce themselves to basic writing skills of Radio and TV.
2. Students will do different types of Media writing.
3. Students will be able to write for Film industries.

COURSE CONTENTS:

Unit 1:

- 1.1 News Writing
- 1.2 Press Release writing
- 1.3 Interview Writing
- 1.4 Opinion Writing

Unit 2:

- 2.1 Column Writing
- 2.2 Book Review Writing
- 2.3 Film Review Writing
- 2.4 Drama Review

Unit 3:

- 3.1 Editorial Writing
- 3.2 Travelogue writing
- 3.3 Food Writing
- 3.3 Sports Writing

Unit 4:

- 4.1 Story Writing
- 4.2 Drama Writing
- 4.3 Documentary Writing
- 4.4 Screenplay Writing

Suggested Readings:

1. News Reporting – B.N. Ahuja and S.S. Chhabra
2. News Writing and Reporting – Mames M Nealand Suzanne S Brown
3. मीडिया लेखन- सिद्धांत और व्यवहार, चंद्र प्रकाश मिश्र सजय प्रकाशन

240/JMC/CC203

Paper - New Media

Name of Subject: New Media	Maximum Theory Marks: 100 (70+30)
Subject Code: CC-	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory questions should be of 14 marks and should cover entire syllabus. Students should attempt four other questions i.e. one from each unit.

Objective:

1. To understand the concept of New Media.
2. To apply ideas, Rule and concept of New Media in modern communication.
3. To analyzed different kinds of new media trends

Course Outcomes:

1. Students would be able to introduce themselves to New Media
2. Students would be able to develop the knowledge of basic knowledge of Online Media.
3. Students will come to know about Latest trends in New Media.

COURSE CONTENTS:

Unit 1:

- 1.1 Growth and Development of New Media
- 1.2 Characteristics of New Media
- 1.3 Types of New Media
- 1.4 Advantages of New Media

Unit 2:

- 2.1 Online Journalism
- 2.2 News websites
- 2.3 News Portals
- 2.4 E-Book, E-Publications

Unit 3:

- 3.1 Social Media
- 3.2 Types of Social Media
- 3.3 Features of Social Media
- 3.4 Blogging/Vlogging, Podcasting, Videocasting

Unit 4:

- 4.1 Social Impact of New Media
- 4.2 Self regulations for Social networking sites
- 4.3 Regulations introduced by the Govt.
- 4.4 Latest trends in New Media

Suggested Readings:

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook — Andrew Dewdney and Peter Ride
- The Cyberspace Handbook — Jason Whittaker