

**Curriculum and Credit Framework
As per NEP 2020**

For

**MA (Journalism & Mass Communication)
(To be effective from the Academic Session 2024-25)**



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**Department of Media Studies
Gurugram University, Gurugram**
(A State Govt. University Established Under Haryana
Act 17 Of 2017)

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Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS					
			(Hrs)			Credits				TI	TE	PI	PE	Total	
Core Course(s)															
CC-A07	Communication Research	241/J MC/ CC-3A07	2		4	2		2	4	15	35	15	35	100	
CC-A08	Audio/Visual Production	241/J MC/ CC-3A08	2		4	2		2	4	15	35	15	35	100	
CC-A09	Introduction to Advertising and Public Relations	241/J MC/ CC-3A09	2		4	2		2	4	15	35	15	35	100	
Discipline Specific Elective Courses															
DSE-03	Development Communication	241/J MC/ DS-303	2	1		2	1		3	25	50			75	
Multidisciplinary Course(s)															
MDC-03	One from Pool								3					75	
Skill Enhancement Course(s)															
SEC-02	One from Pool								2					50	
Value-added Course(s)															
VAC-02	One from Pool								2					50	
Seminar															
Seminar									2					50	
Internship/Field Activity#															
Internship/Field Activity									4					100	
Total Credits									24					700	

#Four credits of internship earned by a student during summer internship after 2nd semester will be counted in 3rd semester of a student who pursue 2-year PG Programme without taking exit option.

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Ability Enhancement Course(s)														
AEC-03	One from Pool								2					50
Dissertation/Project Work														
Dissertation	Dissertation								20					500
Total Credits									22					550



MA(JMC)
SEMESTER-3

Name of Subject: Communication Research		Maximum Theory marks: 50 (15+35)
Subject Code: CC-A07	Course ID: 241/JMC/CC-3A07	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 7 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Note: The Practical will be conducted on the basis of theory.

Objectives: To provide students with advanced knowledge and skills in communication research methodologies. The course aims to develop proficiency in designing, conducting, and analyzing communication research, with a focus on both qualitative and quantitative approaches.

Course Outcomes:

Students will be able to:

1. Understand the fundamental principles and theories of communication research.
2. Develop skills in designing and implementing research studies.
3. Gain proficiency in qualitative and quantitative research methodologies.
4. Analyse and interpret research data effectively.

Unit 1: Introduction to Communication Research
1.1 Communication Research: Process and Types
1.2 Theoretical Frameworks and Paradigms in Communication Research
1.3 Formulating Research Questions and Hypotheses
1.4 Research Proposal, Design and Methodologies
Unit 2: Quantitative Research Methods
2.1 Survey Research
2.2 Content Analyses
2.3 Sampling Techniques
2.4 Data and Types
Unit 3: Qualitative Research Methods
3.1 Ethnography and Participant Observation
3.2 In-depth Interviews and Focus Groups
3.3 Discourse Analysis and Narrative Analysis
3.4 Case Studies and Comparative Research
Unit 4: Ethical Issues and Practical Applications
4.1 Ethical Considerations in Communication Research
4.2 Presenting Research Findings
4.3 Writing Research Reports
4.4 Evaluating and Critiquing Communication Research Studies



Suggested Readings

1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
4. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur



MA(JMC)
SEMESTER-3

Name of Subject: Audio/Visual Production		Maximum Theory marks: 50 (15+35)
Subject Code: CC-A08	Course ID: 241/JMC/CC-3A08	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 7 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Note: The Practical will be conducted on the basis of theory.

Objective: To provide students with advanced knowledge and practical skills in audio and visual production. The course covers the technical, creative, and theoretical aspects of producing high-quality audio and visual content for various media platforms.

Course Outcomes:

Students will be able to:

1. Develop advanced technical skills in audio and visual production.
2. Gain a thorough understanding of production planning and project management.
3. Explore creative techniques for storytelling through audio and visual media.
4. Understand and apply post-production processes and tools.

Unit 1: Fundamentals of Audio/Visual Production
1.1 Overview of Audio/Visual Production
1.2 Principles of Sound and Visual Design
1.3 Equipment and Technology in Production (Cameras, Microphones, Lighting)
1.4 Production Planning and Project Management
Unit 2: Audio Production Techniques
2.1 Recording Techniques for Voice, Music, and Sound Effects
2.2 Audio Mixing and Mastering
2.3 Sound Design and Audio Editing Software
2.4 Audio Storytelling and Podcast Production
Unit 3: Visual Production Techniques
3.1 Camera Operation and Shot Composition
3.2 Lighting Techniques for Various Environments
3.3 Directing and Working with Talent
3.4 Visual Storytelling and Cinematography
Unit 4: Post-Production and Distribution
4.1 Video Editing Techniques and Software
4.2 Visual Effects and Motion Graphics
4.3 Color Correction and Grading
4.4 Distribution Platforms and Strategies for Audio/Visual Content

Suggested Readings:

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi



2. Herbert Zettl TV production Handbook, Thomas Wardsworth Publishing
3. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
4. Janet Trewin Presenting on TV and Radio, Focal Press, India.

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MA(JMC)
SEMESTER-3

Name of Subject: Introduction to Advertising and Public Relations		Maximum Theory marks: 50 (15+35)
Subject Code: CC-A09	Course ID: 241/JMC/CC-3A09	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 7 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Note: The Practical will be conducted on the basis of theory.

Objective: To provide students with a comprehensive understanding of the principles and practices of advertising and public relations. This course aims to explore the strategic roles these fields play in shaping public perception and driving business success.

Course Outcomes:

Students will be able to:

1. Understand the fundamental concepts and theories of advertising and public relations.
2. Develop skills in creating effective advertising campaigns.
3. Gain proficiency in planning and executing public relations strategies.
4. Analyse the ethical and legal considerations in advertising and public relations.

Unit 1: Foundations of Advertising and Public Relations
1.1 Introduction to Advertising: History and Evolution
1.2 Introduction to Public Relations: History and Evolution
1.3 The Role of Advertising and PR in Modern Business
1.4 Theoretical Frameworks and Models in Advertising and PR
Unit 2: Advertising Strategies and Campaigns
2.1 Market Research and Audience Analysis
2.2 Creative Strategy and Message Development
2.3 Media Planning and Buying
2.4 Evaluating the Effectiveness of Advertising Campaigns
Unit 3: Public Relations Strategies and Practices
3.1 Public Relations Planning and Research
3.2 Media Relations and Press Release Writing
3.3 Crisis Communication and Reputation Management
3.4 Public Relations Measurement and Evaluation
Unit 4: Ethical, Legal, and Digital Aspects
4.1 Ethical Issues in Advertising and Public Relations
4.2 Legal Considerations: Regulations and Compliance
4.3 The Impact of Digital Media on Advertising and PR
4.4 Case Studies on Digital Campaigns and Social Media Strategies



Suggested Readings

1. "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom
2. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, and Jae-Hwa Shin
3. "Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
4. "The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" by David Meerman Scott
5. "The Art of Public Relations" by P. T. Barnum
6. "Public Relations: Principles and Practices" by M.B. Sarkar and Anupama Saha
7. "Ogilvy on Advertising" by David Ogilvy
8. "Hey, Whipple, Squeeze This: A Guide to Creating Great Advertising" by Luke Sullivan
9. "Confessions of an Advertising Man" by David Ogilvy
10. "The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers" by Robert Solomon
11. "The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly



MA(JMC)
SEMESTER-3

Name of Subject: Development Communication		Maximum Theory marks: 75 (25 + 50)
Subject Code: DSE-03	Course ID: 241/JMC/DS-303	

This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 14 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students will be required to attempt one question from each unit.

Objective: To equip students with advanced knowledge and skills in the field of development communication. The course aims to explore the role of communication in promoting social change, development, and empowerment in various contexts.

Course Outcomes:

Students will be able to:

1. Understand the fundamental theories and concepts of development communication.
2. Analyse the role of communication in addressing development issues.
3. Explore the use of traditional and new media in development communication.

Unit 1: Theoretical Foundations of Development Communication
1.1 Introduction to Development Communication: Definitions and Scope
1.2 Theories of Development and Communication (Modernization, Dependency, Participatory)
1.3 Communication for Social Change
1.4 Historical Evolution of Development Communication
Unit 2: Media and Communication Strategies for Development
2.1 Designing Communication Strategies and Participatory Approaches
2.2 Role of Traditional Media in Development: Radio, Television, Print
2.3 New Media, Digital Technologies, and Community Media
2.4 Media Literacy, Advocacy, and Social Mobilization
Unit 3: Evaluation and Impact Assessment
3.1 Monitoring and Evaluation of Development Communication Programs
3.2 Methods and Tools for Impact Assessment
3.3 Ethical Considerations in Development Communication
3.4 Case Studies on the Impact and Challenges of Development

Suggested Readings:

1. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail
2. "Communication for Development and Social Change" by Jan Servaes
3. "Development Communication: Theory and Practice" by Uma Narula
4. "Development Communication: Contexts and Challenges" by Srinivas Melkote and H. Leslie Steeves



5. "Theories of Development Communication" by Everett M. Rogers and Arvind Singhal
6. "Participatory Communication: A Practical Guide" by Thomas Tufte
7. "Communication for Another Development: Listening Before Telling" by Wendy Quarry and Ricardo Ramirez
8. "Communication and Development: A Practical Guide" by Tony Dowden and K. S. Venu Gopal
9. "Development Communication Sourcebook: Broadening the Boundaries of Communication" by Paolo Mefalopulos
10. "Media, Development, and Institutional Change" by Kees Brants and Katja Lehtisaari



MA(JMC)
SEMESTER-4

Name of Subject: Dissertation	Maximum Marks: 500
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Objectives: This Dissertation aims to facilitate the integration of acquired knowledge and skills by guiding students through the independent conception, planning, and execution of a project aligned with their major option. Emphasis is placed on developing a comprehensive project proposal, executing the project, and delivering a refined presentation.

Course Outcomes: Upon completion, students will demonstrate the ability to independently conceive, plan, and execute a project aligned with their major. They will effectively integrate concepts from their specialization, navigate challenges during execution, produce a well-structured project report with proper citation, and deliver a polished project presentation. Comprehensive assessment ensures a holistic evaluation of their capabilities.

Dissertation: The Dissertation is designed as the culmination of the student's specialised learning, requiring the application of acquired knowledge and skills. Over the course, students will independently conceive, plan, and execute a research project aligned with their major option, incorporating concepts from the diverse range of courses completed in their specialization. The initial weeks focus on developing a comprehensive project research proposal, emphasising the definition of scope, objectives, and research questions, along with an extensive literature review and selection of appropriate methodologies. Subsequently, students transition to the project execution phase, navigating challenges and adapting plans as necessary. The following weeks are dedicated to drafting the project report, ensuring a well-structured document that integrates methodology, findings, and a theoretical framework; all while emphasising proper citation and referencing. The final weeks concentrate on refining the project through review, revision, and preparation for the ultimate stage: the project presentation. Students will showcase their work, receive peer evaluations, and submit the final project report, culminating in a comprehensive assessment that evaluates the entire project development process, from proposal to presentation. The grading criteria encompass different milestones, ensuring a holistic evaluation of the student's capabilities and accomplishments.

Structure of Dissertation:

Introduction
Review of Literature
Methodology
Interpretation and Analyses
Conclusion
References

MA(JMC)

Skill Enhancement Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and is designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work.)

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
SEC-02	Graphic Designing	241/JMC/SE-302			4			2	2			15	35	50



MA(JMC)
SEMESTER -3

Name of Subject: Graphic Designing		
Subject Code: SEC-02	Course ID: 241/JMC/SE-302	Maximum Practical Marks: 50 (15+ 35)

Objective: To equip students with a comprehensive understanding of graphic designing principles and practices, encompassing typography, layout design, colour theory, and creative problem-solving. The course aims to prepare students to apply these skills effectively in professional graphic design contexts.

Outcomes:

Students will be able to:

1. Understand fundamental and advanced principles of graphic design.
2. Build a professional portfolio demonstrating diverse design projects and techniques.

COURSE CONTENTS:

Unit 1: Fundamentals of Graphic Design
1.1 Introduction to Graphic Design Principles
1.2 Typography and Type Design
1.3 Color Theory and Application
1.4 Layout Design and Composition
Unit 2: Advanced Techniques in Graphic Design
2.1 Visual Identity and Branding
2.2 Packaging Design and Product Communication
2.3 Publication Design: Magazines, Books, and Digital Formats
2.4 Designing for Web and Interactive Media

Suggested Readings

1. Advertising by Design: Generating and Designing Creative Ideas Across Media" by Robin Landa
2. Graphic Design, Hindi Edition by Narendra Singh Yadav
3. Patterns: Design and Composition by M.A Hann, I.S. Moxon



MA(JMC)

Value Added Course from the department for pool of the Courses in
the University

(All the departments will offer value added course for the students
of same or different departments.

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
VAC-02	Culture and Cinema	241/JMC/VA-302	2			2			2	15	35			50

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MA(JMC)
SEMESTER -3

Name of Subject: Culture and Cinema	Maximum Theory Marks: 50 (15+ 35)
Subject Code: VAC-02 241/JMC/VA-302	

Instructions for Paper Setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 13 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 11 marks each. The students will be required to attempt one question from each unit.

Objective: To explore the interrelationship between culture and cinema, examining how films reflect and influence societal values, norms, and identities. To analyse key theoretical frameworks in film studies and cultural studies, applying them to cinematic analysis.

Course Outcomes:

Students will be able to:

1. Gain a deep understanding of the relationship between culture and cinema.
2. Critically evaluate representations of culture, identity, and diversity in films.

COURSE CONTENTS:

Unit 1: Cultural Contexts in Cinema
1.1 Introduction to Culture and Cinema Studies
1.2 Theoretical Approaches in Film and Cultural Studies
1.3 Cultural Representation in Cinema
1.4 Cinema and The Nation
Unit 2: Analyzing Cinematic Texts
2.1 Genre Studies: Exploring Film Genres and Their Cultural Significance
2.2 Case Studies of Influential Films in Cultural Discourse
2.3 Global Perspectives: Cross-cultural Analysis of Cinema
2.4 Contemporary Issues in Cinema and Cultural Studies

Suggested Readings:

1. RURAL CULTURE IN HINDI CINEMA: A Sociological Study by Shivam Singh
2. Filmen Aur Sanskriti: The Intersection of Cinema and Culture in India (Hindi Edition) by Dheeraj Sharma
3. The Evolution of Song and Dance in Hindi Cinema by Ajay Gehlawat and Rajinder Dudrah



MA(JMC)

Multidisciplinary Course from the department for pool of the
Courses in the University

(These courses are to be offered to students of different
discipline/Subject)

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-03	Media and Society	241/JM C/MD-303	2	1		2	1		3	25	50			75

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MA(JMC)
SEMESTER -3

Name of Subject: Media and Society		Maximum Theory marks: 75 (25+50)
Subject Code: MDC-03	Course ID: 241/JMC/MD-303	

Instructions for Paper Setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 14 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students will be required to attempt one question from each unit.

Objective: To provide an understanding of the intricate relationship between media and society, focusing on the socio-cultural, economic, and political contexts.

Course Outcomes:

Students will be able to:

1. Understand the basic concepts of media and society.
2. Analyze the relationship between media and socio-political power.
3. Evaluate media content and its representation in society.
4. Explore the dynamics between media and audiences.

COURSE CONTENTS:

Unit 1: Introduction to Society and Media
1.1 Basic Concepts
1.2 Relationship Between Media and Society
1.3 Media in Socio-Cultural Context
1.4 Cultural Imperialism
Unit 2: Media and Power
2.1 Communication and Social Order
2.2 Socio-Political Power
2.3 Democracy and the Internet
2.4 Media Ownership and Control
Unit 3: Media Content and Representation
3.1 Concept of Representation
3.2 Construction of Media Content
3.3 Stereotypes in Media
3.4 Impact of Globalization on Local Media

Suggested Reading:

1. Media/Society: Industries, Images, and Audiences" by David Croteau
2. Media Convergence: Networked Digital Media in Everyday Life" by Tim Dwyer
3. Western Media Narratives on India: From Gandhi To Modi by Umesh Upadhyay
4. The Media and Modernity: A Social Theory of the Media" by John B. Thompson



MA(JMC)

Multidisciplinary Course from the department for pool of the
Courses in the University

(These courses are to be offered to students of different
discipline/Subject)

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-04	Media Literacy	241/JM C/MD-404	2	1		2	1		3	25	50			75



MA(JMC)
SEMESTER -4

Name of Subject: Media Literacy	Maximum Theory marks: 75 (25+50)
Subject Code: MDC-04	Course ID: 241/JMC/MD-404

Instructions for Paper Setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 14 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students will be required to attempt one question from each unit.

Objective: To provide students with the skills to critically analyse media content, understand the role of media in shaping public perception, and become informed consumers and creators of media. The course aims to enhance media literacy by exploring media production, representation, and the impact of media on society.

Course Outcomes:

Students will be able to:

1. Understand the key concepts and frameworks of media literacy.
2. Develop critical thinking skills to analyse media messages.
3. Explore the relationship between media, culture, and society.

COURSE CONTENTS:

Unit 1: Introduction to Media Literacy
1.1 Definition and Importance of Media Literacy
1.2 Key Concepts: Media as Construction, Media and Reality
1.3 The Role of Media in Society
1.4 Historical Development of Media Literacy
Unit 2: Analyzing and Creating Media Content
2.1 Understanding Media Messages: Meaning and Persuasion
2.2 Influence of Message (Good Text v/s Bad Text)
2.3 Misinformation and Disinformation
2.4 Techniques for Creating Effective Media Messages
Unit 3: Media and Society
3.1 Media Effects on Audiences and Public Opinion
3.2 Media Narratives and Colonization of Minds
3.3 Media Literacy in the Digital Era
3.4 Responsible Use of Social Media

Suggested Readings

1. Media Literacy Paperback by W. James Potter
2. Introduction to mass communication Media Literacy and Culture by Stanley J. Baran
3. Media Literacy Kathleen Tyner
4. Media Literacy by Art Silverblatt
5. मीडिया लिटरेसी-दूसरी परम्परा by Dr. Pradeep Kumar