

Curriculum and Credit Framework As per NEP 2020

For

MA Integrated (Journalism & Mass Communication)
(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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1. Background

NEP 2020 based Curriculum Framework for five-year integrated degree programme MAMC intended to design a broad learning framework to provide the human capital needs of the ever-changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower students with creativity, knowledge, ability, skills and also moral ethical values so that he will able to acquire professional skills along with social-cultural values. It is also designed to make them capable of understanding primary research culture among students to encourage Research and Development (R & D) potentials in the field of audience, behaviour, content and meanings studies. This five-year integrated programme has been structured to prepare the students to achieve skills for information, entertainment as well as media relations industries.

2. Programme Educational Objectives (PEOs)

PEO	Description
PEO-1	Students will apply effective communication strategies in personal and professional environments.
PEO-2	Students will demonstrate an understanding of historical contexts and evolving trends in mass communication and journalistic principles.
PEO-3	Students will acquire a comprehensive grasp of corporate communication in organizations, proficiency in marketing, advertising, strategic analysis, and master tools for public and media engagement.

3. Programme Outcomes

On completing MAJMC 5 years Integrated Programme, the students shall be able to realise following programme outcomes:

PO	Description
PO-1	Shall acquire fundamental knowledge of Mass communication & Journalism.
PO-2	Shall acquire the knowledge related to media and its impact on society.
PO-3	Shall be competent enough to undertake professional job as per demands and requirements of market & entertainment (M & E) Industry.
PO-4	Shall empower themselves by communication, professional and life skills. Shall be able to enhance the ability of leadership. Shall become socially responsible citizen with global vision
PO-5	Shall be equipped with ICTs competencies including digital literacy.
PO-6	Shall acquire the interviewing, reporting and information gathering skills, that will helpful in understanding content and behaviors.
PO-7	Shall acquire the understanding of importance of leadership and teamwork that is the major quality and responsibility for media personnel.
PO-8	Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
PO-9	Shall have an understanding of acquiring knowledge throughout life.

4. Programme Specific Outcomes

On completing MAMC 5 years Integrated Programme, the students shall be able to realise following outcomes:

PSO	Description
PSO-1	The students will be able to write, edit and proofreads contents and writeups for mass media like Newspaper, Magazine and digital media.
PSO-2	This Program will provide understanding of program production, management in government and private television channels and in Cinema.
PSO-3	Students will be able to learn in the latest digital audio-video and multimedia technologies to understand agenda and propaganda hidden in web media like Facebook and Twitter
PSO-4	Students will be skilled to plan, conduct and present an interview for print, television, radio news and PR. They will also develop the knowledge of current affairs.
PSO-5	The students will be able to measure public opinion, through media research and opinion poll.

5. Postgraduate Attributes

- **Disciplinary Knowledge:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.
- **Creative, problem solving and Critical Thinking:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication. Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development. An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.
- **Communication Skills:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication. Elicit views of others, mediate disagreements and help reach conclusions in group settings. Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
- **Research Skills:** Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign. The last thing people want with a communications campaign is to find themselves screaming out into the void, because they've failed to engage or interest people. Research brings objectivity and accuracy in news reporting. A good story is always the outcome of research and investigation. Media Research is also used in conducting surveys, public opinion polls, advertising and public relation campaigns.
- **Moral and Ethical Values:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.
- **Life skills and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
- **Global Competence:** Global Competence is a multi-dimensional construct that that gave students combination of knowledge, skills, attitudes and values successfully applied to global issues Global competency demands effective communication skills that will be provided to student through linguistic and intercultural knowledge in order to make them engage in open, appropriate, and effective interactions with people all around the world (from different backgrounds) and will help students to move from learning about the world to making a difference in it.

6. Qualification descriptors

Eligibility

The candidate should have qualified 10+2 examination from Board of School Education, Haryana or of any other Board recognized as equivalent thereto, with a minimum of 50% marks in aggregate (47.5% in case of SC/ST/ Divyang candidates of Haryana only)

7. Scheme of Programme

Semester 1

Semester I														
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-A01	Introduction to Communication	242/JMC/CC-1A01	3		2	3		1	4	25	50	5	20	100
CC-A02	Concept of Media and Journalism	242/JMC/CC-1A02	3		2	3		1	4	25	50	5	20	100
	Minor Vocational Courses													
MIC-01	Photo Journalism	242/JMC/MI-101	2		4	2		2	4	15	35	15	35	100
	Multidisciplinary Course(s)													
MD C-01	One from Pool								3					75
	Ability Enhancement Course(s)													
AEC -01	One from Pool								2					50
	Skill Enhancement Course(s)													
SEC-01	Techniques of Photoshop	242/JMC/SE-101	2		2	2		1	3	15	35	5	20	75
	Value-added Course(s)													
VAC -01	“Panchatantra” Indian Art of Storytelling	242/JMC/VA-101	2			2			2	15	35			50
Total Credits									22					550

Semester 2

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-A03	Evolution of Language	242/JM C/CC-2A03	3	1		3	1		4	30	70			100
CC-A04	Basics of Written Communication	242/JM C/CC-2A04	3		2	3		1	4	25	50	5	20	100
Minor Vocational Courses														
MIC-02	Basics of Camera	242/JM C/MI-202	2		4	2		2	4	15	35	15	35	100
Multidisciplinary Course(s)														
MDC-02	One from Pool								3					75
Ability Enhancement Course(s)														
AEC-02	One from Pool								2					50
Skill Enhancement Course(s)														
SEC-02	Designing with Illustrator	242/JM C/SE-202	2		2	2		1	3	15	35	5	20	75
Value-added Course(s)														
VAC-02	Social Media Literacy	242/JM C/VA-202	2			2			2	15	35			50
Total Credits									22					550

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-A05	History of Print and Broadcast Media	242/JM C/CC-3A05	3	1		3	1		4	30	70			100
CC-A06	Basics of Reporting	242/JM C/CC-3A06	2		4	2		2	4	15	35	15	35	100
Minor Vocational Courses														
MIC-03	Writing for News Media	242/JM C/MI-303	2		4	2		2	4	15	35	15	35	100
Multidisciplinary Course(s)														
MDC-03	One from Pool								3					75
Ability Enhancement Course(s)														
AEC-03	One from Pool								2					50
Skill Enhancement Course(s)														
SEC-03	Newspaper Designing with InDesign	242/JM C/SE-303	2		2	2		1	3	15	35	5	20	75
Value-added Course(s)														
VAC-03	Advertising: Values and Cultural Shock	242/JM C/VA-303	2			2			2	15	35			50
Total Credits									22					550

#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
Core Course(s)														
CC-A07	Radio Program and Podcast	242/JM C/CC-4A07	2		4	2		2	4	15	35	15	35	100
CC-A08	Communication in Ancient India	242/JM C/CC-4A08	3	1		3	1		4	30	70			100
CC-A09	Specialized Journalism: Various Streams	242/JM C/CC-4A09	3		2	3		1	4	25	50	5	20	100
CC-A10	TV Journalism	242/JM C/CC-4A10	2		4	2		2	4	15	35	15	35	100
Minor Vocational Courses														
MIC (VOC)-01	Emerging Trends in Mobile Journalism	242/JM C/VO-401	2		4	2		2	4	15	35	15	35	100
Ability Enhancement Course(s)														
AEC-04	One from Pool								2					50
Value-added Course(s)														
VAC-04	Communication: Indian Arts and Folk	242/JM C/VA-304	2			2			2	15	35			50
Total Credits									24					600

Semester 5

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-A11	Audio-Visual Production	242/JM C/CC-5A11	2		4	2		2	4	15	35	15	35	100
CC-A12	Communication Psychology and Behaviour	242/JM C/CC-5A12	3	1		3	1		4	30	70			100
CC-A13	Writing Beyond News	242/JM C/CC-5A13	2		4	2		2	4	15	35	15	35	100
CC-A14	Media and Society	242/JM C/CC-5A14	3	1		3	1		4	30	70			100
Minor Vocational Courses														
MIC (VOC)-02	Creative Writing	242/JM C/VO-502	2		4	2		2	4	15	35	15	35	100
Internship/Field Activity#														
Internship									4					100
Total Credits									24					600

Semester 6

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-A15	Media Laws and Ethics	242/JM C/CC-6A15	3	1		3	1		4	30	70			100
CC-A16	Digital Media	242/JM C/CC-6A16	3		2	3		1	4	25	50	5	20	100
CC-A17	Media Literacy	242/JM C/CC-6A17	3	1		3	1		4	30	70			100
CC-A18	Communication Theories and Models	242/JM C/CC-6A18	3	1		3	1		4	30	70			100
Minor Vocational Courses														
MIC (VOC)-03	Emerging Trends and Digital Storytelling	242/JM C/VO-603	2		4	2		2	4	15	35	15	35	100
Skill Enhancement Course(s)														
SEC-04	News Bulletin Production with Adobe Premier	242/JM C/SE-604			4			2	2			15	35	50
Total Credits									22					550

Semester 7

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-H1	Communication Research	242/JMC/CC-7H1	3		2	3		1	4	25	50	5	20	100
CC-H2	Organization and Management of Media	242/JMC/CC-7H2	3	1		3	1		4	30	70			100
CC-H3	Introduction to Hindi Cinema	242/JMC/CC-7H3	3	1		3	1		4	30	70			100
CC-H4	Arts of Film Making	242/JMC/CC-7H4	3		2	3		1	4	25	50	5	20	100
CC-H5	Intercultural Communication	242/JMC/CC-7H5	3	1		3	1		4	30	70			100
Minor/ Vocational Course(s)														
MIC-04	Documentary Production	242/JMC/MI-704	2		4	2		2	4	15	35	15	35	100
Total Credits									24					600

Semester 8 (4years UG Hon.)

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-H6	Development Communication	242/JMC/CC-8H6	3		2	3		1	4	25	50	5	20	100
CC-H7	Specialized Reporting	242/JMC/CC-8H7	3		2	3		1	4	25	50	5	20	100
CC-H8	Basics of Advertising	242/JMC/CC-8H8	3		2	3		1	4	25	50	5	20	100
CC-H9	Crisis Communication	242/JMC/CC-8H9	3	1		3	1		4	30	70			100
CC-H10	Corporate Communication & Public Relations	242/JMC/CC-8H10	3		2	3		1	4	25	50	5	20	100
Minor/ Vocational Course(s)														
MIC-05	Event Management	242/JMC/MI-805	2		4	2		2	4	15	35	15	35	100
Total Credits									24					600

Semester 9

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-A01	History of Global Media	242/JM C/CC-9A01	3	1		3	1		4	30	70			100
CC-A02	Advanced Communication Research Methods	242/JM C/CC-9A02	3		2	3		1	4	25	50	5	20	100
CC-A03	Cyber Journalism	242/JM C/CC-9A03	3		2	3		1	4	25	50	5	20	100
Discipline Specific Elective Courses														
DSE-01	Basics of Web. Designing	242/JM C/DS-901			6			3	3			25	50	75
Skill Enhancement Course(s)														
SEC-05	Graphic Designing	242/JM C/SE-905			6			3	3			25	50	75
Value Added Courses (Seminar)														
VAC 05	Seminar	242/JM C/VA-905							2					50
Total Credits									20					500

Semester 10

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-A04	Integrated Marketing Communication & Digital Marketing	242/JMC/CC-10A04	2		4	2		2	4	15	35	15	35	100
Discipline Specific Elective Courses														
DSE-02	Business Ethics & Communication	242/JMC/DS-1002	3		2	3		1	4	25	50	5	20	100
Value Added Courses (Community Engagement/Field Work/Survey/Seminar)														
VAC06	Seminar/Community Engagement/Field Work/Survey	242/JMC/VA-1006							12					300
Total Credits									20					500

Research Oriented Degree

Semester 8 (4yr UG Honours with Research)

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-H6	Qualitative Research Methodology	242/JMC/CC-8H6	3		2	3		1	4	25	50	5	20	100
CC-H7	Quantitative Research Methodology	242/JMC/CC-8H7	3		2	3		1	4	25	50	5	20	100
Minor/ Vocational Course(s)														
MIC-05	Event Management	242/JMC/MI-805	2		4	2		2	4	15	35	15	35	100
Research Project/Dissertation														
Research work/ Dissertation									12					300
Total Credits									24					600

Semester 9

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Research Project (progress evaluation)														
Research project/progress evaluation									20					500
Total Credits									20					500

Semester 10

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Dissertation Credits														
Dissertation Credits									20					500
Total Credits									20					500

8. Syllabus
MA Integrated (JMC)
SEMESTER - 1

Name of Subject: Introduction to Communication		Maximum Theory marks: 75 (25+50)
Subject Code: CC-A1	Course ID: 242/JMC/CC-1A01	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: with this course students would gain knowledge about basic aspects of Communication. Students would learn about the process and functions of communication and its role in developing self that play crucial role in the process of socialization.

Course Outcomes:

1. Students will be able to speak confidently in interpersonal and group communication.
2. They will be able to apply ethics of communication in psychological as well as social contexts.
3. Students will understand and identify the barriers to effective communication and methods to overcome them.
4. They will be able to differentiate and utilize various forms and types of communication, including verbal, non-verbal, and media-specific channels.

COURSE CONTENTS:

Unit 1: Introduction
1.1 Human communication and Process of Socialization 1.2 Process and Functions of Communication 1.3 Barriers of Effective Communication 1.4 Communication and Self (Johari window)
Unit 2: Types of Communication
2.1 Language: Verbal (oral and written) and Nonverbal 2.2 Structure: Formal and Informal 2.3 Flow: Horizontal and Vertical (Upward and Downward) 2.4 Medium: Audio, Visual and Audio-visual
Unit 3: Forms of Communication
3.1 Intra-personal Communication 3.2 Interpersonal Communication 3.3 Group Communication: Small Group and Large Group 3.4 Dyad and Triad
Unit 4: Non-Verbal Communication
4.1 Kin-sic and Body Movement 4.2 Facial Expressions and Eye Movements 4.3 Para-Language and Proxemics 4.4 Personal Appearance, Smell and Taste

Suggested Readings:

1. The Process of Communication D.K. Berlo, New York: Halt Renhart and Winston.
2. Introduction to Communication Studies by John Fiske, Routledge
3. Mass Communication in India by Keval J. Kumar, Jaico Publishing House

MA Integrated (JMC)
SEMESTER - 1

Name of Subject: Concept of Media and Journalism	Maximum Theory marks: 75 (25+50)
Subject Code: CC-A2 Course ID: 242/JMC/CC-1A02	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks**. The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: this course is design to give basic knowledge and understanding to students of different mass media mediums and their functions in society. To help students to learn about basic news gathering and writing skills for soft stories.

Course Outcomes:

1. Students will understand the meaning, concept, and historical origins of journalism.
2. They will be able to identify and explain the various types and new trends in journalism.
3. Students will gain knowledge about the nature, function, and objectives of different media types.
4. They will comprehend the convergence of media and its implications in the modern context.

COURSE CONTENTS:

Unit 1: Introduction to Journalism
1.1 Meaning and Concept of Journalism 1.2 Origin of Journalism 1.3 Types of Journalism 1.4 New Trends in Journalism
Unit 2: Introduction to Media
2.1 Nature and Function of Media 2.2 Objectives of Media 2.3 Types of Media: Print, Broadcast, Online 2.4 Convergence of Media
Unit 3: Concept of News Journalism
3.1 News: Meaning, Definition and Elements 3.2 Type of News (hard v/s soft) 3.3 Principal of News: 5W and 1H 3.4 Structure of News: Inverted Pyramid
Unit 4: Process of News
4.1 News Sources and News Gathering 4.2 News Values: Space, Time, Brevity, Balance and Fairness, Accuracy and Deadline 4.3 Language of News: Basic Headlines, Writing Skills and News Treatment 4.4 Media as the Fourth Pillar and Gatekeepers in News

Suggested Readings:

1. John Hohenberg: Professional Journalists; Thomson Learning
2. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
3. Sourin Banerjee: Journalism Update; Pragatishil Prokashak.
4. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
5. Tony Harcup: Journalism: Principles and Practice; Sage

MA Integrated (JMC)
SEMESTER - 1

Name of Subject: Photo Journalism	Maximum Theory marks: 50 (15+35)
Subject Code: MIC-01 Course ID: 242/JMC/MI-101	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks**. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To provide students with comprehensive knowledge and practical skills in photojournalism, enabling them to effectively communicate stories through photographic media.

Course Outcomes:

1. Students will understand the history, evolution, and significance of photojournalism in media.
2. They will learn the technical aspects of photography, including camera functions, exposure, lighting, composition, and framing.
3. Students will develop practical photography skills, including photojournalism techniques, digital photography, photo editing, and creating photo essays.
4. They will explore advanced photojournalism topics, such as covering news events, investigative photojournalism, multimedia storytelling, and career opportunities.

COURSE CONTENTS:

Unit 1: Introduction to Photo journalism
1.1 History and Evolution of Photo journalism
1.2 Role and Importance of Photo journalism in Media
1.3 Notable Photo journalists and Iconic Photographs
1.4 Ethical Issues and Legal Considerations in Photo journalism
Unit 2: Technical Aspects of Photography
2.1 Basics of Camera and Lens: Types and Functions
2.2 Understanding Exposure: Aperture, Shutter Speed, and ISO
2.3 Lighting Techniques: Natural and Artificial Light
2.4 Composition and Framing in Photography
Unit 3: Photography Skills (Practical)
3.1 Photo journalism Techniques: Capturing Action and Emotion
3.2 Digital Photography: Equipment and Software
3.3 Photo Editing and Post-Processing Techniques
3.4 Creating Photo Essays and Visual Stories
Unit 4: Advanced Photo journalism
4.1 Covering News Events and Features
4.2 Investigative Photo journalism
4.3 Multimedia Storytelling: Integrating Photos with Audio and Video
4.4 Career Opportunities and Challenges in Photo journalism

Suggested Readings:

1. "Practical Photography" by O. P. Sharma
2. "Basic Photography" by Michael Langford
3. "Handbook of Photography" by James A. Folts, Ronald P. Lovell
4. "Photography" by Lee Frost

MA Integrated (JMC)
SEMESTER - 2

Name of Subject: Evolution of Language		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A3	Course ID: 242/JMC/CC-2A03	

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

Objective: Students will heighten their awareness of correct usage of word, sentence and grammar in language that will be helpful in writing and speaking. Students will improve their speaking language ability both in terms of fluency and comprehensibility.

Course Outcomes:

1. After completion of this course students will be able to give oral presentations and receive feedback on their performance.
2. It will increase their reading speed and comprehension of academic articles.
3. They will improve their reading fluency skills through extensive reading.
4. Students will enlarge their vocabulary by keeping a vocabulary journal.

COURSE CONTENTS:

Unit 1: Introduction
1.1 Introduction and concept of language 1.2 Development of language and phonetics 1.3 Organ of speech and classification of sounds 1.4 Significance of language
Unit 2: Classification of Language
2.1 Language and dialects 2.2 Language Family and Indian Language 2.2 Spoken and written language 2.3 Sign and symbol of language
Unit 3: Reading and Understanding
3.1 Language and culture: Words and sentence formation 3.2 General Methods of word and sentence formation 3.3 Language and Constitution 3.4 Language and Society
Unit 4: Language and Presentation
4.1 Communication Skills: verbal and non-verbal skills for presentation 4.2 Presentation Skills: planning, structuring, delivering and handling of presentation, speech and discussion 4.3 Presentation Etiquette: dressing and grooming, meeting etiquette, dinning Etiquette 4.4 Behaviour Skills: Positive attitude, self-management, problem solving, time management and anger management.

Suggested Readings:

1. The Study of Language" by George Yule
2. Language Families of the World" by Kenneth Katzner

3. The Cambridge Encyclopedia of Language" by David Crystal
4. "Communication Skills for Effective Management" by Owen Hargie
5. "An Introduction to Language" by Victoria Fromkin, Robert Rodman, and Nina Hyams

MA Integrated (JMC)
SEMESTER - 2

Name of Subject: Basic of Written Communication	Maximum Theory marks: 75 (25+50)
Subject Code: CC-A04 Course ID: 242/JMC/CC-2A04	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: Students will learn historical concepts of development and history of writing. They will learn the basic principles and steps needed to write basic forms such as paragraphs and sentences. The course will also enhance their writing mapping process and idea generation on topics and themes.

Course Outcomes:

1. Students will understand the history, development, and different types of writing and scripts.
2. They will develop essential writing skills in both Hindi and English, focusing on grammar, word usage, and error correction.
3. Students will learn the structure and features of paragraph writing and be able to construct different types of paragraphs.
4. They will gain the ability to write various types of essays, understanding the characteristics and steps involved in essay writing.

COURSE CONTENTS:

Unit 1: Introduction
1.1 History, Development and Types of Writing and Script 1.2 Principals and Mechanics of Writing 1.3 Techniques of Writing: Issue Tree or Mind Map 1.4 Step and Process of Writing
Unit 2: Developing Writing Skills (Hindi and English)
2.1 Essentials of Grammar 2.2 Usage of Words 2.3 Common Errors and Misappropriations 2.4 Jumbled Sentences
Unit 3: Paragraph Writing
3.1 Introduction and Importance of Paragraph Writing 3.2 Structure and Features of Paragraph 3.3 Constructions of Paragraph 3.4 Types of Paragraphs
Unit 4: Essay Writing
4.1 Introduction to Essay 4.2 Types of Essays 4.3 Characteristics of Essay 4.4 Steps of Essay Writing

Suggested Readings:

1. "The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century" by Steven Pinker
2. "Modern English Grammar and Usage" by N. Krishna Swamy
3. "Paragraphs and Essays: With Integrated Readings" by Lee Brandon and Kelly Brandon
4. "Writing Paragraphs and Essays: Integrating Reading, Writing, and Grammar Skills" by Joy Wingersky, Jan Boerner, and Diana Holguin-Balogh
5. "The Oxford Book of Essays" edited by John Gross
6. "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser

MA Integrated (JMC)
SEMESTER - 2

Name of Subject: Basics of Camera		Maximum Theory marks: 50 (15+35)
Subject Code: MIC-02	Course ID: 242/JMC/MI-202	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Course objectives: Operate a digital video camera. Ability to apply camera techniques in several situations. Create treatments and storyboards to shoot basic video sequences. Identify story elements as they script, produce, light, direct, and edit a short documentary movie. Apply concepts of photographic composition and creative expression to pictures. An understanding of the software editing process Planning ahead and creating an idea

Course Outcomes:

1. Students will understand the basic components and functioning of various types of cameras.
2. They will be able to operate a camera effectively, utilizing appropriate shooting techniques and camera angles.
3. They will gain knowledge of advanced techniques, including video formats, composition, storyboarding, and post-production basics.

COURSE CONTENTS:

Unit 1: Introduction to Camera
1.1 Basics of Camera
1.2 Components of Camera
1.3 Functioning of Camera
1.4 Different Types of Cameras
Unit 2: Basics of Camera
2.1 Camera Control and Shooting Techniques
2.2 Camera Angles, Shots, and Movements
2.3 Importance of Lighting
2.4 Lighting Techniques and Equipment
Unit 3: Advance Techniques and Application
3.1 Understanding Video Formats and Resolutions
3.2 Basics of Composition and Framing
3.3 Storyboarding and Planning a Shoot
3.4 Post-Production Basics: Editing and Software Overview

Suggested Readings:

1. Understanding Exposure: How to Shoot Great Photographs with Any Camera by Bryan Peterson
2. Digital Photography: A Basic Manual by Henry Horenstein

3. The Complete Guide to Digital Photography by Michael Freeman
4. Adobe Premiere Pro Classroom in a Book (2024 release)" by the Adobe Creative Team

MA Integrated (JMC)
SEMESTER - 3

Name of Subject: History of Print and Broadcast Media		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A05	Course ID: 242/JMC/CC-3A05	

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

Objective: To increase students' knowledge and understanding of the nature, functions, and objectives of media. To increase students' awareness of how the press, radio, and television industries developed in past decades and their role in the freedom struggle, and during emergency & post-liberalization era

Course Outcomes:

1. Students will understand the nature, functions, and objectives of media, as well as gain a brief historical overview of media evolution.
2. They will learn about the history of print media in India, including significant periods, the national freedom movement, post-independence, and post-liberalization.
3. Students will explore the history and development of All India Radio, including its programs, autonomy issues, and the rise of FM radio.
4. They will gain knowledge about the history of Doordarshan in India, including its early development, significant experiments like SITE, popular programs, and broadcasting changes post-liberalization.

COURSE CONTENTS:

Unit 1: Introduction of Media
1.1 Nature of Media 1.2 Functions of Media 1.3 Objectives of Media 1.4 Brief Historical Overview of Media Evolution
Unit 2: History of Print Media in India
2.1 Press Before 1857 2.2 Era of National Freedom Movement (1857-1947) 2.3 Post Independence Era & Emergency (1947-1975) 2.4 Print Media Post Liberalization
Unit 3: History of All India Radio
3.1 History and Development of Radio in India 3.2 Spoken Word Program of AIR 3.3 AIR and Issues of Autonomy 3.4 FM Radio
Unit 4: History of Doordarshan in India
4.1 The Beginnings and Early development of Television 4.2 SITE (Satellite Instructional Television Experiment) 4.3 Doordarshan and its Early Popular Programs 4.4 Broadcasting After Post Liberalization

Suggested Readings:

1. "Textbook of Mass Communication & Media" by Uma Joshi
2. "Journalism in India" by R. Parthsarathy
3. "Indian Broadcasting" by H. R. Luthra
4. "History of Indian Journalism" by J. Natrajan
5. "Indian Press since 1955" by S. C. Bhatt
6. "Shuruati Partikarita" by Krishn Bihari Mishra
7. "TV in India" by Gopal Sexena
8. *Bhartiya Patrakarita Kosh*, Vol. 1 & 2 by Vijay Dutt Shridhar

MA Integrated (JMC)
SEMESTER - 3

Name of Subject: Basics of Reporting	Maximum Theory marks: 50 (15+35)
Subject Code: CC-A06 Course ID: 242/JMC/CC-3A06	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To make students understand basic techniques of reporting in different media. To make them understand basics of source development and news gathering. To give them knowledge of basic types of reporting for writing hard and soft news; and understanding different types of interviews and preparation and techniques of interviewing.

Course Outcomes:

1. Students will understand the journalistic meaning, definitions, and various types of reporting, along with the qualities and duties of a reporter.
2. They will learn the art of conducting interviews, including the types, objectives, and essential skills needed for effective interviewing.
3. Students will be equipped with the tools and techniques of reporting, including news source management, research, and fact verification.
4. They will explore contemporary issues and challenges in reporting, such as media credibility, yellow journalism, sensationalism, and fake news.

COURSE CONTENTS:

Unit 1: Reporting an Overview
1.1 Journalistic Meaning and Definitions of Reporting 1.2 Qualities and Duties of Reporter 1.3 Different Types Reporting 1.4 Ethics of Reporting
Unit 2: Art of Interviews
2.1 Concept, Definition and Objectives of Interview 2.2 Types of Interviews: Issue Based, Personality Based, Incident/On-the-spot 2.3 Essentials for Good Interview (Research, Pre-talk, Temperament, Crisis Control Presentation) 2.3 Ethics of Interview (Dos and Don'ts)
Unit 3: Tools and Technique of Reporting
3.1 Creating and Managing News Sources 3.2 Search, Research and Follow-up of News 3.3 Understanding Issues and Facts 3.4 Use of Secondary Sources and Reconfirmation
Unit 4: Contemporary Issues and Challenges in Reporting
4.1 Crisis of Credibility of Media 4.2 Yellow Journalism and Paid News 4.3 Sensationalization and Trial by media 4.4 Fake News: Misinformation, Disinformation

Suggested Readings:

1. Reporting for the Media by John R. Bender, Lucinda Davenport, Michael W. Drager, Fred Fedler
2. Interviewing for Journalists" by Sally Adams, Emma Lee-Potter
3. Investigative Journalism: Proven Strategies for Reporting the Story by William C. Gaines
4. Fake News - Understanding Media and Misinformation in the Digital Age (Information Policy) by by Melissa Zimdars, Kembrew Mcleod

MA Integrated (JMC)
SEMESTER - 3

Name of Subject: Writing for News Media	Maximum Theory marks: 50 (15+35)
Subject Code: MIC-03 Course ID: 242/JMC/MI-303	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: This course is designed to teach students how to write for print, and broadcast news. It aims to teach students news value, style and various formats of news such as headline, leads, article, editorial and image captions etc. to make students understand the difference between hard and soft news.

Course Outcomes:

1. Students will understand the fundamentals of news writing, including news values, structure, and types of news stories, as well as headline, lead, and summary writing.
2. They will develop skills for writing for print media, focusing on characteristics, styles, and different forms, along with the literary and typographical styles of prominent newspapers.
3. Students will gain knowledge of writing for broadcast media, including the concepts and formats of radio and television news writing, and the differences between them.
4. They will learn techniques for writing for images, including caption writing, cutline writing, numerical data presentation, and writing for audio image slide shows.

COURSE CONTENTS:

Unit 1: Basics of News Writing
1.1 News, News Values and Value Matrix
1.2 Structure of News: Inverted Pyramid, Hourglass and Diamond News
1.3 Types of News Stories (Hard vs Soft)
1.4 Headline, Lead and Summaries
Unit 2: Writing for Print Media
2.1 Characteristics and Style
2.2 Writing Forms of Print News
2.3 Literary Style (Use of Words, Length of Sentence and Paragraph, Unity of Topic in Paragraph, Coherence between Paragraphs)
2.4 Typographical Style and Stylebooks (Comparison of Prominent Newspapers)
Unit 3: Writing for Broadcast Media
3.1 Concept of Radio and Television News Writing
3.2 Radio News Formats and Script Writing
3.3 Television News Script Writing
3.4 Difference between Radio and Television News Writing
Unit 4: Writing for Images
4.1 Steps of Caption Writing and Types of Captions
4.2 Cutline Writing
4.3 Numerical Data Presentation of News
4.4 Writing for Audio Image Slide Shows

Suggested Readings:

1. "News Writing" by George A. Hough
2. "Creative Writing: A Beginner's Manual" by Neira Anjana Dev, Anuradha Marwah, and Swati Pal
3. "News Reporting and Editing" by Jan R. Hakemulder, Ray Ac De
4. "The News Writers' Handbook" by M. L. Stein and Susan F. Peterno
5. "Basic Source Material for News Writing" by M. K. Joseph

MA Integrated (JMC)
SEMESTER - 4

Name of Subject: Radio Program and Podcast	Maximum Theory marks: 50 (15+35)
Subject Code: CC-A07 Course ID: 242/JMC/CC-4A07	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To create radio productions and audio content, in studio and on location, using relevant broadcasting equipment and related industry technologies. To monitor and evaluate the quality of radio broadcasts using appropriate relevant resources, tools and equipment which meet current industry standards.

Course Outcomes:

1. Understand the different types of radio programs and their audience appeal.
2. Master the production techniques and equipment involved in radio programming.
3. Develop effective writing skills tailored for radio broadcasts.
4. Explore the concept and process of podcasting as an informative medium.

COURSE CONTENTS:

Unit 1: Introduction of Radio Programs
1.1 Different Types of Radio Programs : Radio Talk, Newsreels, Radio Drama 1.2 Audience Based Programs, Music-Classical, Folk, Light Music, Radio Interviews, Social Awareness Programs, Interactive Programs, News Bulletins, 1.3 News Based Programs, Radio Bridge, Live Broadcasting, Sports Commentary, National Fest or Award Functions, Messages/Speeches of National leaders (President, Prime Minister) 1.4 Unique Concept of Radio Program: Mann ki Baat
Unit 2: Radio Program Production
2.1 Structure of Radio Studio 2.2 Process of Radio Program Production (Audio Production Chain) 2.3 Basic Equipments- Different Types of Microphones 2.4 Other Equipments – Audio Console (Mixer, Equalizer, Recorder/Player)
Unit 3: Writing for Radio Program
3.1 Essentials of Radio Writing 3.2 Concept of Writing for Ear and Picturization Through Words 3.3 Writing News for Radio 3.4 Difference Between Writing for Radio, Print and Television
Unit 4: Podcasting
4.1 Podcast: Definition and New Trends 4.2 Process of Launching a Podcast 4.3 Different Types of Podcasts 4.4 Informative Medium Podcasts

Suggested Readings:

1. The Radio Station: Broadcast, Satellite and Internet" by Michael C. Keith
2. Sound Reporting: The Npr Guide to Audio Journalism and Production" by Jonathan Kern
3. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals) by Andrew Boyd

MA Integrated (JMC)
SEMESTER - 4

Name of Subject: Communication in Antient India		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A08	Course ID: 242/JMC/CC-4A08	

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

Objective: This subject aims to give a basic understanding of ancient Indian thought on communication, its concept and objective. It also aims to give the students an introduction of ancient form of Indian media like dramas and poetry and also the significance of iconography in communication.

Course Outcomes:

1. Understand the concept and purpose of communication in Indian thought, including its spiritual dimensions.
2. Explore the oral tradition and dialogue-based communication methods prevalent during the Vedic age.
3. Analyze the role of Indian theatre, including Bharatmuni's Natyashastra, in mass communication.
4. Examine the significance and development of Indian iconography as a mode of visual communication.

COURSE CONTENTS:

Unit 1: Indian Concept of Communication
1.1 Concept of Communication in India 1.2 Spiritual Communication and its Relationship with Intrapersonal Communication 1.3 Purpose of Communication in Vedic Thought 1.4 Importance of Silence
Unit 2: Vedic Age
2.1 Introduction to Oral Transmission of Vedic Text (Shruti Parampara) 2.2 Communication Through Dialogue (Shastrartha) 2.3 Story Telling Art of Mass Communication (Upanishad) 2.4 Art of Listening, Value of Words
Unit 3: Communication and Indian Theatre
3.1 Theatre and Arts as a Way of Communication 3.2 Salient Features of Bharatmuni's Natyashastra (With Special Reference to Communication) 3.3 Basic Theory of Sadharanikaran 3.4 Mass Communication Through Folk Theatre
Unit 4: Indian Iconography
4.1 Significance of Iconography in Communication 4.2 Development of Iconography in India 4.3 Iconography of Temples 4.4 Readings of Text and Images

Suggested Readings:

1. वैदिक साहित्य और संस्कृति : आचार्य बलदेव उपाध्याय

2. भारतीय दर्शन: आचार्य बलदेव उपाध्याय
3. Upanishad Ank (Kalyan) (Gita Press, Gorakhpur)
4. Natyashastra of Bharat Muni: Kamlesh Dutt Tripathi
5. The Art of Indian Iconography" by Ananda K. Coomaraswamy
6. Development of Hindu Iconography by J.N. Banerjea

MA Integrated (JMC)
SEMESTER - 4

Name of Subject: Specialized Journalism: Various Streams		Maximum Theory marks: 75 (25+50)
Subject Code: CC-A09	Course ID: 242/JMC/CC-4A09	Maximum Practical marks: 50 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The objective of this course is to explore various specialized streams within journalism, providing students with comprehensive knowledge and practical skills necessary for effective practice in specific journalistic areas.

Course Outcomes:

1. Understand the key concepts and practices in different specialized streams of journalism.
2. Develop practical skills relevant to each specialized stream, including reporting, writing, and production techniques.
3. Analyze contemporary issues and trends within specialized journalistic fields.
4. Apply theoretical knowledge to practical scenarios in specialized journalistic contexts.

COURSE CONTENTS:

Unit 1: Investigative Journalism
1.1 Introduction to Investigative Reporting 1.2 Techniques and Methods in Investigative Journalism 1.3 Ethics and Legal Issues in Investigative Reporting 1.4 Case Studies and Best Practices in Investigative Journalism
Unit 2: Sports Journalism
2.1 Overview of Sports Journalism 2.2 Reporting Techniques in Sports Journalism 2.3 Coverage of Major Sporting Events 2.4 Role of Digital Media in Sports Journalism
Unit 3: Environmental Journalism
3.1 Introduction to Environmental Reporting 3.2 Issues and Challenges in Environmental Journalism 3.3 Solutions Journalism in Environmental Reporting 3.4 Impact of Environmental Journalism on Policy and Awareness
Unit 4: Business and Financial Journalism
4.1 Basics of Business Journalism 4.2 Reporting on Financial Markets and Economics 4.3 Corporate Reporting and Ethics 4.4 Role of Technology in Business Journalism

Suggested Readings:

1. The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques" by Brant Houston
2. The Environmental Communication Yearbook. Ed. Susan L. Senecah
3. Watchdog Journalism: The Art of Investigative Reporting by Stephen J. Berry
4. Environmental Communication and the Public Sphere" by Phaedra C. Pezzullo
5. Business Journalism: How to Report on Business and Economics by Keith Hayes

MA Integrated (JMC)

SEMESTER - 4

Name of Subject: TV Journalism		Maximum Theory marks: 50 (15+35)
Subject Code: CC-A10	Course ID: 242/JMC/CC-4A10	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To explain the students about salient features of TV as a medium. To acquaint them with the role and responsibilities of the broadcast journalist in covering issues. To make them able to write, present and report stories for television. To teach the student various stages of production of a video program.

Course Outcomes:

1. Students will understand the structure and functioning of television news channels, including the roles within a TV newsroom and the functions of a TV news production desk.
2. They will learn the roles and responsibilities of TV news reporters, different news sources, and various field reporting techniques such as PTC (Piece to Camera), walk-through, VOX-POP, live reporting, and phone-ins.
3. Students will develop skills in television news writing, including understanding different TV news formats (recorded vs. live), television script formats (V.O. and anchor links), and packaging news effectively for broadcast.
4. They will gain insights into the personnel involved in the TV industry, including producers, anchors, writers, editors, directors, cameramen, technicians, video editors, engineers, makeup artists, program producers, and the digital team of a newsroom.

COURSE CONTENTS:

Unit 1: An Introduction
1.1 Television News and Infotainment 1.2 Functioning of TV News Channel 1.3 Structure of TV Newsroom 1.4 TV News Production Desk and its Functions
Unit 2: Reporting for TV
2.1 Roles and Responsibilities of TV News Reporter 2.2 News Sources 2.3 Field Reporting, PTC, Walk-Through, VOX-POP, Live, Phone-in 2.4 News Formats: Breaking News, Live News and Recorded News 2.5 TV Interview: Incidents, Personality, Issues, (Field, Studio, On-the-spot, Bytes and Tiktak)
Unit 3: Writing for TV
3.1 Television News Writing 3.2 Different TV News Formats: Recorded vs Live Formats 3.3 Television Script Format: V.O. and Anchor links (STD Shots, STD Graphics, Head Link) 3.4 Packaging
Unit 4: TV Industry Personnel
4.1 Output (Producers, Anchors, Writers, Editors) 4.2 Input (Director, Cameraman, Reporter, Technicians, Video Editors, Engineer, Make-up Artist)

Suggested Readings:

1. Broadcast Journalism: Techniques of Radio and Television News" by Andrew Boyd
2. The Television Handbook by Patricia Holland
3. Television News Reporting and Writing by Frank Barnas
4. Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing by Keller T

MA Integrated (JMC)
SEMESTER - 4

Name of Subject: Emerging Trends in Mobile Journalism		Maximum Theory marks: 50 (15+35)
Subject Code: MIC(VOC)01	Course ID: 242/JMC/VO-401	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The objective of this course is to explore the evolving landscape of mobile journalism, equipping students with the skills and knowledge necessary to effectively produce journalistic content using mobile devices.

Course Outcomes:

1. Understand the principles and practices of mobile journalism.
2. Develop proficiency in using mobile devices for reporting, editing, and publishing news stories.
3. Analyze the impact of mobile journalism on traditional media practices and audience engagement.
4. Apply mobile journalism techniques to produce multimedia content in various journalistic contexts.

COURSE CONTENTS:

Unit 1: Introduction to Mobile Journalism
1.1 Evolution and Definition of Mobile Journalism
1.2 Mobile Journalism vs. Traditional Journalism
1.3 Tools and Technologies for Mobile Journalism
1.4 Ethics and Legal Considerations in Mobile Reporting
Unit 2: Mobile Reporting Techniques
2.1 Basics of Mobile Reporting: Shooting and Editing
2.2 Writing for Mobile Audiences
2.3 Multimedia Storytelling on Mobile Platforms
2.4 Case Studies of Successful Mobile Journalism Projects
Unit 3: Mobile Journalism and Audience Engagement
3.1 Social Media Integration in Mobile Journalism
3.2 Mobile Apps for Journalistic Content Creation
3.3 Challenges and Opportunities in Mobile Audience Engagement
3.4 Analytics and Metrics in Mobile Journalism
Unit 4: Future Trends in Mobile Journalism
4.1 Augmented Reality (AR) and Virtual Reality (VR) in Mobile Reporting
4.2 Artificial Intelligence (AI) and Automation in Mobile Journalism
4.3 Innovations in Mobile Journalism Platforms
4.4 Predictions and Prospects for Mobile Journalism

Suggested Readings:

1. Mobile and Social Media Journalism: A Practical Guide" by Anthony Adornato
2. The Mojo Handbook: Theory to Praxis by Ivo Burum

3. Multimedia Journalism: A Practical Guide by Andy Bull
4. Social Media for Journalists: Principles and Practice by Megan Knight and Clare Cook
5. Artificial Intelligence: A Guide for Thinking Humans by Melanie Mitchell
6. The Mobile Story: Narrative Practices with Locative Technologies Ed.by Jason Farman

MA Integrated (JMC)
SEMESTER - 5

Name of Subject: Audio-Visual Production		Maximum Theory marks: 50 (15+35)
Subject Code: CC-A11	Course ID: 242/JMC/CC-5A11	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To teach the students basics of Audio and Video Production. To inculcate the practice of working in groups to produce short audio and video production projects.

Course Outcomes:

1. Students will understand the stages of television production, including pre-production (planning), production (shooting), and post-production (editing).
2. They will learn about the functioning and types of cameras, camera shots, angles, movements, and the use of lighting in cinematography.
3. Students will gain knowledge of other equipment used in television production, such as switchers, audio consoles, microphones, and recording equipment (from tapes to chips).
4. They will develop skills in editing techniques, including linear and non-linear editing methods, tools and software for audio and video editing, visual and audio effects (VFX), and the use of graphics (GFX) in television programming.

COURSE CONTENTS:

Unit 1: Stages of Production
1.1 Production: Meaning, Process and Medium
1.2 Pre-Production (Planning)
1.3 Production (Shooting)
1.4 Post Production (Editing)
Unit 2: Camera and Lighting
2.1 Functioning and Types of Camera
2.2 Camera Shots, Angles and Movement
2.3 Uses of Lighting Cinematography
2.4 Types of Lighting
Unit 3: Other Equipment's for Production
3.1 Functions of Switcher and Usages
3.2 Use of Audio Console
3.3 Microphones
3.4 Recording Equipment's: Tapes to Chips
Unit 4: Editing Techniques and Programming
4.1 Method: Linear and Non-linear Editing
4.2 Tools and Software of Audio & Video Editing
4.3 Visual and Audio Effects
4.4 Uses of GFX and VFX

Suggested Readings:

1. Film Production Technique: Creating the Accomplished Image" by Bruce Mamer
2. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
3. Cinematography: Theory and Practice: Image Making for Cinematographers and Directors" by Blain Brown
4. Lighting for Digital Video and Television" by John Jackman
5. Television Production Handbook" by Herbert Zettl
6. Design for Motion: Fundamentals and Techniques of Motion Design" by Austin Shaw

MA Integrated (JMC)
SEMESTER - 5

Name of Subject: Communication Psychology and Behaviour		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A12	Course ID: 242/JMC/CC-5A12	

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

Objective: This course is broadly interested in how basic psychological theories are used to influence communication and behaviour. It gives basic knowledge of mental processes such as perception, cognition, motivation, emotion, and personality that are involved in communication. Students will learn about how people act and interact in communication and social relations.

Course Outcomes:

1. Students will gain an understanding of the psychology of communication, including communicative actions, social relations, influence, and levels of self-disclosure psychology (SDP).
2. They will learn about personality, behavior, and conflicts, exploring personality determinants, relevant traits, types of conflicts, and the processes involved in conflicts.
3. Students will develop knowledge of perception and perceptive processes, including factors affecting perceptions, cognitive dissonance theory (CDT), and applications of perception.
4. They will explore motivation for behavior, including its definition, nature, importance, and theories such as Maslow's Hierarchy of Needs, ERG theory, and Herzberg's Two-Factor Theory.

COURSE CONTENTS:

Unit 1: Psychology of Communication
1.1 Introduction to Psychology of Communication
1.2 Communicative Actions and Interactions
1.3 Social Relations and Influence
1.4 Self Disclosure Psychology (levels of SDP)
Unit 2: Personality, Behaviour and Conflict
2.1 Definition, Personality Determinants and Human Behaviour
2.2 Personality Traits Relevant to Behaviour
2.3 Definition and Type of Conflicts
2.4 Process of Conflicts
Unit 3: Perception and Perceptive
3.1 Process and Importance of Perception
3.2 Factors Effecting Perceptions
3.3 Cognitive Dissonance Theory (CDT)
3.4 Perception and its Application
Unit 4: Motivation for Behaviour
4.1 Definition and Nature
4.2 Importance of Motivation
4.3 Theory of Motivation: Maslow's Hierarchy of need and ERG Theory
4.4 Hezberg Two Factor Theory and Factor of Motivation

Suggested Readings:

- 1) Psychology of Human Behaviour. Avery Wright
- 2) The Psychology of Human Behaviour: Fundamentals of Human Behaviour, Social Approach and Communication Levels with Deep Analysis. Z. Henry
- 3) Handbook of Indian Psychology. K. Ramakrishnan Rao, A.C. Paranjte, Ajeet K. Dalal
- 4) Work Motivation in Organizational Behaviour. Craig C. Pinder
- 5) The Psychology of Interpersonal Relations. Fritz Heider

MA Integrated (JMC)

SEMESTER - 5

Name of Subject: Writing Beyond News	Maximum Theory marks: 50 (15+35)
Subject Code: CC-A13 Course ID: 242/JMC/CC-5A13	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To acquaint students with different styles of writing other than news. To explain the various types of editorials and articles. To give an understanding of creative forms of writing like travelogues and memoirs. To develop the knowledge of understanding texts and writing reviews

Course Outcomes:

1. Understand and differentiate between various types of editorials and columns, and structure them effectively.
2. Write diverse types of articles and reviews, utilizing appropriate formats and techniques.
3. Comprehend the concepts and types of features, travelogues, and memoirs, and apply relevant writing formulas.
4. Employ different writing techniques for satire, blogs, vlogs, and social media platforms, including the strategic use of hashtags.

COURSE CONTENTS:

Unit 1: Editorial and Column
1.1 Meaning, Definition and Types of Editorials (Interpretive, Critical, Persuasive, Phrasing), 1.2 Structure of Editorials: Introduction, Argument, Evidence, Counterargument, 1.3 Refutation and Conclusion 1.4 Meaning and Types of Columns (In-depth, Opiniated, Gossip, Humorous)
Unit 2: Article and Reviews
2.1 Meaning, Concept and Types of Articles 2.2 Format and Techniques of Article Writing 2.3 Meaning and Concept of Reviews 2.4 Types of Reviews
Unit 3: Feature, Travelogue and Memoir
3.1 Feature: Meaning, Concept and Types 3.2 APPLAUSE Formula in Feature Writing 3.3 Meaning, Concept and Types of Travelogue 3.4 Meaning, Concept and Types of Memoir
Unit 4: Others Forms of Writing Techniques
4.1 Satire 4.2 Blog v/s Vlog 4.3 Writing for Social Media Platforms 4.4 Purpose and Uses of Hashtag

Suggested Readings:

1. George.A.Hough News Writing , Kanishka
2. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely
3. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
4. M L Stein and Susan F. Peterno The News Writers' Handbook, Surjeet Publication, New Delhi
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. O.P. Sharma Practical Photography, Hind Pocket Books
7. Michael Langford Basic Photography, Focal Press
8. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
9. Lee Frost Photography, Hodder Headline

MA Integrated (JMC)
SEMESTER - 5

Name of Subject: Media and Society		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A14	Course ID: 242/JMC/CC-5A14	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks**. The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one 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 Media in Economic Context
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 Gender Representation
Unit 4: Media and Globalization
4.1 Global Media Networks 4.2 Impact of Globalization on Local Media 4.3 Cultural Imperialism 4.4 Media Convergence and Global Media Trends

Suggested Readings:

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 Integrated (JMC)
SEMESTER - 5

Name of Subject: Creative Writing		Maximum Theory marks: 50 (15+35)
Subject Code: MIC(VOC)-02	Course ID: 242/JMC/VO-502	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e., one from each unit.

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

Course Objectives: To acquaint the learners with ideas related to creative writing, including the art, the craft, and the basic skills required for a creative writer. To help learners understand the principles of creative writing and the distinction between the literary genres. To explain the differences in writing for various literary and social media. To hone the creative and critical faculties of learners. To enable learners to put into practice the various forms of creative writing that they have studied through the course.

Course Outcomes:

- 1 Demonstrate proficiency in different forms of creative writing.
- 2 Develop the ability to craft compelling narratives and stories.
- 3 Apply creative writing techniques to effectively communicate ideas and messages.
- 4 Critically analyze and edit their own creative work.

COURSE CONTENTS:

Unit 1: Fundamentals of Creative Writing
1.1 Meaning and Significance of Creative Writing
1.2 Various Types of Creative Writing: Poetry, Fiction, non-fiction, drama, etc.)
1.3 Research for Storytelling
1.4 Language and Grammar
Unit 2: Elements of Creative Writing
1.1 Plot, Setting, Character, Dialogue, Point of View
1.2 Literary Devices and Figurative Language
1.3 Elements of Style
1.4 Script Writing: Movies and Documentaries
Unit 3: Traditional Forms of Creative Writing
1.1 Story, Novel and Fable
1.2 Drama and Poetry as a form of creative writing
1.3 Biography, Autobiography and Memoires
1.4 Travelogue, Diaries and Self Narrative
Unit 4: New Trends in Creative Writing
4.1 Web content Writing
4.2 Writing for Advertisements and Jingles
4.3 Copyrighting
4.4 Graphic Novels

Suggested Readings:

1. Creative Writing A Beginner's Manual, Dorling Kindersely, Neira Anjana Dev, Anuradha Marwah and Swati Pal
2. The Anatomy of Story: 22 Steps to Becoming a Master Storyteller by John Truby
3. Creating Character Arcs: The Masterful Author's Guide to Uniting Story Structure, Plot, and Character Development by K.M. Weiland
4. कहानी कहने की कला- The Art of Story Telling by Pankaj Chaturvedi
5. Creative Writing: A Workbook with Readings by Jane Yeh

MA Integrated (JMC)
SEMESTER - 6

Name of Subject: Media Laws and Ethics	Maximum Theory marks: 100 (30+70)
Subject Code: CC-A15	Course ID: 242/JMC/CC-6A15

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: To teach the students about the ethical and legal principles related to mass communications. To acquaint them with press laws, freedom of speech, major legal constructs and court decisions. To teach students about the evolutions and changes in media laws.

Course Outcomes:

Students will be able to:

- 1 Understand the historical context and significance of press laws in India, including the constitutional provisions for freedom of speech and expression.
- 2 Explain key acts and laws affecting the media, such as the Right to Information Act, Official Secrets Act, and Copyright Act.
- 3 Analyze the implications of press laws on journalists, including the Working Journalists Act, defamation laws, and issues related to contempt of court.
- 4 Assess the legal framework governing broadcast and digital media, including the Cinematography Act, Prasar Bharti Act, Information Technology Act, and recent digital media guidelines.

COURSE CONTENTS:

Unit 1: Press Laws
1.1 Press Laws in India: A Historical Perspective 1.2 Freedom of Speech and Expression in the Constitution of India 1.3 Emergency Provisions and Media 1.4 Right to Privacy
Unit 2: Acts and Laws
2.1 Right to Information Act, 2005 Vs Official Secrets Act, 1923 2.2 Parliamentary Proceedings Protection of Publication Act, 1977 2.3 Press and Registration of Books act 1867 2.4 Copyright Act, 1957
Unit 3: Press Laws and Journalists
3.1 Press Commission I and II 3.2 Working Journalists Act, 1955 3.3 Defamation Law in India (IPC Section 499 and Section 500) 3.4 Media and Contempt of Court
Unit 4: Broadcast and Digital Media Laws
4.1 Cinematography Act, 1952 4.2 Prasar Bharti Act 1990 and Cable Television Network Act 1995 4.4 Information Technology Act, 2000 and its Relevance to Digital Media 4.4 Digital Media Guideline for Intermediaries and Digital Media Ethic Code Rules, 2021

Suggested Readings:

- 1 Western Media Narratives on India: From Gandhi To Modi by Umesh Upadhyay
- 2 "Media Ethics" by Barry McDonald and Michelle Petheran
- 3 "Where Law Meets Popular Culture" by Austin Sarat
- 4 "Communication Law in India" by Vikram Raghvan
- 5 "Mass Media Laws and Regulations in India" by Venkat Iyer
- 6 "Sensorium: Cinema and The Open Edge of Mass Publicity" by William Mazzarella

MA Integrated (JMC)
SEMESTER - 6

Name of Subject: Digital Media	Maximum Theory marks: 75 (25+50)
Subject Code: CC-A16 Course ID: 242/JMC/CC-6A16	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks**. The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The objective of this course is to provide students with an understanding of digital media, its impact on society, and the skills required to effectively create and manage digital content.

Course Outcomes:

- 1 Students will understand the history and development of digital media, including the beginnings of the internet, the evolution of digital media, mobile communication, and the role of e-governance in the information society.
- 2 They will develop skills in web journalism, including the functioning of websites and news portals, selection and presentation of news content, techniques and structures of linear and non-linear writing.
- 3 Students will gain insights into social media platforms and over-the-top (OTT) services, including their history, development, new trends, impact, revenue models, and the definition and development of OTT platforms.
- 4 They will explore issues of cyber security in digital media, including types of cybercrimes, case studies, internet censorship in India, challenges of cyber security in journalism, and privacy concerns in the digital age.

COURSE CONTENTS:

Unit 1: Digital Media: An Introduction
1.1 Internet and its Beginnings 1.2 History and Development of Digital Media (Guerilla and Viral Marketing) 1.3 Mobile Communication and Media 1.4 E-governance and Information Society
Unit 2: Web Journalism: Concept and Writing
2.1 Websites and News Portals: Concept and Functioning 2.2 Selection of News Content, Presentation of News 2.3 Linear and Non-linear writing: Technique and Story Structure 2.4 Guidelines for News Portal
Unit 3: Social Media Platform & OTT
3.1 Social Media: History and Development 3.2 New Trends and Impact of Social Media 3.3 Revenue Model of Social Media 3.4 OTT Platform: Definition and development
Unit 4: Issue of Cyber Security in Digital Media
4.1 Cyber Crimes & Security: Types and Case Studies 4.2 Internet Censorship in India 4.3 Journalism and Challenges of Cyber Security 4.4 Issues of Privacy in Digital Age

Suggested Readings:

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon
2. John Vernon Pavlik New Media Technology Allyn & Bacon
3. Michael M. Mirabito, New Communication Technologies: Application, Barbara. Mogrenstorn
4. Multimedia Journalism: A Practical Guide by Andy Bull

MA Integrated (JMC)

SEMESTER - 6

Name of Subject: Media Literacy		Maximum Theory marks: 100 (30+70)
Subject Code: CC-A17	Course ID: 242/JMC/CC-6A17	

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

Objective: This course teaches students how to critically and effectively access, analyze, evaluate and create various media messages. The course builds on the concept on information literacy and frames it within the media paradigm.

Course Outcomes:

- 1 Students will understand the meaning, importance, and scope of media literacy, including the ability to distinguish between good and bad text, and the concepts of message connotation and denotation.
- 2 They will develop skills in creating, analyzing, and interpreting media messages, understanding types of media messages, and recognizing the processes of exposure, filtration, and the impact of misinformation and disinformation.
- 3 Students will learn the reception processes of media messages, including interpretation, meaning-making, and assessing the objectivity and reliability of media content.
- 4 They will explore the outcomes of media literacy, such as the effects and influences of media messages, the difference between positive and negative outcomes, and the role of media messages in social change.

COURSE CONTENTS:

Unit 1: Introduction to Media Literacy
1.1 Media Literacy: Meaning and Importance
1.2 Scope of Media Literacy
1.3 Message Connotation and Denotation
1.4 Difference Between Good Text and Bad Text
Unit 2: Production of Media Messages
2.1 Message Creation and Ascribed Meanings
2.2 Types of Media Messages
2.3 Media Message Exposure and Filtration
2.4 Skills in Media Literacy
Unit 3: Reception Process
3.1 Reception of Messages
3.2 Message Analyses: Interpretation and Meaning Making
3.3 Misinformation and Disinformation
3.4 Objectivity and Reliability in Media Message
Unit 4: Outcome of Media Literacy
4.1 Media Literacy vs Message Effect and Influence
4.2 Messages Outcome: Positive vs Negative
4.3 Message Awareness and Media Literacy
4.3 Media Messages and Social Changes

Suggested Readings:

1. Media Literacy by W. James Potter
2. Understanding Media: The Extensions of Man" by Marshall McLuhan
3. Media Effects: Advances in Theory and Research Ed. By Mary Beth Oliver, Arthur A. Raney, Jennings Bryant
4. Media Effects Research: A Basic Overview" by Glenn G. Sparks

MA Integrated (JMC)

SEMESTER - 6

Name of Subject: Communication: Theories and Models	Maximum Theory marks: 100 (30+70)
Subject Code: CC-A18	Course ID: 242/JMC/CC-6A18

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

Objective: To give the student knowledge about basic aspects of Communication. To teach them various mass communication models and theories

Course Outcomes:

Students will be able to:

- 1 Understand the meaning, importance, and elements of theories and models, and distinguish between them.
- 2 Explain various communication theories, including normative, agenda-setting, and psychological theories.
- 3 Analyze different communication models, including linear, interactional, and transactional, and identify communication barriers.
- 4 Assess the behavior and types of mass media audiences, the effects of communication, and new trends in audience studies.

COURSE CONTENTS:

Unit 1: Understanding of Theory and Models
1.1 Theory and Model: Meaning and Importance 1.2 Elements of Model and Theory 1.3 Difference between Theory and Models 1.4 Needs of Theory and Models in Communication
Unit 2: Introduction to Theories of Communication
2.1 Normative/Press Theories 2.2 Agenda Setting Theory and Hypodermic Needle Theory 2.3 Cultivation, Uses and Gratification and Spiral of Silence Theory 2.4 Psychology Theory: Cognitive Dissonance Theory, Selective Exposure, Perception and Retention theory
Unit 3: Basic Knowledge of Models of Communication
3.1 Linear model 3.2 Interactional model 3.3 Transactional models 3.4 Barriers of communication
Unit 4: Psychology and Sociology of Media Audience
4.1 Type of Mass Media Audience and their Behaviours 4.2 Feedback: Elements and Types 4.3 Communication Effects and Type of Effects: Reflex, Technological, Reciprocal and Boomerang Effect 4.4 New Trends in Communication and Audience Studies

Suggested Readings:

1. Klapper, J.T. The effects of Mass Communications, New York Free Press
2. Berlo, D.K. The Process of Communication, New York: Halt Renhart and Winston
3. De Fleur, M Theories of Mass Communication, New York; David Mc Kay
4. D. McQuail, McQuail's Mass Communication Theory, New Delhi: Sage Publications
5. Stanley J. Baran, Dennis K. Davis, Mass Communication Theory: Foundations, Ferment, and Future, Wadsworth Publishing
6. John Fiske, Introduction to Communication Studies, Routledge
7. Keval J. Kumar, Mass Communication in India, Jaico Publishing House
8. N. Stevenson, Understanding media culture: Social theory and mass communication

MA Integrated (JMC)

SEMESTER - 6

Name of Subject: Emerging Trends and Digital Storytelling		Maximum Theory marks: 50 (15+35)
Subject Code: MIC(VOC)-03	Course ID: 242/JMC/VO-603	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To explore emerging trends in digital media and develop skills in digital storytelling, enabling students to create engaging and impactful media content.

Course Outcomes:

Students will be able to:

1. Understand the current trends and innovations in digital media.
2. Develop skills in various digital storytelling techniques.
3. Analyze the impact of digital storytelling on audiences and society.
4. Create and evaluate digital media content effectively.

COURSE CONTENTS:

Unit 1: Emerging Trends in Digital Media
1.1 Overview of Digital Media Trends 1.2 Innovations in Digital Content Creation 1.3 Role of Artificial Intelligence and Automation in Media 1.4 Impact of Social Media Platforms
Unit 2: Foundations of Digital Storytelling
2.1 Principles of Storytelling 2.2 Elements of Digital Narratives 2.3 Tools and Technologies for Digital Storytelling 2.4 Interactive and Immersive Storytelling Techniques
Unit 3: Digital Storytelling in Practice
3.1 Developing a Digital Story: Concept to Execution 3.2 Visual and Audio Storytelling Techniques 3.3 Case Studies of Successful Digital Campaigns 3.4 Measuring Impact and Engagement
Unit 4: Ethical Consideration and Future Direction
4.1 Ethical Issues in Digital Media and Storytelling 4.2 Copyright and Intellectual Property Rights 4.3 Digital Literacy and Media Education 4.4 Future Trends and Opportunities in Digital Storytelling

Suggested Readings:

1. The Content Trap: A Strategist's Guide to Digital Change" by Bharat Anand
2. Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell
3. Digital Storytelling: Capturing Lives, Creating Community by Joe Lambert
4. Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives by John Bucher
5. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand" by Ekaterina Walter and Jessica Gioglio

MA Integrated (JMC)
SEMESTER - 7

Name of Subject: Communication Research		Maximum Theory marks: 75 (25+50)
Subject Code: CC-H1	Course ID: 242/JMC/CC-7H1	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To teach the students basics of communication research. To acquaint the students with the structure of report writing in research.

Course Outcomes:

- 1 Comprehend the fundamental concepts, purposes, and processes of different types of research.
- 2 Differentiate between quantitative and qualitative research approaches and apply appropriate methods and techniques for data collection.
- 3 Analyze various types of data using suitable formats and methods for effective research.
- 4 Produce structured research reports, including writing abstracts, summaries, and visually presenting data.

COURSE CONTENTS:

Unit 1: Introduction to Research
1.1 Meaning and Importance of Research
1.2 Purpose of Research
1.3 Process of Research
1.4 Types of Research
Unit 2: Approaches to Research
2.1 Quantitative and Qualitative Approaches
2.2 Research Methods (Survey, Content Analyses and Case Study)
2.3 Techniques of Research (Interview and Participatory Observation)
2.3 Tools for Research (Questionnaire and Schedule)
Unit 3: Data Analyses
3.1 Importance and Purpose of Data
3.2 Types of Data
3.3 Research Data Formats
3.4 Data Analysis Methods
Unit 4: Basic Writing for Research
4.1 Structures of Research
4.2 Format of Research Report
4.3 Writing Abstracts and Summaries
4.4 Visual Presentation of Data:

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 Integrated (JMC)
SEMESTER - 7

Name of Subject: Organization and Management of Media		Maximum Theory marks: 100 (30+70)
Subject Code: CC-H2	Course ID: 242/JMC/CC-7H2	

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

Objective: To provide students with an insight into the management practices and policies of media organizations. To instill an understanding of ownership patterns in media organizations. To enable students to manage overall functioning and coordination activity in a media organization.

Course Outcomes:

- 1 Understand the structure, ownership patterns, and roles of media as a business and social institution.
- 2 Acquire skills in financial management, human resources, distribution, and marketing within media organizations.
- 3 Analyze the relationship between management and editorial departments, including the impact of ownership and ethical issues.
- 4 Understand digital media management, including business models, ownership, and case studies.

COURSE CONTENTS:

Unit 1: Introduction to Media Organization
1.1 Meaning and Definition of Media Organization 1.2 Major Ownership Patterns of Media Organizations in India 1.3 Media as a Business and Social Institution 1.4 Organizational Structure of Media Companies
Unit 2: Major Areas of Management in Media Organization
2.1 Funds and Management Policy (Board of Directors) 2.2 Human Resource Management in Media 2.3 Circulation and Distribution Management 2.4 Sales and Marketing Strategies in Media
Unit 3: Management and Editorial Department
3.1 Ideal Relationship Between Management and Editorial Department 3.2 Relation of Ownership Patterns and Editorial Freedom 3.3 Political Affiliations of Management and Editorial Liberty 3.4 Other Ethical Issues Between Management and Editorial Department
Unit 4: Management in Digital Age
4.1 Digital Media Ventures: Ownership Options 4.2 Business Model of Web-Based Digital Media 4.3 Strength and Challenges of New Media Management 4.4 Case Studies of Digital Media Management

Suggested Readings:

1. Media Management: A Casebook Approach (Routledge Communication Series) by C. Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey
2. Handbook of Media Management and Economics. Ed. by Alan Albarran, Bozena Mierzejewska, Jaemin Jung
3. Managing Media Companies - Harnessing Creative Value by A Aris
4. The Political Economy of Media: Enduring Issues, Emerging Dilemmas by Robert W. McChesney
5. Digital Media and Society: An Introduction by Simon Lindgren

MA Integrated (JMC)
SEMESTER - 7

Name of Subject: Introduction to Hindi Cinema	Maximum Theory marks: 100 (30+70)
Subject Code: CC-H3	Course ID: 242/JMC/CC-7H3

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

Objective: To provide students with an in-depth understanding of the history, evolution, and impact of Indian cinema. This course aims to explore the cultural, social, and artistic significance of Indian films and their role in shaping and reflecting Indian society.

Course Outcomes:

1. Students will gain knowledge of the history and evolution of Indian cinema.
2. Students will understand the cultural, social, and artistic impact of Indian films.
3. Students will be able to analyze and critique various aspects of Indian cinema.
4. Students will develop an appreciation for the diversity and richness of Indian cinematic traditions.

COURSE CONTENTS:

Unit 1: Introduction to Cinema
1.1 Meaning and Purpose of Cinema
1.2 Various Genres and Themes in Indian Cinema
1.3 Indian Cinema: Fantasy or Reality
1.4 Origin of Cinema as a Medium of Mass Communication
Unit 2 History of Indian Cinema
2.1 Era of Silent Films and Pre-Independence Talkies
2.2 Post-Independence Cinema
2.3 Overview of Evolution of Non-Hindi Cinema
2.4 Cinema in Modern Society and Its Impact
Unit 3 Screening of Hindi Cinema
3.1 Raja Harishchandra (1913) and Lanka Dahan (1917)
3.2 Achhut Kanya (1936) and Devdas (1936)
3.3 Mother India (1957) and Sholey (1975)
3.4 Hum Apke Hain Kaun (1994) and RRR (2022)
Unit 4 Narratives in Cinema (Critical Analyses)
4.1 Types of Story-Telling
4.3 Illusion v/s Reality
4.4 Cinema and Culture (Functioning Perspective)
4.5 Cinema and Nationalism

Suggested Readings:

1. Networked Bollywood: How Star Powered Globalized Hindi Cinema by Swapnil Rai
2. Bollywood: A Guidebook to Popular Hindi Cinema by Tejaswini Ganti

3. Encyclopedia of Indian Cinema Hardcover – Illustrated by Ashish Rajadhyaksha, Paul Willemen
4. Routledge Handbook of Indian Cinemas Ed.by K. Gokulsing, Wimal Dissanayake
5. RURAL CULTURE IN HINDI CINEMA: A Sociological Studyby Shivam Singh
6. Filmen Aur Sanskriti: The Intersection of Cinema and Culture in India (Hindi Edition) by Dheeraj Sharma

MA Integrated (JMC)
SEMESTER - 7

Name of Subject: Art of Film Making	Maximum Theory marks: 75 (25+50)
Subject Code: CC-H4 Course ID: 242/JMC/CC-7H4	Maximum Theory marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To acquire knowledge of the camera's components and function of a digital camera. To acquire knowledge of outdoor photography. To understand films, themes, and cinematography.

Course Outcomes:

- 1 Students will be able to use the camera in films and videos.
- 2 Students will understand the details of pre-production.
- 3 Students will be able to apply lights and camera fundamentals and for films and photography.
- 4 Students will be able to understand the nuances of editing.

COURSE CONTENTS:

Unit 1: Different Formats of Films
1.1 Concept of Fiction 1.2 Short Film 1.3 Feature film and Biopic 1.4 Documentary and Docudrama
Unit 2: Pre-Production and Story Development
2.1 Idea Generation and Research 2.2 Story and Character Development 2.3 Screenplay 2.4 Budgeting, Location and Casting
Unit 3: Production: Cinematography
3.1 Components, Functions & Types of Cameras 3.2 Camera and Lens 3.3 Element of Photography 3.4 Understating Light & Compositing Rules
Unit 4: Post-Production
4.1 Editing: Concept of Sound & Video Editing 4.2 Visual Effects 4.3 Dubbing 4.4 Concept of Photo Editing

Suggested Readings:

1. Film: A Critical Introduction" by Maria Pramaggiore and Tom Wallis
2. Film Directing Shot by Shot: Visualizing from Concept to Screen by Steve Katz
3. Cinematography: Theory and Practice: Image Making for Cinematographers and Directors by Blain Brown
4. In the Blink of an Eye: A Perspective on Film Editing by Walter Murch
5. Digital Compositing for Film and Video by Steve Wright

MA Integrated (JMC)
SEMESTER - 7

Name of Subject: Intercultural Communication	Maximum Theory marks: 100 (30+70)
Subject Code: CC-H5	Course ID: 242/JMC/CC-7H5

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

Objective: This course aims to provide a comprehensive understanding of intercultural communication, exploring foundational theories, practical applications, and advanced cultural communication theories. Students will gain insights into cultural dimensions, barriers to effective communication, and strategies for intercultural competence and conflict resolution. Additionally, the course delves into the nature of dialogue and its role in everyday cultural interactions.

Course Outcomes:

- 1 Understand the foundational theories and models of intercultural communication, including cultural dimensions and barriers.
- 2 Apply intercultural communication strategies in various practical contexts, such as business, education, and healthcare.
- 3 Analyze advanced theories of cultural communication, including structuralism, post-structuralism, and reception theory.
- 4 Evaluate the significance of dialogue in intercultural communication and its impact on everyday cultural interactions.

COURSE CONTENTS:

Unit 1: Foundations of Intercultural Communication
1.1 Definition and Scope of Intercultural Communication
1.2 Theories of Intercultural Communication
1.3 Cultural Dimensions and Models (Hofstede, Hall, Trompenaars)
1.4 Barriers to Intercultural Communication
Unit 2: Intercultural Communication in Practice
2.1 Verbal and Nonverbal Communication Across Cultures
2.2 Cultural Adaptation and Competence
2.3 Intercultural Conflict and Resolution Strategies
2.4 Case Studies of Intercultural Communication in Various Contexts (Business, Education, Healthcare)
Unit 3: Theory of Cultural Communication
3.1 Structuralism, Post-structuralism and Deconstruction
3.2 Reception Theory
3.3 Modernism and Postmodernism,
3.4 Post-Postmodernism
Unit 4: Culture and Dialogue
4.1 Dialogue: Meaning and Type
4.2 Dialogical Communication Theory (Martin Buber)
4.3 Dialogue: Discourses and Interpretation
4.4 Dialogue and Meanings in Everyday Lives

Suggested Readings:

1. Intercultural Communication: A Contextual Approach by James W. Neuliep
2. Intercultural Communication: A Critical Introduction by Ingrid Piller
3. Intercultural Communication in the Global Workplace by Linda Beamer and Iris Varner

MA Integrated (JMC)

SEMESTER - 7

Name of Subject: Documentary Production		Maximum Theory marks: 50 (15+35)
Subject Code: MIC-04	Course ID: 242/JMC/MI-704	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The course will introduce the students to the history of documentary and its various narratives and production techniques.

Course Outcomes:

1. Students will understand the origin, growth, and different modes and genres of documentary films.
2. Students will develop skills in storytelling, research, and proposal writing specific to documentary production.
3. Students will learn the technical aspects of documentary production, including camera work, lighting, sound, and editing.
4. Students will gain hands-on experience in planning, shooting, and screening documentary films.

COURSE CONTENTS:

Unit 1: Understanding the Documentary
1.1 Origin & Growth 1.2 Documentary: Definition and modes 1.3 Different genres and types of Documentaries 1.4 Documentary films: Importance and Relevancy
Unit 2: Pre-Production Planning
2.1 Art of Documentary storytelling 2.2 Research and proposal writing 2.3 Format of scripts in documentaries 2.3 Budgeting process
Unit 3: Team and Technique for Documentary
3.1 The Documentary Crew and Equipment 3.2 Production details and logistics 3.3 Camera, lighting and Sound for Documentary 3.4 Shooting and Editing styles
Unit 4: Screening and Shooting the Documentary
4.1 Final Shooting and Production 4.2 Post-Production and Final Editing 4.3 Film Screening Techniques 4.4 Distribution and Promotion of Documentaries

Suggested Readings:

1. Introduction to Documentary by Bill Nichols
2. The Documentary Film Book edited by Brian Winston
3. Writing, Directing, and Producing Documentary Films and Digital Videos by Alan Rosenthal, Ned Eckhardt
4. The Documentary Film Maker's Handbook: The Ultimate Guide to Documentary Filmmaking by Genevieve Jolliffe
5. The Complete Guide to Film and Digital Production: The People and The Process by Lorene Wales

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Development Communication	Maximum Theory marks: 75 (25+50)
Subject Code: CC-H6 Course ID: 242/JMC/CC-8H6	Maximum Theory marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To understand the concept of development communication and its various paradigms. Learn about different types of development and social change program. Will able to understand Social Policy and Planned interventions.

Course Outcomes:

- 1 Gain insight into the development of social policies and planned interventions and their impact on the social and administrative organization of developed and developing countries.
- 2 Students will able to, report, cover and write different development news.
- 3 They will able to develop development strategies for rural and urban sector.
- 4 Will apply development paradigm for community development and mobilization for development goals.

COURSE CONTENTS:

Unit 1: Introduction to Development communication
1.1 Development Communication: meaning, process and Importance
1.2 The cultural context of development
1.3 Development communication Policy
1.4 UN millennium goals for Development
Unit 2: Paradigm of Development
2.1 Dominant Paradigms: diffusion of innovation, magic multipliers, and modernisation
2.2 Dependency and Structuralist Models
2.3 Alternative Approaches: basic need, another development, and participatory
2.4 The revival of modernisation
Unit 3: Media and Development
3.1 Media and Social changes in India: Radio Rural Forums and SITE
3.2 Folk Media as an instrument of change in Rural India
3.3 Public service Broadcasting as a tool of change
3.4 Government schemes and Media Promotion
Unit 4: Development Journalism
4.1 Reporting for development Issues
4.2 Writing Development news and reports
4.3 Scope of Rural Reporting in India: problem and issues
4.3 Stages and Strategies for designing development messages

Suggested Readings:

1. Narula Uma Development Communication – Theory and Practice, Har Anand.

2. Gupta V.S. Communication and Development Concept, New Delhi
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India.
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi.
- Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu.
6. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi.
7. Todaro, Michael P Economic Development in the Third World, Longman, New York

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Specialized Reporting	Maximum Theory Marks: 75 (25+50)
Subject Code: CC-H7 Course ID: 242/JMC/CC-8H7	Maximum Practical Marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To provide in-depth knowledge and practical skills for effective reporting in specialized fields of journalism.

Course Outcomes:

1. Understand the unique demands and characteristics of different specialized reporting areas.
2. Develop advanced skills in reporting, writing, and analyzing news within specialized fields.
3. Evaluate and critique contemporary issues and trends in specialized journalism.
4. Apply theoretical knowledge and ethical considerations to real-world reporting scenarios.

COURSE CONTENTS:

Unit 1: City, Education, and Health Reporting
2.1 Concept of City and Local Reporting
2.2 Importance of Education Reporting
2.3 Crime and Legal Reporting
2.4 Coverage of Rural and Urban Health issues
Unit 2: Parliamentary and Political Reporting
3.1 Parliamentary Procedures and Proceedings
3.2 Parliamentary Reporter: Duties and Coverage
3.3 Coverage of Various Political Parties
3.4 Political Reporting and Interviews
Unit 3: Investigative Reporting
4.1 Introduction to Investigative Reporting
4.2 Techniques and Tools for Investigative Reporting
4.3 Ethical Considerations in Investigative Reporting
4.4 Case Studies of Investigative Journalism
Unit 4: Different Beats of Reporting
4.1 Sports Reporting
4.2 Defence Reporting
4.3 Science and Technology Reporting
4.4 Lifestyle and Entertainment Reporting

Suggested Readings:

- 1 Strategic Thinking and Practice by Brahm Canzer Cengage Learning
- 2 Science Journalism: An Introduction by Angler Martin
- 3 A Field Guide for Science by Writers Blum, Deborah, Mary Knudson, and Robin Marantz Henig
- 4 Sports Journalism A Practical Introduction by Andrews Phil

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Basics of Advertising	Maximum Theory marks: 75 (25+50)
Subject Code: CC-H8 Course ID: 242/JMC/CC-8H8	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To provide students with a comprehensive understanding of the fundamental principles, practices, and strategies of advertising.

Course Outcomes:

1. Understand the basic concepts and functions of advertising.
2. Develop practical skills in creating and analyzing advertising content.
3. Analyze the role of advertising in the marketing mix and its impact on consumers.
4. Apply ethical considerations and regulatory guidelines in advertising practices.

COURSE CONTENTS:

Unit 1: Advertising An Introduction
1.1 Definition and Evolution of Advertising 1.2 Importance and Functions of Advertising 1.3 Types of Advertising: Print, Electronic, Digital 1.4 Advertising Agencies: Structure and Function
Unit 2: Advertising Strategies and Campaigns
2.1 Advertising Campaign Planning 2.2 Target Audience and Market Research 2.3 Creative Strategies in Advertising 2.4 Media Planning and Selection
Unit 3: Advertising Design and Production
3.1 Elements of Advertisement: Copy, Visuals, Layout 3.2 Principles of Effective Ad Design 3.3 Production Process: From Concept to Execution 3.4 Use of Technology in Ad Production
Unit 4: Advertising Ethics and Regulation
4.1 Ethical Issues in Advertising 4.2 Advertising Standards and Regulatory Bodies 4.3 Social Responsibility in Advertising 4.4 Case Studies on Ethical and Unethical Advertising Practices

Suggested Readings:

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt. Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Crises Communication		Maximum Theory marks: 100 (30+70)
Subject Code: CC-H9	Course ID: 242/JMC/CC-8H9	

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

Objective: To equip students with the knowledge and skills necessary to manage communication during crises, understanding the importance of timely, transparent, and effective communication in mitigating the impact of crises on organizations and individuals.

Course Outcomes:

1. Understand the fundamental principles and theories of crisis communication.
2. Develop skills in planning, implementing, and evaluating crisis communication strategies.
3. Analyze real-world case studies to identify best practices and lessons learned in crisis communication.
4. Apply ethical considerations and strategies in handling crisis communication scenarios.

COURSE CONTENTS:

Unit 1: Introduction to Crisis Communication
1.1 Crisis Communication: Meaning, Process and Elements 1.2 Types of Crises 1.3 Actors/Agents of Crises 1.4 Stages of Crises Communication
Unit 2: Theory and Models of Crises Communication
2.1 Apologia Theory and Image Restoration Theory 2.2 Situational Crises Communication and Excellence Theory 2.3 The Rhetorical Arena and Chaos Theory 2.4 Social Mediated Crises Communication Model
Unit 3: Crisis Communication Planning and Implementation
3.1 Crisis Communication Plan: Components and Structure 3.2 Identifying and Assessing Potential Crises 3.3 Stakeholder Analysis and Communication 3.4 Developing Key Messages and Spokesperson Training
Unit 4: Evaluating and Learning from Crises
4.1 Post-Crisis Evaluation and Analysis 4.2 Learning from Case Studies: Successes and Failures 4.3 Rebuilding Trust and Reputation After a Crisis 4.4 Ethical Considerations in Crisis Communication

Suggested Readings:

1. Crisis Communication: A Casebook Approach by Kathleen Fearn-Banks

2. The Handbook of Crisis Communication" edited by W. Timothy Coombs and Sherry J. Holladay
3. Crisis Communication: Theory and Practice by Alan Jay Zaremba
4. Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice by Michael Regester, Judy Larkin
5. Crisis Management: Leading in the New Strategy Landscape by William Rick Crandall, John A. Parnell, John E. (Edward) Spillan. Sage Publications

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Corporate Communication & Public Relations		Maximum Theory marks: 75 (25+50)
Subject Code: CC-H10	Course ID: 242/JMC/CC-8H10	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: Understand the fundamentals of corporate communication and public relations, exploring their definitions, importance, and roles. Examine the tools and techniques employed in corporate communication, PR functions, ethical considerations, and the organizational structure. Develop practical skills in using various communication tools and managing events for effective public relations.

Course Outcomes:

Students will be able to:

1. Understand the core concepts, importance, and scope of corporate communication, and the role of corporate managers.
2. Utilize various tools of corporate communication such as sponsorship, financial communication, lobbying, and corporate identity management.
3. Explain the functions, ethical standards, and organizational structures of public relations in both government and private sectors.
4. Apply public relations tools and organize events, including writing press releases, managing press conferences, and producing corporate publications.

COURSE CONTENTS:

Unit 1: Corporate Communication
1.1 Definition and Concept of Corporate Communication
1.2 Importance and Scope of Corporate Communication
1.3 Role of Corporate Managers
1.4 Corporate Communication and Public/Corporate Affairs
Unit 2: Tools of Corporate Communication
2.1 Sponsorship, Financial Communication
2.2 Lobbying, Corporate Reputation
2.3 Corporate Identity
2.4 Media Mileage
Unit 3: Public Relations
3.1 Meaning, Functions and Scope of PR
3.2 Code of Ethics in PR; Roles and Responsibilities of PRO
3.3 Organisational Structure of PR Department: Government and Private
3.4 PR Agencies and Organisation: PRSI, IPRA, PRSI, PRCI, IPRA
Unit 4: Public Relations Tools and Events
4.1 House Journal, Annual Reports, Newsletter, Speaking Engagements

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| <ul style="list-style-type: none">4.2 Media Events: Press Conference; Meet the Press, Press Briefing, Open House4.3 Press Conference: Organisation and Management4.4 Writing Press Release |
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Suggested Readings:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
4. Corporate Communication: A Guide to Theory and Practice by Joep Cornelissen
5. Corporate Communication: A 21st Century Primer by Sunaina Khetarpal
6. Corporate Communication: Challenges, Strategies and Solutions by Ritu Wadhwa

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Event Management	Maximum Theory marks: 50 (15+35)
Subject Code: MIC-05 Course ID: 242/JMC/MI-805	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: This course aims to provide participants with a comprehensive understanding of event management and coordination. It focuses on developing skills in defining and categorizing events, acquiring clients, creating proposals, and efficiently managing vendors. The course also covers event planning, including budgeting, resource arrangement, scheduling, and execution.

Course Outcomes:

1. Participants will be proficient in identifying and classifying various types of events, effectively finding and managing clients.
2. They will be able to prepare compelling event proposals and efficiently handle vendor registration and administration.
3. Participants will demonstrate competence in event planning, showcasing skills in budgeting, designing, and resource coordination.
4. They will be adept at scheduling and successfully executing events.

COURSE CONTENTS:

Unit 1: Event Management and Coordination
1.1 Definition and Types of Events
1.2 Finding a Client
1.3 Making Proposal
1.4 Vendor Management: Registration and Administration Procedure
Unit 2: Event Planning
2.1 Selection of Event and Planning
2.2 Budgeting and Designing
2.3 Arrangement of Resources
2.4 Scheduling and Execution
Unit 3: Event Promotion
3.1 Audience and Participant Management
3.2 Sponsorship Strategy and Proposal
3.3 Event Selling and Sponsorship Agreement
3.4 Event Invitations
Unit 4: Practical Application in Event Management
4.1 Planning on themes and proposal writing for event Page
4.2 Planning, organising and participating in an event at institution.
4.3 Designing Promotional Posters and various types of invitations for event.
4.4 Designing customers service feedback survey form and conducting a survey.

Suggested Readings:

1. The Art of Event Planning: Pro Tips from an Industry Insider by Joumana Rizk
2. Events Management: An International Approach by Glenn Bowdin, Johnny Allen, William O'Toole, Ian McDonnell, and Robert Harris
3. Into the Heart of Meetings: Basic Principles of Meeting Design by Eric de Groot and Mike van der Vijver
4. The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events by Judy Allen
5. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events by Judy Allen
6. Strategic Planning for Event Professionals by Julia Rutherford Silvers
7. Events and Sustainability by Meegan Jones
8. Event Planning: The Art of Planning Your Next Successful Event by James Taylor
9. Event Planning: Management & Marketing for Successful Events by Jeff Gulleason

MA Integrated (JMC)
SEMESTER - 9

Name of Subject: History of Global Media	Maximum Theory marks: 100 (30+70)
Subject Code: CC-A1	Course ID: 242/JMC/CC-9A01

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

Objective: To provide students with a comprehensive understanding of the development, impact, and evolution of global media, including its historical context and influence on societies.

Course Outcomes:

1. Students will understand the historical development of global media, including key events, figures, and technological advancements.
2. They will analyze the impact of global media on cultural, political, and social dynamics across different regions.
3. Students will evaluate the evolution of media practices and their influence on global communication and information dissemination.
4. They will apply historical perspectives to current media trends and practices, recognizing patterns and shifts in global media landscapes.

COURSE CONTENTS:

Unit 1: Early Media and Communication
1.1 The Origins of Media: Ancient and Medieval Times
1.2 The Development of Print Media: Gutenberg to the 19th Century
1.3 The Impact of Industrialization on Media
1.4 Early Broadcast Media: Radio and Television
Unit 2: Media Expansion and Globalization
2.1 The Rise of Digital Media and the Internet
2.2 Global Media Conglomerates and their Influence
2.3 The Role of Media in Globalization: Cultural and Economic Aspects
2.4 International Media Regulations and Policies
Unit 3: Media and Social Change
3.1 Media Coverage of Major Global Events: Wars, Revolutions, and Movements
3.2 The Role of Media in Social Movements and Activism
3.3 Media Representation and Stereotyping
3.4 The Impact of Media on Public Opinion and Policy
Unit 4: Contemporary Issues in Global Media
4.1 The Influence of Social Media on Global Communication
4.2 Challenges of Media Ownership and Diversity
4.3 Media Ethics and Accountability in a Global Context
4.4 The Future of Global Media: Trends and Innovations

Suggested Readings:

1. The Gutenberg Galaxy: The Making of Typographic Man" by Marshall McLuhan
2. The Printing Revolution in Early Modern Europe by Elizabeth L. Eisenstein

MA Integrated (JMC)
SEMESTER - 9

Name of Subject: Advanced Communication Research		Maximum Theory marks: 75 (25+50)
Subject Code: CC-A2	Course ID: 242/JMC/CC-9A02	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The course aims to provide students with a thorough understanding of various research designs, budget and resource planning, data collection methods, and ensuring research validity and reliability. Students will learn to design comprehensive research proposals, including formulating research questions, developing hypotheses, and conducting literature reviews.

Course Outcomes:

1. Students will be able to create detailed and structured research proposals, including developing clear research questions, hypotheses, and conducting a thorough review of relevant literature
2. Students will be capable of selecting appropriate research designs, budgeting, and resource allocation, and implementing valid data collection methods, ensuring the reliability of their research outcomes.
3. Students will be proficient in determining sampling size and methods, identifying and addressing sampling biases, and applying appropriate variables, frequency measures, and scaling techniques in their research.
4. Students will demonstrate competence in using footnotes, endnotes, in-text citations, and proper reference and bibliography styles, while upholding ethical standards in their research writing practices.

COURSE CONTENTS:

Unit 1: Designing Research Proposal
1.1 Elements of Proposal 1.2 Developing Research Question 1.3 Hypotheses and its Types 1.4 Review of Literature and Styles
Unit 2: Fundamentals of Research Design
2.1 Research Design and Its Types 2.2 Budget, Resources and Timeline Development 2.3 Data Collection Methods 2.4 Pilot Study, Validity and Reliability
Unit 3: Sampling Methods and Techniques
3.1 Sampling: Importance and Size 3.2 Sampling Methods and Types of Sampling 3.3 Sampling Bias and Errors 3.4 Variables, Frequency, and Scaling
Unit 4: Writing For Research

4.1 Footnote and Endnote
4.2 Intext Citation Style
4.3 Reference and Bibliography Style
4.4 Ethics in Research

Suggested Readings:

1. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon
2. "Research for Marketing" by Nigel Bradley
3. "Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best
4. "Qualitative Consumer and Marketing Research" by Russell W. Belk and Eileen Fischer
5. "Quantitative Methods in Marketing: Research and Modeling" by Venkatesh Shankar and Fareena Sultan
6. "Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
7. "Research Methods for Public Relations" by Christine Daymon and Immy Holloway
8. "Corporate Communication: Critical Business Asset for Strategic Global Change" by Michael B. Goodman
9. "Strategic Communication for Sustainable Organizations: Theory and Practice" by Sarah M. Casey and Leanne M. Piggott
10. "Effective Organizational Communication: Perspectives, Principles, and Practices" by Michael J. Papa, Tom D. Daniels, and Barry K. Spiker

MA Integrated (JMC)
SEMESTER - 9

Name of Subject: Digital Journalism	Maximum Theory marks: 75 (25+50)
Subject Code: CC-A3 Course ID: 242/JMC/CC-9A03	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To provide an in-depth understanding of cyber journalism, its evolution, techniques, and the ethical considerations involved in digital journalism.

Course Outcomes:

1. Students will develop proficiency in the principles and practices of cyber journalism.
2. They will understand the impact of digital media on journalism and the ethical issues related to it.
3. Students will learn to create and manage digital content effectively.
4. They will be able to analyze and critique digital news and trends in cyber journalism.

COURSE CONTENTS:

Unit 1: Introduction to Cyber Journalism
1.1 Definition and Scope of Cyber Journalism 1.2 Evolution of Cyber Journalism 1.3 Key Differences between Traditional and Cyber Journalism 1.4 Role of Social Media in Cyber Journalism
Unit 2: Tools and Techniques
2.1 Online News Writing Techniques 2.2 Multimedia Storytelling: Text, Images, Videos, and Infographics 2.3 Search Engine Optimization (SEO) for Journalists 2.4 Use of Analytics in Journalism
Unit 3: Digital Newsroom Management
3.1 Structure and Functioning of a Digital Newsroom 3.2 Content Management Systems (CMS) 3.3 Workflow and Coordination in a Digital Newsroom 3.4 Crisis Management in Digital Journalism
Unit 4: Ethics and Legal Issues
4.1 Cyber Ethics in Journalism 4.2 Issues of Privacy and Security in Cyber Journalism 4.3 Legal Framework Governing Cyber Journalism 4.4 Case Studies on Ethical Dilemmas in Cyber Journalism

Suggested Readings:

1. The Vanishing Newspaper: Saving Journalism in the Information Age
2. The SAGE Handbook of Digital Journalism by Tamara Witschge, C.W. Anderson, David Domingo, Alfred Hermida
3. Multimedia Journalism: A Practical Guide by Andy Bull
4. Search Engine Optimization; How to Manage Seo Projects and Increase Search Engine Ranking by Lawrence Harte, Kyle Sutton

MA Integrated (JMC)
SEMESTER - 9

Name of Subject: Basics of Web Designing		
Subject Code: DSE-01	Course ID: 242/JMC/DE-901	Maximum Practical marks: 75 (25+50)

Objective: To introduce students to the fundamental principles and practices of web designing, equipping them with the skills needed to create, manage, and maintain websites.

Course Outcomes:

1. Students will understand the basic concepts and techniques of web designing.
2. They will gain practical experience in using web designing tools and technologies.
3. Students will learn to create responsive and visually appealing web pages.
4. They will be able to implement web design principles effectively to enhance user experience.

COURSE CONTENTS:

Unit 1: Introduction to Web Designing
1.1 Basics of Web Designing: Definition and Importance
1.2 Understanding the Web Development Process
1.3 Introduction to HTML and CSS
1.4 Overview of Web Browsers and Web Servers
Unit 2: HTML and CSS Basics
2.1 Structure of HTML Documents: Elements and Attributes
2.2 Creating Web Pages with HTML
2.3 Styling Web Pages with CSS
2.4 Working with Text, Images, and Links
Unit 3: Advanced HTML and CSS
3.1 Advanced HTML Elements: Forms, Tables, and Multimedia
3.2 Advanced CSS Techniques: Selectors, Combinators, and Pseudo-Classes
3.3 CSS Frameworks: Bootstrap and Foundation
3.4 Responsive Web Design: Media Queries and Flexible Grid Layouts
Unit 4: Web Design Tools and Techniques
4.1 Introduction to Web Design Software: Dreamweaver, Adobe XD, Figma
4.2 Wireframing and Prototyping
4.3 Basics of JavaScript for Enhancing Web Pages
4.4 Testing and Debugging Web Pages

Suggested Readings:

1. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics by Jennifer Robbins
2. HTML and CSS: Design and Build Websites" by Jon Duckett

3. HTML and CSS: Visual QuickStart Guide by Elizabeth Castro and Bruce Hyslop
4. Adobe Dreamweaver CC Classroom in a Book by Jim Maivald
5. JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett

MA Integrated (JMC)
SEMESTER - 10

Name of Subject: Integrated Marketing Communication & Digital Marketing	Maximum Theory Marks: 50 (15+35)
Subject Code: CC-A4 Course ID: 242/JMC/CC-10A04	Maximum Practical Marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: The course aims to provide students with a comprehensive understanding of integrated marketing communication (IMC) strategies and digital marketing practices. It covers the planning, execution, and evaluation of marketing communication efforts across traditional and digital platforms to build and maintain a consistent brand image and achieve marketing objectives.

Course Outcomes:

1. Students will understand the principles of integrating various marketing communication tools to create a cohesive and effective marketing strategy.
2. Students will acquire skills in utilizing digital platforms and tools for targeted marketing, engagement, and analytics.
3. Students will develop the ability to analyze marketing data and metrics to optimize campaigns and measure success.
4. Students will gain hands-on experience in planning and executing integrated marketing and digital marketing campaigns

COURSE CONTENTS:

Unit 1: Introduction to Integrated Marketing Communication (IMC)
1.1 Definition and Scope of IMC
1.2 Evolution and Importance of IMC
1.3 Components of IMC: Advertising, Public Relations, Sales Promotion, Personal Selling, and Direct Marketing
1.4 IMC Planning Process
Unit 2: IMC Tools and Strategies
2.1 Advertising: Types, Media, and Strategies
2.2 Public Relations: Media Relations, Crisis Management, and Community Relations
2.3 Sales Promotion: Techniques and Tools
2.4 Personal Selling and Direct Marketing Strategies
Unit 3: Introduction to Digital Marketing
3.1 Overview of Digital Marketing
3.2 Digital Marketing Channels: SEO, SEM, Email Marketing, Content Marketing, and Social Media Marketing
3.3 Digital Marketing Metrics and Analytics
3.4 Role of Mobile Marketing
Unit 4: Advanced Digital Marketing Techniques
4.1 Social Media Strategies and Management
4.2 Content Creation and Curation

Suggested Readings:

1. Integrated Marketing Communication: Creative Strategy from Idea to Implementation by Robyn Blakeman
2. Advertising and Promotion: An Integrated Marketing Communications Perspective by George E. Belch, and Michael A. Belch, and Keyoor Purani
3. Strategic Integrated Marketing Communications by Larry Percy
4. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick
5. Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Debra Zahay

MA Integrated (JMC)
SEMESTER - 10

Name of Subject: Business Ethics & Communication	Maximum Theory Marks: 75 (25+50)
Subject Code: DSE-02 Course ID: 242/JMC/DS-1002	Maximum Practical Marks: 25 (05+25)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: This course aims to provide a comprehensive understanding of business ethics, emphasizing its meaning, importance, and application in various business contexts. Participants will explore the distinction between moral and ethical considerations, analyze issues related to business ethics, and develop skills to handle ethical dilemmas. The course will cover workplace ethics, addressing individual morals, factors influencing behavior, and ethical challenges. It will also delve into the reasons for unethical behavior, threats faced by employees, safeguards, and ethical conflict resolutions.

Course Outcomes:

1. Upon completion, participants will demonstrate a deep understanding of business ethics, distinguishing between moral and ethical considerations.
2. They will develop the ability to analyze and address ethical issues, handle workplace ethics, and navigate ethical dilemmas effectively.
3. Participants will gain insights into the reasons behind unethical behavior, identify and counter threats faced by employees, and employ ethical conflict resolution strategies.
4. The course will also equip participants with business etiquette skills, enabling them to navigate various professional scenarios with cultural sensitivity and corporate decorum.

COURSE CONTENTS:

Unit 1: Introduction to Business Ethics
1.1 Meaning, Needs, and Importance of Ethics in Business
1.2 Moral vs. Ethical
1.3 Issues Involved in Business Ethics
1.4 Handling Ethical Dilemmas in Business
Unit 2: Ethics in the Workplace
2.1 Role of Individual Morals and Standards in Defining Workplace ethics
2.2 Factors Influencing Behaviour at the Workplace
2.3 Working with the Opposite Gender
2.4 Ethical Issues for Individuals at the Workplace
Unit 3: Ethics and Threats
3.1 Reasons for Unethical Behaviour
3.2 Threats Faced by Employees while Working
3.3 Safeguards to Counter and Overcome Threats
3.4 Ethical Conflict Resolutions
Unit 4: Business Etiquettes
4.1 Meaning and Importance of Etiquettes
4.2 Etiquettes for Business Cards, Board Meetings, Press Conferences, and Foreign Delegates
4.3 Dining Manners and Aesthetics

Suggested Readings:

1. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization" by Andrew Crane and Dirk Matten
2. Business Ethics: A Textbook with Cases" by William H. Shaw
3. Managing Business Ethics: Straight Talk about How to Do It Right by Linda K. Treviño and Katherine A. Nelson
4. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter
5. Modern Manners: Tools to Take You to the Top by Dorothea Johnson and Liv Tyler

**Research Oriented Degree
MA Integrated (JMC)
SEMESTER - 8**

Name of Subject: Qualitative Research	Maximum Theory marks: 75 (25+50)
Subject Code: CC-H6 Course ID: 242/JMC/CC-8H06	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To provide students with a comprehensive understanding of qualitative research methodologies and their application in communication research.

Course Outcomes:

1. Gain a foundational understanding of the meaning, importance, and characteristics of qualitative research, distinguishing it from quantitative research.
2. Develop skills in qualitative data collection techniques, research instrument design, sampling strategies, and addressing ethical considerations.
3. Learn coding, thematic analysis, data interpretation techniques, and ensure validity and reliability in qualitative research using appropriate software tools.
4. Acquire the ability to write detailed qualitative research reports, structure case studies, present findings effectively, and review relevant literature.

COURSE CONTENTS:

Unit 1: Introduction to Qualitative Research
1.1 Meaning and Importance of Qualitative Research
1.2 Characteristics of Qualitative Research
1.3 Differences between Qualitative and Quantitative Research
1.4 Approaches to Qualitative Research (Phenomenology, Grounded Theory, Ethnography)
Unit 2: Qualitative Research Methods
2.1 Data Collection Techniques (Interviews, Focus Groups, Observations)
2.2 Designing Qualitative Research Instruments
2.3 Sampling in Qualitative Research
2.4 Ethical Considerations in Qualitative Research
Unit 3: Data Analysis in Qualitative Research
3.1 Coding and Thematic Analysis
3.2 Techniques for Data Interpretation
3.3 Validity and Reliability in Qualitative Research
3.4 Using Software for Qualitative Data Analysis (e.g., NVivo, Atlas.ti)
Unit 4: Reporting Qualitative Research
4.1 Writing Qualitative Research Reports
4.2 Structuring Case Studies and Narrative Analysis
4.3 Presenting Findings and Visual Data Representation
4.4 Reviewing Qualitative Research Literature

Suggested Readings:

1. Qualitative Inquiry and Research Design: Choosing Among Five Approaches by John W. Creswell
2. The SAGE Handbook of Qualitative Research by Norman K. Denzin and Yvonna S. Lincoln
3. Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact by Sarah J. Tracy
4. The Coding Manual for Qualitative Researchers by Johnny Saldana
5. Writing Up Qualitative Research" by Harry F. Wolcott

MA Integrated (JMC)
SEMESTER - 8

Name of Subject: Quantitative Research	Maximum Theory marks: 75 (25+50)
Subject Code: CC-H7 Course ID: 242/JMC/CC-8H07	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: To equip students with a thorough understanding of quantitative research methodologies and their application in communication research.

Course Outcomes:

1. Gain a foundational understanding of the meaning, importance, and characteristics of quantitative research, distinguishing it from qualitative research.
2. Develop skills in survey design, hypothesis testing, sampling techniques, and data collection tools.
3. Learn to apply descriptive and inferential statistics, use data visualization techniques, and ensure validity and reliability in quantitative research.
4. Acquire the ability to write detailed quantitative research reports, structure research papers, use statistical software for data analysis, and review relevant literature.

COURSE CONTENTS:

Unit 1: Introduction to Quantitative Research
1.1 Meaning and Importance of Quantitative Research
1.2 Characteristics of Quantitative Research
1.3 Differences between Quantitative and Qualitative Research
1.4 Types of Quantitative Research (Experimental, Descriptive, Correlational)
Unit 2: Quantitative Research Methods
2.1 Survey Design and Implementation
2.2 Developing and Testing Hypotheses
2.3 Sampling Techniques and Sample Size Determination
2.4 Data Collection Tools (Questionnaires, Structured Interviews)
Unit 3: Data Analysis in Quantitative Research
3.1 Descriptive Statistics (Mean, Median, Mode)
3.2 Inferential Statistics (t-tests, ANOVA, Regression Analysis)
3.3 Data Visualization Techniques
3.4 Validity, Reliability, and Error Analysis
Unit 4: Reporting Quantitative Research
4.1 Writing Quantitative Research Reports
4.2 Structuring Research Papers and Data Presentation
4.3 Using Statistical Software for Data Analysis (e.g., SPSS, R)
4.4 Reviewing Quantitative Research Literature

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 Integrated (JMC)
SEMESTER - 8

Name of Subject: Event Management	Maximum Theory marks: 50 (15+35)
Subject Code: MIC-05 Course ID: 242/JMC/MI-805	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

Objective: This course aims to provide participants with a comprehensive understanding of event management and coordination. It focuses on developing skills in defining and categorizing events, acquiring clients, creating proposals, and efficiently managing vendors. The course also covers event planning, including budgeting, resource arrangement, scheduling, and execution.

Course Outcomes:

1. Participants will be proficient in identifying and classifying various types of events, effectively finding and managing clients.
2. They will be able to prepare compelling event proposals and efficiently handle vendor registration and administration.
3. Participants will demonstrate competence in event planning, showcasing skills in budgeting, designing, and resource coordination.
4. They will be adept at scheduling and successfully executing events.

COURSE CONTENTS:

Unit 1: Event Management and Coordination
1.1 Definition and Types of Events
1.2 Finding a Client
1.3 Making Proposal
1.4 Vendor Management: Registration and Administration Procedure
Unit 2: Event Planning
2.1 Selection of Event and Planning
2.2 Budgeting and Designing
2.3 Arrangement of Resources
2.4 Scheduling and Execution
Unit 3: Event Promotion
3.1 Audience and Participant Management
3.2 Sponsorship Strategy and Proposal
3.3 Event Selling and Sponsorship Agreement
3.4 Event Invitations
Unit 4: Practical Application in Event Management
4.1 Planning on themes and proposal writing for event Page
4.2 Planning, organising and participating in an event at institution.
4.3 Designing Promotional Posters and various types of invitations for event.
4.4 Designing customers service feedback survey form and conducting a survey.

Suggested Readings:

1. The Art of Event Planning: Pro Tips from an Industry Insider by Joumana Rizk
2. Events Management: An International Approach by Glenn Bowdin, Johnny Allen, William O'Toole, Ian McDonnell, and Robert Harris
3. Into the Heart of Meetings: Basic Principles of Meeting Design by Eric de Groot and Mike van der Vijver
4. The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events by Judy Allen
5. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events by Judy Allen
6. Strategic Planning for Event Professionals by Julia Rutherford Silvers
7. Events and Sustainability by Meegan Jones
8. Event Planning: The Art of Planning Your Next Successful Event by James Taylor
9. Event Planning: Management & Marketing for Successful Events by Jeff Gulleson

MA Integrated (JMC)
SEMESTER – 8
Research Project/Dissertation

Objective: To enable the student to identify the prominent and important issues in the field of journalism. To have knowledge of history and significance of various dimensions of the issue. To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis. To carry out intensive study to make their dissertation valuable and authentic. To provide them opportunity to go for reference, analysis and additional subject related readings

Course Outcomes:

1. Describe a relevant area of career development, coaching, or work-related learning studies, and identify appropriate research methods and research questions.
2. Identify and review relevant literature, critically analyze and evaluate knowledge and understanding in relation to the chosen area of study.
3. Integrate theory and practice, develop responses based on evaluation and analysis, and apply knowledge to the agreed area of study.
4. Communicate findings in written form by integrating, analyzing, and applying key texts and practices, and demonstrate advanced critical research skills.

Guidelines for Dissertation

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism. Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation, they will follow the research steps under the guidance of the faculty members or a guide approved by department.

Student should be guided by the following points during the research/study for his/her dissertation.

Title: It should be decided with the help of HOD/approved guide and must be submitted by the end of 3rd semester or in the beginning of 4th semester

Synopsis: After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 4th semester.

Progress: From time-to-time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.

MA Integrated (JMC)
SEMESTER – 9
Research Project (Progress Evaluation)

Objective: To assess the progress and development of students' research projects in terms of research methods, literature review, data analysis, and application of theory to practice.

Course Outcomes:

1. Students will clearly define the research area, formulate research questions, and identify suitable research methods.
2. To locate and review relevant literature, critically analyze existing knowledge, and evaluate gaps in the current research.
3. To integrate theoretical frameworks with practical application, develop responses based on thorough evaluation and analysis.
4. They will be able to communicate findings effectively in written form, showcasing the ability to analyze, apply key texts, and exhibit advanced research skills.

Guidelines for Progress Evaluation

In this course, students will begin by understanding the introduction and scope of their research project, focusing on defining their research area, formulating research questions, and selecting suitable research methods. They will then advance to techniques for literature review and analysis, learning how to identify, review, and critically analyze relevant literature while evaluating existing knowledge. Students will also engage in integrating theory and practice, applying theoretical concepts to practical scenarios, and developing responses based on evaluation and practical application. Finally, students will master the art of reporting and communication, effectively conveying their research findings in written form, integrating key texts and practices, and demonstrating advanced research skills.

MA Integrated (JMC)
SEMESTER – 10
Dissertation

Objective: To enable the student to identify the prominent and important issues in the field of journalism. To have knowledge of history and significance of various dimensions of the issue. To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis. To carry out intensive study to make their dissertation valuable and authentic. To provide them opportunity to go for reference, analysis and additional subject related readings

Course Outcomes:

1. Describe a relevant area of career development, coaching, or work-related learning studies, and identify appropriate research methods and research questions.
2. Identify and review relevant literature, critically analyze and evaluate knowledge and understanding in relation to the chosen area of study.
3. Integrate theory and practice, develop responses based on evaluation and analysis, and apply knowledge to the agreed area of study.
4. Communicate findings in written form by integrating, analyzing, and applying key texts and practices, and demonstrate advanced critical research skills.

Guidelines for Dissertation

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism. Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation, they will follow the research steps under the guidance of the faculty members or a guide approved by department.

Student should be guided by the following points during the research/study for his/her dissertation.

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Synopsis: After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 4th semester.

Progress: From time-to-time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.