

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

MAMC

**Master in Mass Communication
Programme**

**(Specialization in Corporate Communication and Film Making)
(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)

Table of Contents

S. No.	Particulars	Page No.
1	Background	
2	Programme Outcomes	
3	Programme Specific Outcomes	
4	Postgraduate Attributes	
5	Qualification descriptors	
6	Scheme of Programme	
7	Learning outcome index	
8	Syllabus	

1. Background

MISSION

- The core course include concept and process of communication including theories and models of communication, understanding of laws related to media and media ethics, understanding the synergistic relation between media and society and conducting Communication Research
- Core courses provide you with the fundamentals and necessary skills require to work in various media industries including print, electronic, web, public relations, advertising, and corporate communication and prepare you for more focused study later in the program.
- The curriculum helps students develop exceptional writing skills and practice thinking requires for news, advertising, and script formats so that they can apply their skills to digital, electronic as well as print platforms, including social media, blogs, and websites.
- Internships provide you with the opportunity to acquire professional experience through a real-world perspective and explore career options in a corporation, nonprofit organization, educational institution, governmental or non-governmental organization, or public relations agency.

ABOUT THE PROGRAM

- MAMC the Two-Year coursework will focus on planning, writing, scripting designing, and research courses, helping prepare student with work-ready skills in media organization. Second year will comprise of two different specialization including (Corporate Communication and Film Making). These ‘tracks’ allow students to gain specialized knowledge to succeed in professional practice of media and production houses. At completion, you will not only earn a practical, applicable education, but a network of actively working faculty who bring real-world problems and solutions into the classroom.

2. Programme Outcomes

On completing MAMC Programme (specialization in Corporate Communication and Film Making), the students shall be able realise the following programme outcomes:

PO	Description
PO-1	Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication. Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.
PO-2	Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments. Demonstrate skilled usage of modern tools and techniques to effectively communicate with the masses.
PO-3	Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving society and the community for sustainable development. Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
PO-4	To nurture and polish the talent of budding media professionals with a strong knowledge of media ethics. To produce the research professionals who could contribute toward the societal growth in a positive way.
PO-5	To create dynamic media professionals with strong sense of responsibility towards the society. To inculcate the tenets of value-based journalism among the students. To introduce the students with to latest technology and skills in the professions related to the field of Journalism and Mass communication.

3. Programme Specific Outcomes

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

PSO	Description
PSO-1	To demonstrate course related specific understanding in the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
PSO-2	To evaluate and apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Films, Documentary Film Making, Television, Digital, Advertising, PR, Corporate Communication and Event Management, Print and constraining oneself within legal limits.
PSO-3	To write compelling content that presents well-organising facts in professional language for News, Documentary, PSA and fictional story and writing dialogues and other sequences for Ads, serials and films.
PSO-4	Accumulating and sequencing thoughts from current event, surroundings, literature and history etc. to interpret and express the content for designated journalistic or film production.
PSO-5	Helping young thinker to write an engaging well-structured story and screenplay in proper format. The craft of writing visually and exhibiting the mastery of character build up and dialogue writing.
PSO-6	Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.
PSO-7	Reporting on stories in an accurate, detailed, balanced, professional and timely manner.
PSO-8	Anchoring and analyzing news for Television, Digital and Radio Media
PSO-9	Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.

4. 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.

5. Qualification descriptors

The student will be awarded a Master degree of the M.A. Journalism and Mass Communication subject with specialisation in Public Relations and Film Making to the fulfillment of all course requirements and a successful industry interface. The course requirements are described under each course and in the learning outcomes thereof. The student would have to demonstrate a systematic and extensive and coherent knowledge of the domain of communication, language and para-language, the cultural and professional contexts which shape registers and idioms of language and thereafter, possess the skill to adapt these acquisitions and comprehensions within a prescribed technological platform. At the end of the second year the student is to have a six weeks internship, which is non-credit qualifier for the award of the degree.

The knowledge and skills acquired by every student in each one of the medium will be demonstrated through an independent/team production of a piece of communication using that medium. Students are required to familiarize themselves on the state of the art infrastructure available in the University, with linear and non-linear editing skills and learn the grammar and aesthetics of Journalism, in order to successfully produce a message in various communicative contexts. Above all, students must display in their presentations and discussions the ability for intertextuality and extrapolate knowledge and skills acquired on to comparable or even challenging problems.

Eligibility

The candidate should have Bachelors degree in any discipline with at least 45% marks in aggregate (42.75% in case of SC/ST/Divyang candidates of Haryana only).

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	Communication : Theories and Models	Paper-1	4	0	0	4	30	70	30	70			100
CC102	Introduction to Media	Paper-2	4	0	0	4	30	70	30	70			100
CC103	Writing for Media	Paper-3	4	0	0	4	30	70	15	35	15	35	100
General Elective Course(s)													
GEC104 (One from Pool of Courses)	Administrative Literacy/Disaster management	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC105 (One from Pool of Courses)	English language communication	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC106 (One from Pool of Courses)	Translation English to Hindi	Paper-6	2	0	0	2	15	35			15	35	50
Value Addition Course(s)													
VAC107 (One from Pool of Courses)	Indian Dialogue Tradition	Paper-7	2	0	0	2	15	35	15	35			50
Total Credits						22							

Details of courses

	After 2 years		
	No of courses	No of credits per course	Total no of credits
Core Courses	10	4	40
Discipline specific Elective Courses	2	4	8
General Elective Courses	4	4	16
Ability Enhancement Courses	2	2	4
Skill enhancement	2	2	4
Value Added Courses	2	2	4
Internship/Project/training	-	-	-
Dissertation	2	6	12
TOTAL			88

MAMC
SEMESTER - 1
COMMUNICATION: THEORIES AND MODELS

Course Code: CC 101	L: 4	T/P:	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 Mass communication models and theories. Students would gain the understanding about different level of communication.

Outcomes: Students will able to speak confidentiality in group and interpersonal communication. They will able to apply ethics of communication in Psychological as well as social context. They will able to apply effects model and theories in quantitative research based on the role of media and communication systems in framing public policy.

Unit 1 Introduction to Communication

- 1.1 Definition and functions of Communication
- 1.2 Forms of Communication
- 1.3 Types of Communication
- 1.4 Seven C's of Communication

Unit 2 Theories of Communication

- 2.1 Normative/Press Theories
- 2.2 Direct Effects and Limited Effects Theory: Agenda Setting Theory, Hypodermic Needle Theory, Cultivation, Uses and Gratification
- 2.3 Spiral of Silence, Re-tribalisation and Global village, Hot and Cold Media
- 2.4 Psychology Theory: Cognitive Dissonance Theory, Selective Exposure, Perception and Retention theory

Unit 3 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 Mass media audience behaviour and opinions
- 4.2 Communication Effects
- 4.3 Type of Effects: reflex, technological, reciprocal and boomerang effect
- 4.4 Technological determinism

Suggested Readings:

1. The effects of Mass Communications by J T Klapper, New York Free Press
2. The Process of Communication by D.K. Berlo, New York: Holt Rinehart and Winston.
3. M Theories of Mass Communication by De Fleur, 2nd Edition, New York; David Mc Kay
4. Mass Communication Theory by Denis. McQuail, New Delhi: Sage Publications
5. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran, Dennis K. Davis, Wadsworth Publishing.
6. Introduction to Communication Studies by John Fiske, Routledge
7. Mass Communication in India by Keval J. Kumar, Jaico Publishing House
8. Understanding media culture: Social theory and mass communication by N. Stevenson.

MAMC
SEMESTER - 1
INTRODUCTION TO MEDIA

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

Objectives: To increase students' knowledge and understanding of the mass communication process and the mass media industries. To increase students' awareness of how they interact with those industries and with media content to create meaning. To help students become more skilled and knowledgeable consumers of media content.

Outcomes: Students would be able to understand about the Evolution and Emergence of Media. Students would be able to learn about the History of Press. To introduce students to the Journalism basics and its elements. To acquaint them with important aspects of the process of Journalism. To enhance understanding of the origin of the traditional print, electronic and web media.

Unit 1 Origin and growth of Journalism in India

- 1.1 Role of Hindi and English News Paper
- 1.2 Regional Language News Paper
- 1.3 Development of Magazines
- 1.4 Brief Introduction of prominent Journalist

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
- 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. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
2. R.Parthsarathy Journalism in India , Sterling Publishers
3. H.R.Luthra Indian Broadcasting
4. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
5. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
6. Shuruati Partikarita krishn bihari mishra
7. TV in India Gopal Sexena
8. Add social media books

MEDIA WRITING

Course Code: CC 103	L: 4	T/P:	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Objectives: This module is also designed to teach students how to produce articles suitable for publication in the print media. Students will consider the role of editorials, analyse the role of language and examine two case studies of international print media practice.

Outcomes: Students would be able to understand the basics of print media. Students would be able to inculcate the knowledge of news writing. Students would be able to create an understanding of various aspects of print media. Students would be able to develop knowledge of the writing pattern for different print media platforms.

Unit 1 Writing for Print

- 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 type of Feature: 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 Beginning and ending a story and Scene
- 4.3 Script writing for documentary
- 4.4 Interviewing for documentary

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

Semester-1
General Elective Course(s)

MAMC
SEMESTER - 1
ADMINISTRATIVE LITERACY

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

Objectives: Public administration provides students knowledge skills and aptitude needed to begin career in the public service sector and not for non profit sector. After the completion of the same student will develop a sound theoretical and practical understanding of the basic concept and theories of organized and function of public administration in diverse fields prepare and inculcate the requisite skills and aptitude imperative for to be a good public administrator.

Outcomes: The paper attempts to make the students understand the system of Indian administration and governance students understand and the basic structure, function and behaviour of Indian administration. This course intends the familiarization the student bureaucracy various aspects of personnel administration such as classification of services recruitment and training and promotion.

Unit 1

- 1.1 Administrative Structure at State Level- office of President, Prime Minister office, Cabinet secretariat & Central secretariat

Unit 2

- 2.1 Administrative Structure at State Level-Office of Governor, Chief Ministers Office State secretariat and Chief Secretary

Unit 3

- 3.1 Administrative Structure at division & district Level: Divisional Commissioner, deputy Commissioner, Superintendent of Police, District rural Development agency, Haryana Urban Development Authority, District Development & Panchayat officer

Unit 4

- 4.1 Flagship Programme of Central Government: Mahatma Gandhi National Rural Employment Guarantee scheme, Rashtriya Swasthya Beema Yojana, Pradhan Mantri Kaushal Vikas Yojana, Mid-day Meal, Integrated Community Development Scheme, Targeted Public Distribution System.

Semester-1
Ability Enhancement Course(s)

MAMC
SEMESTER - 1
ENGLISH LANGUAGE COMMUNICATION

Course Code: AEC 105	L:	T/P: 1-1	Credits:2
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: Students will heighten their awareness of correct usage of English grammar in writing and speaking. Students will improve their speaking ability in English both in terms of fluency and comprehensibility. Students will give oral presentations and receive feedback on their performance.

Outcomes: Students will increase their reading speed and comprehension of academic articles. Students will improve their reading fluency skills through extensive reading. Students will enlarge their vocabulary by keeping a vocabulary journal. Students will strengthen their ability to write academic papers, essays and summaries using the process approach.

Unit 1 Reading and Oral Skills

- 1.1 Reading with fluency and speed (Skimming and Scanning)
- 1.2 Listening and Hearing
- 1.3 Presentation Skills
- 1.4 Group Discussion/speech/debates/Mock Interviews
- 1.5 Vocabulary and Language Games
- 1.6 Picture Composition and Tweets

Unit 2 Written Communication (practical)

- 2.1 Letter, presentation and speech writing
- 2.2 Essay: Expository, Persuasive, Analytical, Reflective/Descriptive
- 2.2 Journal Writing
- 2.3 Paraphrasing & Summarizing

Suggested Readings:

Language, Literature and Creativity (2013), Orient Black swan

Business English (2008), Pearson

Fluency in English- Part 11 (2006), Oxford University Press

Nirmala Bellare, Reading Strategies Vols.1 and 2 (1998) New Delhi Oxford University Press

W. W.S Bhasker & N.S Prabhu, (1975) English through Reading, Vols.1 and 2 Macmillan.

Semester-1
Skill Enhancement Course(s)

MAMC

SEMESTER - 1

TRANSLATION (ENGLISH TO HINDI)

Course Code: SEC 106	L: 4	T/P:	Credits:4
TI: 0 TE: 0	PI: 15 PE: 35		

Objectives: To help the students to understand the norms and measures of a good and eligible or communicative translation to begin with, and further the ability to groom the skill of translation into expertise and accuracy levels as higher as possible. To explain the similarities and differences in good and communicative translation and to acquaint the learners with the better standards of translation as theory as well as practice.

Outcomes: Creatively and critically attempt to translate various forms of writing in literature. Make inventive use of their competence in languages they have known including English. To encourage the learners in practice to perform as translators in multiple areas of translation such as literary, academic and social media, legal and administrative systems, commerce and corporate world. To sharpen and cultivate the interest and ability in the learners to attempt translation in the literary as well as social media and gain success in their efforts.

Unit 1 Introduction to Translation

- 1.1 History and Significance of Translation
- 1.2 Types of Translation
- 1.3 Terminology in translations: Equivalence, source language, target language, source text, target text, language variety, dialect, idiolect, register, style, mode, code mixing and switching, transliteration, simultaneous and consecutive interpreting.
- 1.4 Tools of Translations: Monolingual and Bilingual Dictionaries, Encyclopedias, e-dictionaries, glossaries of technical and standard works.

Unit 2 Translation Practice

- 2.1 Idiom and Phrases (English to Hindi)
- 2.2 Sentence (English to Hindi)
- 2.3 Passages (English to Hindi)
- 2.4 Book (English to Hindi)

Suggested Readings:

Basnett, Susan, *Translation Studies*. London/ New York: 1980(Indian rpt 2005).

Newmark, Peter. *A Textbook of Translation*. New York: Prentice Hall, 1988.

Semester-1
Value Added Course(s)

MAMC

SEMESTER - 1

INDIAN DIALOGUE TRADITION

Course Code: VAC 107	L: 4	T/P:	Credits:4
TI: 15 TE: 35		PI: 0 PE: 0	

Objectives: with this course students would gain knowledge about basic aspects of Indian Communication. Students would learn about the Indian communication models.

Outcomes: Students would gain an understanding on the importance of. Students will learn Indian culture and its use as intercultural exchange the comprehensive understanding of the role cultural communication systems in framing people ideas on learning the importance of mediation, meditation and yoga as a positive form of communication.

Unit 1 Understanding of Dialogue

- 1.1 Indian Culture and Communication
- 1.2 Concept of Dialogue
- 1.3 Dialogic communication from ancient to modern era
- 1.4 Bharat Muni's Natyashastra: Rasa Theory and Sadharanikaran

Unit 2 Dialogues in Indian Text

- 2.1 Acharya Shankar v/s Mandan Mishra
- 2.2 Nachiketa v/s Yam
- 2.3 Yagyavalkya v/s Maitreyi
- 2.4 Yagyavalkya v/s Gargi
- 2.5 Ashtavakra v/s Acharya Bandi