

**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)

Deepinder

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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	One from Pool								2					50
Total Credits									24					600

As per pool

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242/JMC/CC401

**MA Integrated (JMC)
SEMESTER - 4**

Name of Course: 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: 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 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

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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

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242/JMC/CC402

**MA Integrated (JMC)
SEMESTER - 4**

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

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

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:

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1. वैदिकसाहित्यऔरसंस्कृति : आचार्यबलदेवउपाध्याय
2. भारतीयदर्शन: आचार्यबलदेवउपाध्याय
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

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242/JMC/CC403

**MA Integrated (JMC)
SEMESTER - 4**

Name of Course: 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: 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.

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

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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

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242/JMC/CC404

MA Integrated (JMC)

SEMESTER - 4

Name of Course: 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: 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 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

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- 4.1 Output (Producers, Anchors, Writers, Editors)
- 4.2 Input (Director, Cameraman, Reporter, Technicians, Video Editors, Engineer, Make-up Artist)
- 4.3 Program Producer
- 4.4 Digital Team of Newsroom

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

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242/JMC/VO401

**MA Integrated (JMC)
SEMESTER - 4**

Name of Course: 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: 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: 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

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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

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