

# 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)

## Scheme of Programme

### Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
<b>Core Course(s)</b>													
CC201	Media Laws and Ethics	Paper-1	4	0	0	4	30	70	30	70			100
CC202	Art of Editing for Media	Paper-2	4	0	0	4	30	70	15	35	15	35	100
CC203	Specialized Reporting	Paper-3	4	0	0	4	30	70	15	35	15	35	100
<b>General Elective Course(s)</b>													
GEC204 (One from Pool of Courses)	Fundamentals of Economics	Paper-4	4	0	0	4	30	70	30	70			100
<b>Ability Enhancement Course(s)</b>													
AEC205 (One from Pool of Courses)	Creative Writing (English and Hindi)	Paper-5	2	0	0	2	15	35	15	35			50
<b>Skill Enhancement Course(s)</b>													
SEC206 (One from Pool of Courses)	□□□□□□ (□□□□□□ □□ □□□□□□□□□□)	Paper-6	2	0	0	2	15	35			15	35	50
<b>Value Addition Course(s)</b>													
VAC207 (One from Pool of Courses)	Professional Ethics and Indian Values	Paper-7	2	0	0	2	15	35	15	35			50
<b>Total Credits</b>						<b>22</b>							

## MAMC

### SEMESTER - 2 MEDIA LAWS AND ETHICS

Course Code: CC 201	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

The question paper for each theory paper will have two questions from each of the five units. Students will be required to answer any one question from each unit. Each unit will carry equal marks.

**Objectives:** Students examine the key ethical and legal principles related to mass communications, including day-to-day legal-ethical dilemmas, big-picture thematic legal-ethical issues, open meeting and records laws, freedom of speech and the press, and major legal constructs and court decisions affecting public relations, journalism, and advertising.

**Outcomes:** Students will gain knowledge of the laws and ethics related to media. ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions. ability to collect and analyze news, information, and documents in a way that complies with the law but also maintains the boundaries of press freedom and responsibility. Students will be acquainted with various press committees, wage boards, and media acts. Students will understand the media trial and the fair trial.

#### 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 Parliamentary Proceedings Protection of Publication Act 1977
- 1.5 Press Commission I and II

#### Unit 2

- 2.1 Press and Registration of books Act, 1867
- 2.2 Copyright Act, 1957
- 2.3 Contempt of Court, 1971
- 2.4 Civil and Criminal Law of Defamation in India

#### Unit 3

- 3.1 Right to Information Act 2005
- 3.2 Right to Privacy and Official Secret Act- 1923
- 3.3 Working Journalist Act, 1955
- 3.4 Wage Board

#### Unit 4

- 4.1 Cinematography Act, 1952
- 4.2 Cable Television Network Act 1995
- 4.3 Prasar Bharti Act 1990
- 4.4 Information Technology Act 2000 (Digital media guideline for intermediaries and digital media ethic code rules 2021)

## **Unit 5 Media Ethics**

- 5.1 Idea of self Regulation & Important Institution
- 5.2 Code of Ethics for Media Professional
- 5.3 Ombudsman- A Perspective
- 5.4 Young Person Harmful Publication Act 1956

### **Suggested Readings:**

Media Ethics Thakurta, ParanjyGuha Oxford University Press

Media Ethics Barry McDonald and Michelle Petheran Mansell,

Where law meets popular culture Austin Sarat The University of Alabama Press

Communication law in India Vikram Raghvan Lexis Nexis Publication

Mass Media Laws And Regulations in India Iyer Venkat Published by AMIC,

Sensorium: Cinema and The Open Edge of Mass Publicity William Mazzarella

**MAMC**  
**SEMESTER - 2**  
**ART OF EDITING FOR MEDIA**

<b>Course Code: CC 202</b>	<b>L: 4</b>	<b>T/P: 0/0</b>	<b>Credits:4</b>
<b>TI: 15 TE: 35</b>	<b>Time: 3 hrs</b>	<b>PI: 15 PE: 35</b>	

Question paper for each theory paper will have two questions from each of the five units. Students will be required to answer any one question from each unit. Each Unit will carry equal marks.

**Objectives:** This course covers aspects of print, audio, video editing, and practical assignments. Covering open source and free software, it provides an in-depth understanding of various tools and their use for basic editing. Aware of the principles of newspaper design.

**Outcomes:** The students will understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture, or web application. conversant with the basics of page layout. Know about the elements of newspaper design in print.

### **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
- 4.3 Designing for Newspaper
- 4.4 Book Designing

### **Unit 5 Editing in Photo-shop and Illustrators**

- 5.1 Working with Adobe Photoshop: Interface and Designing

- 5.2 Photo Editing in Photoshop
- 5.3 Working with Illustrator: Interface and Designing
- 5.4 Editing in Illustrator

**Suggested Readings:**

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

Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio) by Robert M. Goodman Unit-1: Basics of Video Editing

## MAMC

### SEMESTER - 2 SPECIALIZED REPORTING

Course Code: CC203	L: 4	T/P: 0/0	Credits:4
TI: 15 TE: 35	Time: 3 hrs	PI: 15 PE: 35	

Question paper for each theory paper will have two questions from each of the five units. Students will be required to answer any one question from each unit. Each Unit will carry equal marks.

**Objectives:** To understand techniques of reporting in different media, news gathering techniques. Various types of reporting, including crime, court, environment, development, political, sports, education, culture, and entertainment, and understanding different types of interviews and preparation and techniques of interviewing

**Outcomes:** To familiarize students with different styles of reporting so that they can gather information for reports. To learn specific skills relating to reporting. To understand the requirements of reporting skills for programming and news-making. The student will cover the story independently with all the past, present, and future data. Students will be able to develop sources and beats for news.

#### Unit 1 Basic of Reporting

- 1.1 Process and Type of Reporting (Straight and Investigative)
- 1.2 Qualities and Duties of Reporter
- 1.3 Beat Reporting and Tools for Reporting
- 1.4 Interviewing Skills

#### Unit 2 City and Local Reporting

- 2.1 Concept of City and Local Reporting
- 2.2 Developing sources
- 2.3 Crime and Legal Reporting
- 2.4 Reporting of Conflicts

#### Unit 3 Parliamentary Reporting

- 3.1 Parliamentary Procedures and Proceedings
- 3.2 Parliamentary Reporter: Duties and Coverage
- 3.3 Live Broadcast of Parliamentary Proceedings
- 3.4 Political Reporting and Interviews

#### Unit 4 Health and Education Reporting

- 4.1 Health Reporting: Need and Sources
- 4.2 Coverage of Rural and Urban Health issues
- 4.3 Importance of Education Reporting
- 4.4 Primary, Secondary and Higher Education Reporting

#### Unit 5 Different Beats of Reporting

- 5.1 Sports
- 5.2 Defence
- 5.3 Science and Technology
- 5.4 Lifestyle and Entertainment

**Suggested Readings:**

Strategic Thinking and Practice Brahm Canzer Cengage Learning

Science Journalism An Introduction Angler Martin Routledge

A Field Guide for Science Writers Blum, Deborah, Mary Knudson, and Robin Marantz Henig The Official Guide of the National Association of Science Writers 2nd Edition.

Sports Journalism A Practical Introduction Andrews Phil Sage

**MAMC**  
**SEMESTER - 2**  
**FUNDAMENTAL OF ECONOMICS**

<b>Course Code: GEC204</b>	<b>L: 4</b>	<b>T/P: 0/0</b>	<b>Credits:4</b>
<b>TI: 30 TE: 70</b>	<b>Time: 3 hrs</b>	<b>PI: 0 PE: 0</b>	

Question paper for each theory paper will have two questions from each of the five units. Students will be required to answer any one question from each unit. Each Unit will carry equal marks.

**Objective:** To understand the fundamentals of economics and the financial system. To explain various issues related to growth, development, and the international market. To explain various technical terms and concepts important for business journalism.

**Outcomes:** The student will be able to understand the basic concepts of economics and various financial institutions. The student will be able to analyse and write about economic data and issues related to the growth and development of the country.

### **Unit 1 Microeconomics and Macroeconomics**

- 1.1 Nature and Scope of Economics
- 1.2 Basic Concepts of Economics (demand, scarcity, supply, cost production)
- 1.3 National Income (GDP, GNP, NNP, NDP, PI, PCI)
- 1.4 Inflation and Deflation

### **Unit 2 Banking and Financial Economics.**

- 2.1 Nature and Scope of Financial System.
- 2.2 Introduction to Banks (Central Bank, Commercial, RRB & Bank )
- 2.3 Financial Institutions and their Functions (SEBI, RBI, NABARD, IRDA)
- 2.4 Monetary and Fiscal Policy ( SLR, CRR, Repo & Reverse repo rate, taxes)

### **Unit 3 Growth and Development**

- 3.1 Growth, Development and Sustainable Development
- 3.2 Inclusive Human (SDGs, MDGs)
- 3.3 Poverty, Unemployment, Migration and Inequality
- 3.4 Indices- HDI, Gender Inequality, PQLI, Happiness Index, CPI, Hunger Index

### **Unit 4 Indian Economics**

- 4.1 Basic Features and Characteristics of Indian Economics
- 4.2 Economic Reforms 1991
- 4.3 Structural Growth
- 4.4 Niti Ayog, Budget (concept, type of budget)

### **Unit 5 International Economics**

- 5.1 Developing and Developed Countries
- 5.2 International Institutions- WTO, WB, IMF, UNCTAD, UNDP

5.3 Balance of Payments  
5.4 EXIM Policy

### **Suggested Readings**

Indian Economy by Ramesh Singh McGraw Hill

## MAMC

### SEMESTER - 2

#### CREATIVE WRITING (ENGLISH AND HINDI)

Course Code: AEC 205	L: 2	T/P: 0/0	Credits:2
TI: 15 TE: 35	Time: 3 hrs	PI: 0 PE: 0	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

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

**Course Outcomes:** The course will provide the basics of creative writing, such as fundamental principles and elements of writing, and introduce traditional and new modes and forms of creative writing to aspiring and budding writers. At the end of the course, learners will be able to distinguish between literary genres. Write for a variety of literary and social media outlets. critically appreciating various forms of literature. Make innovative use of their creative and critical faculties. Seek employment in various creative fields.

#### Unit 1 Fundamentals of Creative Writing

- 1.1 Meaning and Significance of Creative Writing
- 1.2 Genres of Creative Writing
- 1.3 Elements of Creative Writing
- 1.4 New Trends in Creative Writing

#### Unit 2 Forms of Creative Writing

- 2.1 Fiction: Short Story, Novel and Fable
- 2.2 Poetry and Drama
- 2.3 Biography, Autobiography and Memoires
- 2.4 Travelogue, Diaries and Self Narrative

**Suggested Reading**

On Writing: A Memoir of the Craft is a memoir Stephen King Hodder Paperbacks

The Creative Writing Handbook John Singleton and Mary Luckhurst Palgrave Macmillan

The Cambridge Companion To Creative Writing South Asian Edition David Morley  
Cambridge University Press

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206	Time: 3 hrs	PI: 15 PE: 35	
TI: 0 TE: 0			

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

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□□□□□□□□ □□ □□□□□□: साहित्य के विभिन्न प्रकारों का सर्जनात्मक और समालोचनात्मक अनुवाद। विद्यार्थी अनुवाद के विभिन्न आयामों, यथा साहित्यिक, अकादमिक, पत्रकारिता, प्रशासकीय आदि को निपुणता प्राप्त कर सकेंगे।

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**MAMC**

**SEMESTER - 2**

**PROFFESIONAL ETHICS & INDIAN VALUES**

<b>Course Code: VAC 207</b>	<b>L: 2</b>	<b>T/P: 0/0</b>	<b>Credits:2</b>
<b>TI: 15 TE: 35</b>	<b>Time: 3 hrs</b>	<b>PI: 0 PE: 0</b>	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

**Objectives:** To create awareness about professional ethics and Indian values. To instill moral and social values and loyalty. To appreciate the rights of others. To create awareness about the assessment of safety and risk.

**Outcomes:** Students will Learn about morals, values, and work ethics. They will learn to respect others and develop civic virtue. Will develop commitment. Learn how to live peacefully.

**Unit 1 Modern Ethics and Their Indian Equivalentents**

- 1.1 Concept and Significance of Professional Ethics
- 1.2 Professional Ethics- Honesty, Trustworthiness, Transparency and Indian Concept of Satya.
- 1.3 Professional Ethics- Accountability, confidentiality, Objectivity in Indian Scriptures and Epics
- 1.4 Respect, Obedience to the Law, and Loyalty in Indian Shastras

## **Unit 2 Indian Concept of Dharma and Morality**

- 2.1 Indian Concept of Dharma
- 2.2 Indian Values of Governance
- 2.3 Kautilya's Arthashastra and Governance
- 2.4 Relevance of Hitopdesha and Panchatantra.