

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

For

**MA (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)**

1. Background

Mission

- The core courses include concepts and processes of communication, encompassing theories and models of communication, understanding media laws and ethics, exploring the synergistic relationship between media and society, and conducting Communication Research.
- Core courses provide the fundamental skills necessary for various media industries, including print, electronic, web, public relations, advertising, and corporate communication, preparing you for more focused study later in the program.
- The curriculum helps students develop exceptional writing skills and critical thinking required for news, advertising, and script formats, enabling them to apply their skills to digital, electronic, and print platforms, including social media, blogs, and websites.
- Internships offer the opportunity to acquire professional experience through a real-world perspective and explore career options in corporations, nonprofit organizations, educational institutions, governmental or non-governmental organizations, or public relations agencies.

About the Program

- The MA in Journalism and Mass Communication MA(JMC) is a two-year program focusing on planning, writing, scripting, designing, and research courses, equipping students with work-ready skills for media organizations. The second year comprises two different specializations: Corporate Communication and Film Making. These tracks allow students to gain specialized knowledge to succeed in professional practice in media and production houses.
- Upon completion, students will not only earn a practical and applicable education but also build a network with actively working faculty who bring real-world problems and solutions into the classroom.

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 (POs)

On completing the MA(JMC) Programme, students shall be able to realize the following programme outcomes:

PO	Description
PO-1	Students will demonstrate confident and ethical communication in both group and interpersonal settings, applying media and communication theories in quantitative research, and understanding the impact of media on public policy.
PO-2	Students will understand the history of journalism, assessing its impact on freedom movements and post-independence trends, and apply journalistic principles adeptly across diverse media platforms.
PO-3	Students will demonstrate a profound understanding of governmental structures, roles, and flagship programs in the Indian political system, analyzing and interpreting administrative processes to foster a well-informed perspective on governance and public policy.
PO-4	Students will familiarize themselves with various broadcasting technologies and production techniques, gaining a profound understanding of the nature, functions, and objectives of media, along with its historical evolution.
PO-5	Students will excel in corporate communication tools, PR functions, and event planning, showcasing expertise in budgeting, design, coordination, scheduling, and execution.
PO-6	Students will master advertising theories, plan analysis, copy creation, layout principles, and campaign execution, becoming proficient in marketing, branding, and strategic success.
PO-7	Students will showcase crisis management skills, applying communication theories, and crafting effective strategies, skillfully handling digital communication, social media planning, customer interaction, mobile advertising, and influencer marketing.
PO-8	Students will engage in advanced corporate research and audience research, acquiring real-world skills through internships, and synthesizing knowledge in a capstone project.
PO-9	Students will develop exceptional writing skills and critical thinking required for news, advertising, and script formats, enabling them to apply their skills to digital, electronic, and print platforms, including social media, blogs, and websites.

4. Programme Specific Outcomes (PSOs)

On completing the MAJMC Programme, students shall be able to realize the following outcomes:

PSO	Description
PSO-1	Students will effectively apply communication skills in both group and individual settings, using communication theories and models, excelling in various written formats, and translating between English and Hindi.
PSO-2	Students will apply journalistic principles, laws, and ethics across diverse media, mastering editing and audio-video production, and gaining insights into Indian governmental structures, roles, and public policy.
PSO-3	Students will develop an understanding of contemporary Indian society, including economic principles, political dynamics, and the administrative framework related to media.
PSO-4	Students will navigate ethical dilemmas in corporate contexts, understanding moral and Indian values, and applying business etiquette skills in various professional scenarios.
PSO-5	Students will gain a comprehensive understanding of corporate communication, including tools like sponsorship and lobbying, excelling in PR functions, event planning, and client management.

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:

- Candidates should hold a Bachelor's degree in any discipline with at least 50% marks in aggregate (or 47.5% for SC/ST/Divyang candidates of Haryana only).

7. Program Scheme

MA(JMC)

(Scheme PG A2: Postgraduate Programmes (Course work + Research))

Semester 1

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	Communication: Theories and Models	241/JMC/C-1A01	3	1		3	1		4	30	70			100
CC-A02	Introduction to Media	241/JMC/C-1A02	2		4	2		2	4	15	35	15	35	100
CC-A03	Writing for Media	241/JMC/C-1A03	2		4	2		2	4	15	35	15	35	100
Discipline Specific Elective Courses														
DSE-01	Indian Concept of Communication	241/JMC/D S-101	2	1		2	1		3	25	50			75
Multidisciplinary Course(s)														
MDC-01	One from Pool								3					75
Ability Enhancement Course(s)														
AEC-01	One from Pool								2					50
Value-added Course(s)														
VAC-01	Indian Dialogue Tradition	241/JMC/V A-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-A04	Media Laws and Ethics	241/J MC/C C-2A04	3	1		3	1		4	30	70			100
CC-A05	Art of Editing for Media	241/J MC/C C-2A05			8			4	4			30	70	100
CC-A06	Reporting for Media	241/J MC/C C-2A06	2		4	2		2	4	15	35	15	35	100
Discipline Specific Elective Courses														
DSE-02	Media Literacy	241/J MC/D S-202	2	1		2	1		3	25	50			75
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-01	Photoshop and Illustrator	241/J MC/SE-201	1		2	1		1	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-A07	Communication Research	241/JM C/CC-3A07	2		4	2		2	4	15	35	15	35	100
CC-A08	Audio/Visual Production	241/JM C/CC-3A08			8			4	4			30	70	100
CC-A09	Introduction to Advertising and Public Relations	241/JM C/CC-3A09	2		4	2		2	4	15	35	15	35	100
Discipline Specific Elective Courses														
DSE-03	Development Communication	241/JM C/DS-303	2	1		2	1		3	25	50			75
Multidisciplinary Course(s)														
MDC-03	One from Pool								3					75
Skill Enhancement Course(s)														
SEC-02	Graphic Designing	241/JM C/SE-302			4			2	2			15	35	50
Value-added Course(s)														
VAC-02	Culture and Cinema	241/JM C/VA-302	2			2			2	15	35			50
Seminar														
Seminar									2					50
Internship/Field Activity#														
									4					100
Total Credits									24					700

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

Semester 4

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

8. Syllabus

MA (JMC)

SEMESTER - 1

Name of Subject: Communication: Theories and Models	Maximum Theory marks: 100 (30+ 70)
Subject Code: CC-A01	Course ID: 241/JMC/CC-1A01

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

Objective: To provide a comprehensive understanding of key communication theories and models, their development, application, and impact on various forms of communication. The course aims to enhance students' ability to critically analyze communication processes and apply theoretical concepts in real-world contexts.

Course Outcomes:

Students will be able to:

1. Develop a thorough understanding of major communication theories and models.
2. Critically evaluate the application of communication theories in different contexts.
3. Apply communication models to analyse and solve communication issues.
4. Understand the historical and contemporary developments in communication theory.

COURSE CONTENTS:

Unit 1: Introduction to Communication
1.1 Definition and Functions of Communication 1.2 Types of Communication 1.3 Forms of Communication 1.4 Seven Cs of Communication
Unit 2: Major Communication Theories
2.1 Normative/Press Theories 2.2 Direct Effects theory: Agenda Setting and Hypodermic Needle 2.3 Limited Effect theory: Two-step flow, Uses and Gratification and Selective Exposure 2.4 Sociological Theory: Cultivation, Spiral of Silence Systems, Re-tribalisation and Global Village and Hot and Cold Media
Unit 3: Communication Models
3.1 Linear Models of Communication 3.2 Interactive Models of Communication 3.3 Transactional Models of Communication 3.4 Critical Evaluation of Communication Models
Unit 4: Mass Media Audience

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| <p>4.1 Mass Media Audience and Barriers of communication</p> <p>4.2 Communication Effects: Type of Effects: reflex, technological, reciprocal and boomerang effect</p> <p>4.3 Audience Behaviour: Definition and Types of Behaviour</p> <p>4.4 Media Effects and Public Opinion</p> |
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Suggested Readings:

1. "The Effects of Mass Communications" by J. T. Klapper
2. "The Process of Communication" by D. K. Berlo
3. "Theories of Mass Communication" by De Fleur, 2nd Edition
4. "Mass Communication Theory" by Denis McQuail
5. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran, Dennis K. Davis
6. "Introduction to Communication Studies" by John Fiske
7. "Mass Communication in India" by Keval J. Kumar
8. "Understanding Media Culture: Social Theory and Mass Communication" by N. Stevenson

**MA(JMC)
SEMESTER -1**

Name of Subject: Introduction to Media		Maximum Theory marks: 50 (15+35)
Subject Code: CCA02	Course ID: 241/JMC/CC-1A02	Maximum Practical marks: 50 (15+35)

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

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

Objective: Develop a comprehensive understanding of the historical origins and growth of journalism in India, with a focus on the roles played by Hindi and English newspapers, regional language newspapers, and the development of magazines. Examine the growth of journalism in India, exploring its role in the freedom movement and major trends in the post-independence era.

Course Outcomes:

Students will be able to:

1. Students will gain a thorough understanding of the historical development of journalism in India, including the roles played by different language newspapers and magazines.
2. They will be able to trace the evolution of journalism from its origins to the present.
3. Students will critically analyze the historical significance of the press in India, examining its role in the freedom movement and major trends post-independence.
4. They will be able to identify and evaluate the impact of globalization on modern journalism.

COURSE CONTENTS:

Unit 1: Origin and Growth of Journalism in India
1.1 Role of Hindi and English Newspapers 1.2 Regional Language Newspapers 1.3 Development of Magazines 1.4 Brief Introduction of Prominent Journalists
Unit 2: History of Journalism and Press
2.1 Growth of journalism in India 2.2 Role of press in freedom movement 2.3 Major trends in post-independence 2.4 Modern trends in Journalism (post-globalization)
Unit 3: History of Audio-Visual media
3.1 Evolution of Broadcast media 3.2 Various Committees related to broadcast media 3.3 History of Cinema and Trend of Film Page 3.4 Growth and Development of Community radio in India 3.5 Documentary: History and Origin
Unit 4: News Agencies and Social Media
4.1 Need and Growth of news agencies 4.2 History of Internet and its convergent with media

4.3 Web journalism, e-paper, internet radio and OTT

4.4 Social media and its Impact on journalism

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. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher
9. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
10. "Social Media for Business" by Sankar Krihna Jha
11. "Social Media Marketing: A Strategic Approach" by Sameer Desai
12. "Social Media Simplified: Principles for Building Social Media that Works" by Karan Sondhi

**MA(JMC)
SEMESTER -1**

Name of Subject: Writing for Media		Maximum Theory marks: 50 (15+35)
Subject Code: CCA03	Course ID: 241/JMC/CC-1A03	Maximum Practical marks: 50 (15+35)

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

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

Objective: Developing a comprehensive understanding of various writing formats across print, broadcast, web, film, and documentary mediums. Emphasizing skills in news reporting, feature writing, broadcast scriptwriting, online media writing, and film/documentary scripting to prepare students for diverse roles in the field of media communication.

Course Outcomes:

Students will be able to:

1. Understand the principles and practices of writing for different media.
2. Develop skills in writing news, features, and opinion pieces for print media.
3. Learn techniques for writing scripts for radio and television.
4. Gain proficiency in creating content for digital and social media.

COURSE CONTENTS:

Unit 1: Writing for Print Media
1.1 News, News Values and News Stories 1.2 Structure and Principal of News 1.3 Writing Formats: Article, Editorial, Column, Op-ed, Review, Interview and Caption Writing 1.4 Various Types of Features: Travelogue and Memoir
Unit 2: Writing for Broadcast
2.1 Writing for the Ear and Radio News 2.2 Copy Writing for Radio Advertisement (Jingle and Slogans) 2.3 Television Language and Technique of News Writing 2.4 Television Script Format and Packaging: (PTC, V.O. Anchor links, STD shots, STD graphics, Head link)
Unit 3: Writing for Web
3.1 Types of Online Media Writing (Breaking News, Developing News Stories, Multimedia: Visual Story Telling) 3.2 Platforms Based Online Media Writing (News Websites and Blogs, Social Networking sites, Interactive Writing) 3.3 Search Engine and Optimization (SEO) Based Online Writing 3.4 Fact Checking While Writing (Visuals Fact Check and Fake News Fact Check)
Unit 4: Film and Documentary writing
4.1 Basics of Screenplay and Dialogue Writing 4.2 Understanding Narrative Structure and Arc

4.3 Script Writing for Documentary

4.4 Interviewing for Documentary

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
6. "Practical Photography" by O. P. Sharma
7. "Basic Photography" by Michael Langford
8. "Handbook of Photography" by James A. Folts, Ronald P. Lovell
9. "Photography" by Lee Frost

MA(JMC)
SEMESTER -1

Name of Subject: Indian Concept of Communication		Maximum Theory marks: 75 (25+50)
Subject Code: DSE-01	Course ID: 241/JMC/DS-101	

Instructions for External Examiner: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 10 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Course Objective: To provide students with a deep understanding of the origins and evolution of communication in India. This course aims to explore traditional Indian communication theories, models, and practices, as well as their significance in the context of Indian culture. Students will gain insight into the historical and cultural foundations of communication in India, examining both verbal and non-verbal communication through various lenses.

Course Outcomes:

Students will be able to:

1. Understand the historical development of communication in India from oral traditions to written texts.
2. Explore traditional Indian communication theories and their applications.
3. Interpret communication principles from ancient Indian texts and their relevance to contemporary practices.

COURSE CONTENTS:

Unit 1: An Introduction
1.1 Origin of Communication in India 1.2 From Oral Traditions to Written Texts (In form of Copper Plates, Leaves and Books) 1.3 Indian Culture and Communication 1.4 Indian Cultural Symbols in Verbal and Non-Verbal Communication
Unit 2: Traditional Indian Communication in Ancient Indian Text
2.1 Natyashastra and its Communication Aspects (Sadharanikaran Model of Communication) 2.2 Narad Muni as a Medium of Non-Mediated Communication 2.3 Geeta-Samvaad 2.4 The Influence of Indian Epics and Scriptures on Communication
Unit 3: Introduction to various Indian Models of Communication
3.1 Hindu Model 3.2 Buddhist Model 3.3 Jainism Model 3.4 Charvaka Model

Suggested Reading

1. Ramdhari Singh Dinkar, Sanskriti ke char Adhyaay
2. Dr. Nirmalmani Adhiklari, Theories and Practice of Communication-Bharatmuni
3. Mahapandit Rahul Sankrityayan, Baudha Sanskriti
4. Swami vivekanand, Hindu Dharma
5. Baal Gangadhar Tilak, Geeta Rahasya
6. Dr. Sarvapalli Radakrishnan, ,Hindu Darshan
7. Deendayal Upadhyay, Jagatguru Shree Shankracharya
8. Om Prakash Singh, Indian Communication-Theory and Practices
9. Ramesh N Rao and Avinash Thombre , Intercultural Communication: The Indian Concept

**MA(JMC)
SEMESTER -2**

Name of Subject: Media Laws and Ethics		Maximum Theory marks: 100 (30+ 70)
Subject Code: CCA04	Course ID: 241/JMC/CC-2A04	

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

Objective: Explore the legal framework governing media in India, delving into historical regulations, constitutional aspects, and contemporary laws. Analyse acts related to press, copyright, defamation, and information dissemination. Examine ethical considerations in media practices, emphasizing self-regulation and accountability.

Course Outcomes:

1. By the end, students will comprehend the legal intricacies of media in India, understanding constitutional principles, statutory regulations, and ethical guidelines.
2. Understand the ethical role of media in narrative building.
3. They will develop critical thinking on media ethics, legal compliance, and responsible journalism, preparing them for roles in media, law, or related fields.
4. Student will develop an understanding of media laws in the digital era.

COURSE CONTENTS:

Unit 1: Press Laws
1.1 Press Regulation in India: Historical Perspective 1.2 Freedom of Speech and Expression in the Constitution of India 1.3 Emergency Provisions and Media 1.4 Ethical Duty of Media in Narrative Building
Unit 2: Acts & Laws 1
2.1 Right to Privacy 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: Acts & Laws 2
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 4.3 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(JMC)
SEMESTER-2

Name of Subject: Art of Editing for Media		
Subject Code: CCA05	Course ID: 241/JMC/CC-2A05	Maximum Practical marks: 100 (30+70)

Objective: Equip students with comprehensive knowledge and practical skills in editing for various media platforms. Covering principles, tools, and techniques, the course aims to develop proficiency in Adobe Audition, Premiere, InDesign for effective content creation and design.

Course Outcomes:

Students will be able to:

1. Understand the principles and techniques of editing for different media formats.
2. Develop skills in editing news, features, and multimedia content.
3. Learn the standards and ethics of media editing.
4. Gain proficiency in using editing tools and software.

COURSE CONTENTS:

Unit 1: Concept of Editing
1.1 Editing: Definition, Importance and Scope 1.2 Basic Principles of Editing for Print Media 1.3 Basic Principles of Editing for Electronic Media 1.4 Linear and Non-linear Editing
Unit 2: Basics of Adobe Audition
2.1 Understanding the Audio Editing Interface 2.2 Understanding Audio Files, Type of Sound System 2.3 Waveform Editing-Destructive Editing Model 2.4 Multi-track Editor-Non-destructive Editing Model
Unit 3: Introduction to Adobe Premiere
3.1 Uses and Feature of Premiere Pro 3.2 Working with Workspace 3.3 Working with Project Panel 3.4 Modifying Clips
Unit 4: Page-making and Designing in In-design
4.1 Working with Adobe In-Design: Interface and Designing 4.2 Page Making 4.4 Designing for Newspaper 4.4 Book Designing

Suggested Readings:

1 Editing Digital Video: The Complete Creative and Technical Guide 1st Edition by Robert M. Goodman

2 Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman

**MA(JMC)
SEMESTER -2**

Name of Subject: Reporting for Media		Maximum Theory marks: 50 (15+35)
Subject Code: CCA06	Course ID: 241/JMC/CC-2A06	Maximum Practical marks: 50 (15+35)

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

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

Objective: To provide students with a comprehensive understanding of media reporting, covering various aspects such as journalistic principles, reporting techniques, ethical considerations, and the role of media in society. The course aims to equip students with the skills necessary to effectively gather, analyze, and present news stories across different media platforms.

Course Outcomes:

Students will be able to:

1. Understand the fundamentals of journalism and media reporting.
2. Develop skills in news gathering, interviewing, and fact-checking.
3. Analyse the ethical and legal considerations in media reporting.
4. Gain proficiency in writing and editing news stories for various media formats.

COURSE CONTENTS:

Unit 1: Introduction Reporting
1.1 Definition and Characteristics of News 1.2 Role and Responsibilities of a Reporter 1.3 Principles of Objective and Balanced Reporting 1.4 Different Types of News Stories (Hard News, Features, Investigative)
Unit 2: News Gathering Techniques
2.1 Identifying and Developing Newsworthy Stories 2.2 Sources of Information: Primary and Secondary 2.3 Conducting Effective Interviews 2.4 Techniques for Observing and Collecting Data
Unit 3: Writing and Editing News Stories
3.1 Structure of a News Story (Lead, Body, Conclusion) 3.2 Writing Clear, Concise, and Engaging Leads 3.3 Techniques for Writing Headlines and Captions 3.4 Editing for Accuracy, Clarity, and Style
Unit 4: Ethical and Legal Aspects of Reporting
4.1 Ethical Standards in Journalism (Accuracy, Fairness, Impartiality) 4.2 Legal Considerations in Reporting (Defamation, Privacy, Copyright) 4.3 Handling Sensitive and Controversial Issues 4.4 Case Studies on Ethical and Legal Dilemmas in 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(JMC)
SEMESTER -2**

Name of Subject: Media Literacy		Maximum Theory marks: 75 (25+50)
Subject Code: DSE-02	Course ID: 241/JMC/DS-202	

Instructions for External Examiner: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 10 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

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

Course Outcomes:

Students will be able to:

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

COURSE CONTENTS:

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

Suggested Readings

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

**MA(JMC)
SEMESTER-3**

Name of Subject: Communication Research		Maximum Theory marks: 50 (15+35)
Subject Code: CCA07	Course ID: 241/JMC/CC-3A07	Maximum Practical marks: 50 (15+35)

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

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

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

Course Outcomes:

Students will be able to:

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

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

Suggested Readings

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

MA(JMC)
SEMESTER-3

Name of Subject: Audio/Visual Production		
Subject Code: CC-A08	Course ID: 241/JMC/CC-3A08	Maximum Practical marks: 100 (30+ 70)

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

Course Outcomes:

Students will be able to:

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

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

Suggested Readings:

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zettl TV production Handbook, Thomas Wardsworth Publishing
3. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
4. Janet Trewin Presenting on TV and Radio, Focal Press, India.

**MA(JMC)
SEMESTER-3**

Name of Subject: Introduction to Advertising and Public Relations		Maximum Theory marks: 50 (15+35)
Subject Code: CCA09	Course ID: 241/JMC/CC-3A09	Maximum Practical marks: 50 (15+35)

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

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

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

Course Outcomes:

Students will be able to:

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

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

Suggested Readings

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

**MA(JMC)
SEMESTER-3**

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

Instructions for External Examiner: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 10 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

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

Course Outcomes:

Students will be able to:

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

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

Suggested Readings:

1. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail
2. "Communication for Development and Social Change" by Jan Servaes
3. "Development Communication: Theory and Practice" by Uma Narula

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

MA(JMC)
SEMESTER-4

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

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

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

Structure of Dissertation:

Introduction

Review of Literature

Methodology

Interpretation and Analyses

Conclusion

References