

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

**MAMC Integrated
Programme**

(To be effective from the Academic Session 2022-23)



Department of Media Studies

Gurugram University, Gurugram

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

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1. Background

Introduction

The Learning Outcomes-based Curriculum Framework (LOCF) for Bachelor of Arts – Journalism and Mass Communication degree programme 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.

Program Educational Objectives (PEOs) MAMC Integrated Program :

1. To impart the specialized knowledge of Mass communication & Journalism areas of studies.
2. To develop the students into competent and efficient Media & Entertainment Industry ready professionals.
3. To empower students by theoretical, technical, communication and life skills.
4. To impart how Information Communication Technologies (ICTs) skills can be designed, developed and used as a promotion and learning tools, including use of digital, media literacy and competencies.
5. To imbibe the understanding of research and social development.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with global vision.

2. Programme Outcomes

On completing the MAMC 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 have an understanding of acquiring knowledge throughout life.
PO-7	Shall acquire the interviewing, reporting and information gathering skills, that will helpful in understanding content and behaviors.
PO-8	Shall acquire the understanding of importance of leadership and teamwork that is the major quality and responsibility for media personnel.
PO-9	Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

3. Programme Specific Outcomes

On completing MAMC 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 write-ups for mass media like Newspaper, Magazine and digital media.
PSO-2	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-3	This Program will provide understanding of program production, management in government and private television channels and in Cinema.
PSO-4	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-5	The students will be able to measure public opinion, through media research and opinion poll.

4. Graduate 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 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.

5. Qualification descriptors

Master of arts in Mass Communication (MAMC Integrated) is 5 years undergraduate + postgraduate course. The main aim of the course is to provide research and development in the field of mass communication and journalism. The course develops student's communication and interpersonal skills. The course provides theoretical and practical knowledge in subjects like print media,television,internet,others.

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)

(any stream + English) or its equivalent from a recognized board of education with at least 60% marks in aggregate.

6. Scheme of Programme

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
Core Course(s)													
CC101	Introduction to communication (Definitions types & Concept)	Paper-1	4	0	0	4	30	70	30	70			100
CC102	Evolution, Definitions and types of language	Paper-2	4	0	0	4	30	70	30	70			100
CC103	Concept of Media and Journalism	Paper-3	4	0	0	4	30	70	30	70			100
General Elective Course(s)													
GEC104 (One from Pool of Courses)	Socio-economy-polity 1 (India)	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC105 (One from Pool of Courses)	Hindi Bhasha Evam vyavhar	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC106 (One from Pool of Courses)	Basics Of Computer Application	Paper-6	2	0	0	2	15	35			15	35	50
Value Addition Course(s)													
VAC107 (One from Pool of Courses)	Indian Art of Story Telling "Panchtantra"	Paper-7	2	0	0	2	15	35	15	35			50
Total Credits						22							

Details of Courses

	After 3 years			After 4 years		
	No of courses	No of credits per course	Total no of credits	No of courses	No of credits per course	Total no of credits
Core Courses	18	4	72	20	4	80
Discipline specific Elective Courses	3	4	12	7	4	28
General Elective Courses	5	4	20	7	4	28
Ability Enhancement Courses	4	2	8	4	2	8
Skill enhancement	6	2	12	6	2	12
Value Added Courses	4	2	8	4	2	8
Internship/Project/training	-	-	-	2	6	12
Dissertation	-	-	-	-	-	
TOTAL			132			176

8. Syllabus

Semester wise Core Course(s)

Semester wise Discipline Specific Elective Course(s)

Semester wise General Elective Course(s)

Semester wise Ability Course(s)

Semester wise Skill Course(s)

Semester wise Value Added Course(s)

Internship/Project/Training

Dissertation

Semester-1
Core Course(s)

MAMC
SEMESTER - 1
INTRODUCTION TO COMMUNICATION

Course Code: CC 101	L: 4	T/P: 3-1	Credits:4
TI:30 TE: 70		PI: 0 PE: 0	

Objectives: 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.

Outcomes: Students will able to speak confidentiality in interpersonal and group communication. They will able to apply ethics of communication in Psychological as well as social context.

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
- 4.5 Gaze, Haptic, Adapter and Artifacts

Suggested Practical:

- 1 Newspaper Reading
- 2 Presentation on different themes
- 3 Group and panel discussion on issues
- 4 Conducting interview
- 5 Mock interviews and viva practice
- 6 Writing skills

Suggested Readings

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

MAMC

SEMESTER - 1

EVOLUTION, DEFINITIONS AND TYPES OF LANGUAGE

Course Code: CC 102	L: 4	T/P: 3-1	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: 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.

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

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.

MAMC

SEMESTER - 1

CONCEPT OF MEDIA AND JOURNALISM

Course Code: CC 103	L: 4	T/P: 3-1	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: 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.

Outcomes: Students would be able to understand about different types of media mediums their role and functions. To introduce students to the basics ethics of Journalism basics and its elements such as sources, values and treatments of news items. To enhance understanding of the traditional print, electronic and contemporary web media.

Unit 1 Introduction to journalism

- 1.1 Meaning and Concept of Journalism
- 1.2 Origin of Journalism
- 1.3 Type of Journalism
- 1.4 New trends in journalism

Unit 2 Type of media

- 2.1 Print Media
- 2.2 Broadcast Media
- 2.3 Online Media
- 2.2 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

Practical Assignments

- 1 News gathering from department events
- 2 Writing short news stories
- 3 Simple headlines Writing

Suggested Readings

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

Semester-1
General Elective Course(s)

MAMC
SEMESTER - 1
SOCIO-ECONOMY-POLITY 1 (INDIA)

Course Code: GEC 104	L: 4	T/P: 4-0	Credits:4
TI: 30 TE: 70		PI: 0 PE: 0	

Objectives: The aim this course is to provide students with basic knowledge of society, family and rural India. It will also focus on learning India constitution and basic current affairs.

Outcomes: Students would be able to inculcate the basic knowledge of social system. Students would be able to aware about the governance of India. Students would be able to aware about India agricultural and industrial problems and issues.

Unit 1 Social scenario in Indian

- 1.1 Concept, characteristics and type of Society
- 1.2 Indian Family System and Changes
- 1.3 Social structure, Social Values and Social Control in India
- 1.4 Factors and Parameters of social change

Unit 2 Fundamentals of Indian Economic

- 2.1 Meaning and Nature of Indian Economy
- 2.2 Rural India: Agriculture Issues and Problem
- 2.3 Indian Industry for developing Economy
- 2.4 Economic Reforms and India Society

Unit 3 Indian Constitution

- 3.1 Indian Constitution: Salient feature and Preamble
- 3.2 Fundamental rights and Fundamental Duties
- 3.3 Directive principals of State policy
- 3.4 State and Union territories & Centre-State Relations

Unit 4 Power and Functioning of Democratic Institution

- 4.1 President and Vice President: Election and Power
- 4.2 Prime Minister and The Cabinet
- 4.3 Governor: Power and Function
- 4.4 Chief Minister and the Cabinet
- 4.5 Parliament: Functions and Power

Suggested Readings

1. A.N. Aggarwal Indian Economy
2. Rajni Kothari Caste in Indian politics
3. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
4. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 12
5. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
6. D. D. Basu An Introduction to the Constitution of India
7. J.C. Johri Indian Political System
8. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3
9. Dr B. S Chauhan Environmental Studies, Laxmi Publication
10. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International
11. R.S. Yadav (ed.) India's Foreign Policy: Contemporary Trends
12. Muchkund Dubey Political Issues
13. Prakash Chander International Politics
14. I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
15. Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
16. S.R. Sharma Indian Foreign Policy (Om Sons)

Semester-1
Ability Enhancement Course(s)

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Semester-1
Skill Enhancement Course(s)

MAMC
SEMESTER - 1
BASICS OF COMPUTER

Course Code: SEC 106	L: 2	T/P: 1-1	Credits: 2
TI: 0 TE: 0		PI: 15 PE: 35	

Objectives: Student will learn a basic understanding of history of computer its evolution and use as technology hardware and software. Utilize computer technologies for writing and presentation. Demonstrate basic understanding of basic computer software's.

Outcomes: Solve basic information systems problems using MS Office products appropriate for the solution. Communicate in a business environment using the MS Office product appropriate for the communication. Use computing technology ethically, safely, securely, and legally. Describe and analyze computer hardware, software, and the internet. Use file management techniques for file and directory/folder organization.

Unit 1 Fundamentals of Computer

- 1.1 History of computer and computer hardware- input-output devices
- 1.2 Function and types of operating system
- 1.3 Introduction to windows family
- 1.4 Working with window

Unit 2 Basic Computer Software and Applications

- 2.1 MS Word- creation and manipulation of document
- 2.2 MS Excel- data analyses
- 2.3 MS PowerPoint- preparation of presentation

Semester-1
Value Added Course(s)

MAMC

SEMESTER - 1

INDIAN ART OF STORY TELLING “PANCHTANTRA”

Course Code: VAC 107	L: 2	T/P: 1-1	Credits:2
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: Panchatantra Fables are narrated in a fun-filled manner, which will definitely ignite curiosity among the students. They will learn about human action and reaction in different situations through narratives. Such stories will help them in learning how to handle real-life situations.

Outcomes: Students will be able to recall the story and can relate to it in specific ways and problems of everyday life. Also, it provides a strong moral message to them. Raising Curiosity and Furthering Brain Development. These stories are the best guide to en-root moral values in students. These are rich in Indian culture and values and are relevant to all communities across the world.

Unit 1 Art of Storytelling

- 1.1 Storytelling: content, characterization and character build-up
- 1.2 Elements of Storytelling: Narrative, interactive, imaginative and attentive
- 1.3 Language of Story Telling
- 1.4 Sequence and Connectivity

Unit 2 Storytelling and Moral education

- 2.1 Abstract concepts and least messages complexity
- 2.2 Storytelling and behaviour changes
- 2.3 Visual presentation through words
- 2.4 Screening of “panchatantra” stories