



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
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NAAC ACCREDITED

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Study & Evaluation Scheme of
M.A. (Journalism and Mass Communication)
[Session 2022-23]
(As per CBCS guidelines)

Programme	M.A. (Journalism and Mass Communication)
Course Level	PG Degree
Duration	Two years (four semesters) Full Time
Medium of Instruction	English/Hindi
Minimum Required Attendance	75%
Maximum Credits	96

	Evaluation Scheme		
	Internal	External	Total
Theory	30	70	100
Practical	30	70	100
Seminar/Industrial Training	100	--	100
Project/ Dissertation	30	70	100

Programme Objectives (POs):

The main aim of the education system is to impart knowledge and skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging need of borderless corporate world has begun to realize the indispensability of journalism education to real time Journalism and Mass Communication. An entirely new set of behavior patterns, attitudes, and methods of communication is expected to deal with the emerging global communication business. The Master of Arts in Journalism, two years full-time Programme at IFTM University aims to develop young men and women as competent professional journalists, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the society at large.

The Mass Media scenario in the World in general and in India in particular has seen revolutionary changes over the years. Technology, Political, Socio and Economic changes have contributed for this transformation of mass media in India. Media education in India will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges. Keeping all these developments in mind, the course has been re-structured with the following broad objectives.

1. To train the students to suit the requirements of the media organizations and the society.
2. To train the students in changing skills of news gathering and editing.
3. To prepare the students in related areas such as technical writing, corporate communication and event management.
4. To introduce the emerging Communication technologies.
5. To prepare students for communication research and teaching.
6. To prepare students to become socially conscious.
7. To communicate the new ideas of critical thinking through written and verbal assessment.
8. To explore the concepts of critical thinking from a journalistic point of view.

To achieve aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond conceptual and analytical framework to practical orientation with ethical and behavioral foundations.

Programme Outcomes (POs):

After completing this programme students will be able to:

PO1: Apply knowledge of Journalism & Mass Communication theories and practices to solve the problems of media industries.

PO2: Have analytical and critical thinking abilities for data- based decision making. Develop value based leadership ability.

PO3: Understand, analyze and communicate global, economic, legal, and ethical aspect of media industry.

PO4: Lead themselves and others in achievement of media organizational goals, contributing effectively to a team environment. Determine the media entrepreneurial skill, in addition, this course will develop media-related research abilities among students.

PO5: Choose the best possible investment decisions for the media enterprise.

PO6: Develop an understanding history of Regional, Indian and Global Journalism & Mass Communication. Sensitize students to the cultural, educational, social, political & women issues of the society.

PO7: Make the students aware of present scenario of media in various countries.

PO8: Identify the devices used in reporting and audio - visual programme production. Develop an understanding of news and news value.

Programme Specific Outcomes (PSOs):

- PSO1:** To trains the students to suit the requirements of the media organizations and the society.
- PSO2:** To trains the students in changing skills of news gathering and editing.
- PSO3:** To prepares the students in related areas such as technical writing, corporate communication and event management.
- PSO4:** To introduces the emerging Communication technologies.
- PSO5:** To prepares students for communication research and teaching.
- PSO6:** To prepares students to become socially conscious.
- PSO7:** To communicates the new ideas of critical thinking through written and verbal assessment.
- PSO8:** To explores the concepts of critical thinking from a journalistic point of view.

Study and Evaluation Scheme
Programme: Master of Arts (Journalism and Mass communication)
MA JMC - 2 Years PG Programme

S. N.	Paper Code	Title of the Course	Hours per Week			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
SEMESTER -I									
1.	MAJCC101	Principles of Journalism & Communication	3	1	--	04	30	70	100
2.	MAJCC102	History of Mass Media	3	1	--	04	30	70	100
3.	MAJCC103	Print Media: Reporting and Editing	3	1	--	04	30	70	100
4.	MAJCC104	Advertising: Concepts & Principles	3	1	--	04	30	70	100
5.	MAJCC105	Public Relations & Corporate Communication	3	1	--	04	30	70	100
Select any one (Elective Course) of the following-									
6.	MAJEC104	Culture and Media	3	1	--	04	30	70	100
7.	MAJEC105	Media Marketing	3	1	--	04	30	70	100
8.	MAJEC106	Graphics & Design	3	1	--	04	30	70	100
Total Number of Credits for Semester –I						24			
SEMESTER –II									
9.	MAJCC201	Electronic Media : Radio & TV	3	1	--	04	30	70	100
10.	MAJCC202	Development Communication	3	1	--	04	30	70	100
11.	MAJCC203	New Media : Tools & Techniques	4	--	--	04	30	70	100
12.	MAJCC204	Photo Journalism	3	1	--	04	30	70	100
13.	MAJCC205	Event Management	3	1	--	04	30	70	100
Select any one (Elective Course) of the following-									
14.	MAJEC204	Media Management	3	1	--	04	30	70	100
15.	MAJEC205	Media Economics	3	1	--	04	30	70	100
16.	MAJEC206	International Communication	3	1	--	04	30	70	100
Total Number of Credits for Semester –II						24			
Total Number of Credits for First Year						48			
SEMESTER -III									
17.	MAJCC301	Communication Research	3	1	--	04	30	70	100
18.	MAJCC302	Specialized Journalism	3	1	--	04	30	70	100
19.	MAJCC351	Professional Project / Specialization (Print Media)	--	--	4	04	30	70	100
20.	MAJCC352	Industrial Training Report	--	--	4	04	100	--	100
Select any one (Elective Course) of the following-									
21.	MAJEC303	Computer Applications in Mass Media	3	1	--	04	30	70	100
22.	MAJEC304	Media & Human Rights	3	1	--	04	30	70	100
23.	MAJEC305	Digital Photography and Video Production	3	1	--	04	30	70	100
Select any one (Open Elective) of the following-									
24.	MAJOE301	Disaster Management	3	1	--	04	30	70	100
25.	MAJOE302	Environmental Communication	3	1	--	04	30	70	100

26.	MAJOE303	Global Journalism	3	1	--	04	30	70	100
		Total Number of Credits for Semester –III				24			
SEMESTER –IV									
27.	MAJCC401	Media Laws & Ethics	3	1	--	04	30	70	100
28.	MAJCC402	Film Appreciation	3	1	--	04	30	70	100
29.	MAJCC451	Professional Project / Specialization (Electronic Media)	--	--	4	04	30	70	100
30.	MAJRC452	Dissertation	--	--	4	04	30	70	100
Select any one (Elective Course) of the following-									
31.	MAJEC403	Sports Journalism	3	1	--	04	30	70	100
32.	MAJEC404	Business Journalism	3	1	--	04	30	70	100
Select any one (Open Elective) of the following-									
33.	MAJOE401	Media and Politics	3	1	--	04	30	70	100
34.	MAJOE402	Communication Skills and Content Writing	3	1	--	04	30	70	100
		Total Number of Credits for Semester –IV				24			
		Total Number of Credits for Second Year				48			
		<i>Total Number of Credits for First Year</i>				48			
		<i>Total Number of Credits for Second Year</i>				48			
		TOTAL DEGREE CREDITS				96			

#CC- Core Course, EC- Elective Course, OE- Open Elective, RC- Research Course

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJCC101: Principles of Journalism & Communication

Course Objectives:

CREDIT-4

The objectives of this course are to expose students to different models, classical and contemporary theories of communication and to prepare students to examine the validity of theories to develop skills, employability and entrepreneurship.

Course Content

Unit-I **Session: 12**

Nature and process of Human Communication; Communication: Definition, elements, process, functions, need and significance of communication; Kinds of Communication.

Unit-II **Session: 12**

Models of Communication: Harold D. Lasswell, Shannon and Weaver, Charles E.Osgood, Wilbur Schramm, Newcomb, Mclean & Dance model of Communication.

Unit-III **Session: 12**

Theories of Communication: Bullet, Psychological or Individual Difference, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda Setting, Free Press, Development and Communist Media theory.

Unit-IV **Session: 12**

Mass communication as agent of Social change; Demystification; Decentralization and convergence; Characteristics of Audiences; Types of audience: Elite audience, general audience & specialized audience.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	2	1	3	2	1	1
CO2	3	3	2	3	3	3	1	2
CO3	3	3	2	3	3	1	1	2
CO4	3	1	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	3	1
CO2	1	1	2
CO3	3	2	3
CO4	2	1	3

Course Outcomes:

CO1: Define the journalism and communication & its concepts to enrich knowledge and skills.

CO2: Distinguish between journalism & communication for skill development and entrepreneurship.

CO3: Describe the theories of communication for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies to enrich knowledge and skills.

Suggested Readings:

1. Agarwal, V. B., & Gupta, V. S, Handbook of Journalism and Mass Communication. New Delhi, 2001.
2. Ahuja, B. N, History of Indian press: Growth of Newspapers in India, Delhi: S.S. Chhabra for Surjeet Publications, 1996.
3. Bittner, John, Mass Communication: An Introduction, Prentice-Hall, New Jersey, 1980.
4. Blake & Haroldsen, Taxonomy of Concepts in Communication, Hasting House, NY, 1979.
5. Dennis, Mcquail & Windahl, Communication Models, Sven. Longman, London, 1981.
6. Lorenz, A. L., & Vivian, J, News: Reporting And Writing. Boston, MA: Allyn & Bacon, 1995.
7. Natarajan, J, History of Indian journalism, Delhi: Publications Division, Ministry of Information and Broadcasting, 1955.
8. Singhal & Rogers, India's Communication Revolution, Sage, New Delhi, 2001.

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- www.wikipedia.org
- www.oneindia.com
- www.communicationstudies.com
- epgp.infibnet.ac.in
- www.peoi.org

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJCC102: History of Mass Media

Course Objectives:

CREDIT: 4

The objectives of this course are to make students aware of media history, understanding of Government & private media and to familiarize students with the up to date communication technologies to develop skills, employability and entrepreneurship.

Course Content

Unit-I **Session: 12**

Concept of Journalism: Nature, scope, functions and types; Traditional Media: Folk Dances, Folk Theatre, Folk music, Puppetry; Folk media in the world; Electronic media.

Unit-II **Session: 12**

Rise and growth of Journalism in India; Origin and development of the press; News agencies in India; The press and freedom movement; Press: problems and prospects.

Unit-III **Session: 12**

Advent and development of Hindi cinema; Indian cinema after Independence; Documentaries; New wave cinema; Issues and problems of Indian cinema

Unit-IV **Session: 12**

History of Radio & TV in India; Concept and importance of Radio & TV; All India Radio; Prasar Bharti; Akashvani & Doordarshan.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	1	2	3	3	3	1	2
CO3	3	1	2	3	3	1	1	2
CO4	1	3	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	1	1	3

Course Outcomes:

CO1: Define the history of media and its concepts to enrich knowledge and skills.

CO2: Distinguish between the development of print and electronic medium for skill development and entrepreneurship.

CO3: Describe the development of social media to enrich knowledge and skills.

CO4: Apply the knowledge in analyze the different stages of media history for skill development and entrepreneurship.

Suggested Readings:

1. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
2. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
3. Many Voices, One World. Report of the International Commission for the Study of Communication.
4. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
5. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
6. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
7. Problems. UNESCO. Oxford, New Delhi and IBH Publishing Company, Bombay.
8. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
9. Reuben, Bunny, Follywood Flashback. Indus: An imprint of Harper Collins Publishers India Pvt. Ltd., Delhi.

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- shodhganga.infibnet.ac.in
- [India mom-rsf.org](http://India.mom-rsf.org)
- epgp.infibnet.ac.in
- www.jagranjosh.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJCC103: Print Journalism: Reporting and Editing

Course Objectives:

CREDIT-4

The objectives of this course are to introduce students to skill of writing for the print media and to specialized reporting skills and reporting analysis to develop skills, employability and entrepreneurship.

Course Content

Unit – I

Session: 12

News: Meaning; Definition; Objectives; Elements of news; News value; News sources; Qualities and responsibilities of Journalist; Freelance Journalist; News gathering & essentials of news and feature writing; News story structure: The inverted Pyramid, intro, paragraphing, body; Different types of leads and its importance.

Unit – II

Session: 12

Types of Reporting: Objective, Interpretative, Investigative and In-depth; Interview techniques; Reporting of different beats: Political, education, health, crime, development, administration, science, Business; Impact of National & Regional news paper and magazine.

Unit – III

Session: 12

Structure and functions of editorial department; Editing: Meaning & Importance; Symbols; Tools; paragraphing; Body; Importance of headlines, Layout; Photo editing and caption writing.

Unit – IV

Session: 12

Major News agencies: PTI, UNI, Samachar Bharti, Hindustan Samachar, Reuters, AP, AFP HAWAS, TAAS; Style book. Meaning, Concept of Editorial; Editorial page; Article; Feature; Letter to Editor.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	2	1	2	1	1
CO2	3	1	3	1	1	3	1	2
CO3	1	1	2	3	1	1	1	2
CO4	1	1	2	1	3	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	1	2	3
CO3	3	1	1
CO4	1	3	1

Course Outcomes:

CO1: Define the journalism and communication & its concepts to enrich knowledge and skills. .

CO2: Distinguish between journalism & communication for skill development.

CO3: Describe the theories of communication for skill development..

CO4: Define the public relations and corporate communication & its concepts to enrich knowledge and skills. .

Suggested Readings:

1. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.
2. The Complete Reporter.(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
3. Interpretative Reporting.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
4. Reporting for the Print media. (2nd ed).;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
5. News Reporting and Writing.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
6. Professional Journalism. MV Kamath, Vikas Pub. New Delhi .1980.
7. Professional Journalism. Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
8. Journalism Today. Navin Chandra &Chaugan, Kanishka Pub. New Delhi. 1997.

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- www.oneindia.com
- www.nraismc.com
- content.infibnet.ac.in
- www.masscommunicationtalk.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJCC104: Advertising: Concepts & Principles

Course Objectives:

CREDIT-4

The objectives of this course are to make the students aware of media advertisements and to introduce students to recent trends in Indian advertising to develop skills, employability and entrepreneurship.

Course Content

Unit-I **Session: 12**

Advertising: Definition, scope and concept; History and development of advertising in India; Classification of Advertising; Characteristics of advertising; Creativity in advertising; Style of thinking: Fact v/s value based thinking.

Unit-II **Session: 12**

Different mediums of Advertising; Transforming concepts (Idea) in to copy; Basics of advertising copy writing & visualization; Effective writing for radio, television & print media.

Unit-III **Session: 12**

Models of Creativity: Roger von model, Graham Wallas model, James Young Model; Formats for Radio and T.V. Commercials: Slice of life, life style, animated advertisement, straight announcement, presenter, testimonial, demonstration, musical etc.

Unit-IV **Session: 12**

Recent trends in Indian advertising; Advertising policy; Advertising Agency System; Top names of advertising industries in India

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	1	3	2	1	1
CO2	3	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	2	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	2
CO2	3	2	3
CO3	2	2	3
CO4	1	2	1

Course Outcomes:

CO1: Define the journalism and communication & its concepts to enrich knowledge and skills.

CO2: Distinguish between journalism & communication to enrich knowledge and skills.

CO3: Describe the theories of communication for skill development.

CO4: Apply the knowledge in analyze the needs of media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies to enrich knowledge and skills.

Suggested Readings:

1. Aaker, D. A., & Myers, J. G. (1975). Advertising management. Englewood Cliffs, NJ: Prentice-Hall.
2. Advertising worldwide (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
3. Chunawalla, (2000). Advertising theory and practice. Mumbai: Himalaya Publishing House.
4. Fundamentals of Advertising, Otto Kleppner, Prentice Hall, New Jersey, 1980. Ogilvy on advertising.
5. Global Marketing and advertising: Understanding Cultural paradoxes Marieke de Mooij, Sage, New Delhi, 1998.
6. Jethwaney, J., & Jain, S. (2006). Advertising management. New Delhi, NY: Oxford University Press.
7. Promotional Culture; Advertising, Ideology, Symbolic Expression, Andrew Wernick, Sage, London, 1994.
8. The Practice of Advertising 3rd Fdn. Norman Hart, Heinemann Pub. London. 1990.

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- www.wikipedia.org
- www.suryamcrpv.blogpost.com
- www.businessmanagementideas.com
- www.economicdiscussion.net
- economictimes.indiatimes.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I

MAJCC105: Public Relations & Corporate Communication

Course Objectives:

CREDIT-4

The objectives of this course are to make students aware of the importance of public relations and its critical role incorporate organizations and to prepare students for corporate communication challenges to develop skills, employability and entrepreneurship.

Course Content

Unit-I **Session: 12**

Public Relations: Definition, role and functions; The Evolution of Public Relations: Ivy Lee; PR Pioneers: Edward Bernays and P.T Barnum; Distinguish between public relations and advertising; Public relations Vs marketing; Integrated market communication; Theory of public relations; The public of public relations.

Unit -II **Session: 12**

Public opinion and power of persuasion; Social psychology and social influences; Community relations objectives in PR; Public relations and allied terms: Publicity, propaganda, lobbying, public affairs; Models of public relations Practice; Press agency, Public information and Two - way symmetrical and asymmetrical communication.

Unit-III **Session: 12**

Public Relations in government: Need and objectives; PR setup in India at Central and State levels; Corporate Communications: Meaning and functions; Corporate branding and Corporate identity; internal and External Corporate Communication; Managerial perspective of public relations; Crisis communication; Corporate social responsibility; Corporate communication strategies.

Unit- IV **Session: 12**

Media and public relations; Handling the media: Press releases, video releases and press conferences, press briefings and facility visits, bulletin boards; Media kit; Writing fundamentals: Features, articles, speech writing, backgrounders etc; The spoken word and PR; New media and PR; Ethics for the practices of public relations and law.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	2	3	2	1
CO2	1	3	2	2	3	3	1	2
CO3	1	2	2	2	3	2	3	2
CO4	1	2	1	2	1	2	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	2
CO2	1	1	3
CO3	2	3	1
CO4	2	1	3

Course Outcomes:

CO1: Define the public relations and corporate communication & its concepts to enrich knowledge and skills.

CO2: Distinguish between public relations & corporate communication to enrich knowledge and skills.

CO3: Describe the theories of public relations & corporate communication for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of corporate communication and value of public relations in media market to enrich knowledge and skills.

Suggested Readings:

1. Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).
2. Public Relations– A Scientific Approach: Sahai, Baldeo.
3. Handbook of Public Relations in India: Mehta, D.S.
4. Corporate Public Relations: Balan K.R.
5. Public Relations: Fraser P. Seitel.
6. Mass Media VI: Hiebert, Ungurait, Bohn.
7. Jan Sampark (Punjabi): Dilgir, H.S.
8. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
9. Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.
10. Butterick, K. (2011). Introducing public relations: Theory and practice. London: SAGE.
11. Foster, J. (2008). Effective writing skills for public relations. London: Kogan Page.

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- blog.hubspot.com
- www.ionos.com
- www.feedough.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I

MAJEC104: Culture and Media

Course Objectives:

CREDIT-4

The objectives of this course are to make students aware of the importance of cultural communication, role of media in culture conservation, use of technology in cultural advancement to develop skills, employability and entrepreneurship.

Course Content:

UNIT – 1

Session: 12

Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, and minorities. Critical Cultural Theory; Frankfurt School; Communication Technology and Culture, Mass Media and Postmodern Culture, Culture industries.

UNIT – 2

Session: 12

Media and society-Cultural implications of mass media; Popular and elite culture; Multiculturalism and sub cultures; Feminist critiques of media; Media and the minorities; National culture and communication policy; Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

UNIT – 3

Session: 12

Audience theory: Goals of audience research—Alternative traditions of research—Audience issues of public concern—Types of audience: The audience as a group or public—The gratification set as audience—The medium audience—Audience as defined by channel or content.

UNIT – 4

Session: 12

Media Organization: The media organization in a field of social forces; Relations with society; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	2	3	3	2	1	1
CO2	3	2	3	3	3	3	1	2
CO3	1	2	3	2	3	1	1	2
CO4	2	2	1	2	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	2
CO3	1	3	1
CO4	2	1	3

Course Outcomes:

CO1: Define culture, its characteristics, features etc for skill development and entrepreneurship..

CO2: To know the effects of media on society and culture to enrich knowledge and skills.

CO3: Describe the concept of Cultural implications of mass media to enrich knowledge and skills.

CO4: To know the impact of media in cultural change or skill development and entrepreneurship.

Suggested Readings:

1. James W Carey Communication As Culture: Essays on Media and Society, Routledge,(1989)
2. John Storey, What Is Cultural Studies? A READER (Edited by John Storey) Hodder Education – 2009
3. McPhail, T. L.(2009).Development communication: Reframing the role of media. UK: WileyBlackwell
4. McQuail D, McQuail’s Mass Communication Theory; 6th Edition; Sage,2010
5. Servaes, J., Jacobson, T. & White, S.A. (Eds.), Participatory communication for social change. Thousand Oaks: Sage
6. Stuart Hall Representation: Cultural Representations and Signifying Practices - Vol. 2 (Culture), Sage1997
7. Wilkins, KG. (Ed.): Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers2000.

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- www.oneindia.com
- blog.hubspot.com
- www.ionos.com
- www.feedough.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJEC105: Media Marketing

Course Objectives:

CREDIT-4

The outcome of the course is to provide students a clear understanding of marketing, marketing objectives, target market, promotion mix in marketing and integrated marketing communication to develop skills, employability and entrepreneurship.

Course Content:

Unit – I

Session: 10

Marketing: Definition, Marketing Mix elements, Globalisation, competition: need for effective marketing, Marketing and Selling, New trends in marketing.

Unit – II

Session: 12

Media marketing objectives, differentiation strategies, Factors influencing marketing, plans: organizational factors - social, economic, technological, legal and political factors.

Unit- III

Session: 12

Target market: niche marketing, types of market, characteristics of the Indian market, Need for market study, global brands and market perception.

Unit – IV

Session: 14

Promotion mix in marketing – advertising, Public relations and publicity; Sales promotion techniques; Corporate and brand image building; Direct marketing strategies: telemarketing and online marketing; Integrated Marketing Communication: Need for integrated approach, cross cultural marketing programmes, challenges in multinational marketing, ethical issues in marketing, consumer rights and forums; Role of TRP in media marketing.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	1	3	2	1	1
CO2	1	2	1	3	2	3	1	2
CO3	2	2	3	3	3	1	1	3
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	3
CO2	2	3	3
CO3	2	3	2
CO4	2	1	2

Course Outcomes:

CO1: Define market, its characteristics, features etc to enrich knowledge and skills.

CO2: To know the effects of media on market and organization for skill development and entrepreneurship..

CO3: Describe the concept of integrated market communication for skill development and entrepreneurship.

CO4:To know the effects of Promotion mix in marketing.

Suggested Readings:

1. Market Management by Philip Kotler
2. Business Communication by K.K. Sinha Galgotia Publication
3. Principle of Marketing by Philip Kotler & Gary Armstrong
4. Marketing by Steven J.Skinner
5. Argenti, P. A. (2009). Strategic corporate communication: A global approach for doing business in the new India. New York: McGraw-Hill.
6. Jethwaney, J. (2010). Corporate communication: principles and practice. Oxford: Oxford University Press.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- blog.hubspot.com
- www.ionos.com
- www.feedough.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – I
MAJEC106: Graphics & Design

Course Objectives:

CREDIT-4

To educate the students with regard to theory of design and graphics, printing technology, colour Section and layout designing to develop skills, employability and entrepreneurship.

Course Content

Unit- I

Session: 12

Elements of design and graphics: visualization, convergence and divergence; Conceptualizations and Significance; Fundamentals of Creativity in Art: Logic, Style, Value; Tools of Art: Illustrations, Graphs.

Unit- II

Session: 12

Basic elements and principles of graphics, design layout and production; Typeface families' kinds; Principles of good typography; spacing: measurement point system.

Unit- III

Session: 11

Type composition: manual, mechanical, lino, mono, Ludlow, photo; DTP: Use of computer software, character generation; Use of multimedia.

Unit- IV

Session: 13

Printing methods: letterpress, cylinder, rotary, gravure, screen, offset; Plate making; Types of papers & magazines layout pagination; Designing and printing of bromides; Art pulls: Colour printing, colour combinations, colour scanning, colour separation, colour correction, colour positives, colour negatives.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

CO1: Print newspaper, designing newspaper, making layout for skill development and entrepreneurship..

CO2: Understand the basics of printing for skill development and entrepreneurship.

CO3: Do Desktop Publishing to enrich knowledge and skills.

CO4: To know the effects of designing and printing for skill development and entrepreneurship.

Suggested Readings:

1. Minasi (1999) Expert guide to Windows 98, BPB publications.
2. Stultz A Russel (2000) Office 2000, BPB publications.
3. Suresh K.Basandra, (1999) Computers Today, Galgotia Publications Pvt.Ltd.
4. Sarkar, N. N. (2001). Art and production. Sagar Publishers.
5. Sarkar, N. N. (1998). Designing print communication. New Delhi: Sagar Publications.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- blog.hubspot.com
- www.ionos.com
- www.feedough.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJCC 201: Electronic Media: Radio & TV

Course Objectives: CREDIT-4

The objectives of this course are to impart to students the essentials of radio and television production techniques and to prepare students to undertake radio and TV production to develop skills, employability and entrepreneurship.

Unit-I

History of Radio in India; Writing for radio; Radio news bulletin making; News editors, Producer, Radio report, Radio Jockey; Radio Interview, Radio Feature & Radio Talk; Audience Research.

Unit-II

SFX; Community Radio; Educational Radio; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations.

Unit- III

History of Television in India; Scope of Television Journalism; TV Newsroom: TV news bulletin making; News Editor, Producer, TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; TV Interview; Basic of Camera; Impact of television on society.

Unit-IV

Television Documentaries; News Magazines and Talk Shows; Field Research; Interviewing; Cable TV; Satellite Channels and its effects on Society; Video Editing; Soap Operas; Other Entertainment Programmes.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	1	2	3	1
CO2	3	3	2	3	3	3	1	3
CO3	1	2	2	1	3	1	2	2
CO4	1	1	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	3	1
CO4	3	1	3

Course Outcomes:

- CO1: Define & introduction of radio & television news & its concepts for skill development and entrepreneurship.
- CO2: Distinguish between radio & television news and programme for skill development.
- CO3: Describe the history & development of radio television news for skill development.
- CO4: Apply the knowledge in analyze the needs of radio & Television news in media industries while launching a radio & TV channel and any other audio visual social media platform and promotional strategies for skill development and entrepreneurship.

Suggested Readings:

1. Belavadi, Vasuki, Video Production, OUP.
2. Dancyger, K, The technique of film and video editing. Boston: Focal Press, 1993.
3. Jhingaran, Prabhu, Television Ki Duniya, Pratham Sanskaran, Bharat Book Center, Lucknow, 1998.
4. Millerson, G., & Millerson, G, Television Production. Oxford: Focal Press, 1999.
5. Singh, Dr. Ajay Kumar, Electronic Patrkarita, Pratham Sanskanskaran, Lokbharti Prakashan, Allahabad, 2014.
6. Zettl, H, Television Production Handbook.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.shodhganga.inflibnet.ac.in
- www.mediamagazine.in

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJCC 202: Development Communication

Course Objectives: CREDIT-4

The objectives of this course are to make the students to aware of Communication Process, Patterns in the Changing situation in terms of developmental journalism and to help the students to understand various dimensions of basic development communication to develop skills, employability and entrepreneurship.

Unit-I

Development: Different concepts, causes for under development; Theories of development: Economic theory: Walt Rostow, Sociological theory: Modernization theory, Dependency theory; Dominant paradigm: New paradigm of development; Sustainable development; Development dilemmas; Millennium development goals; Diffusion of innovations: An overview.

Unit-II

Development Journalism: Origin, growth & concept; Development news: Different concepts; Development reporting: Problems and challenges; Indian Press and Development Journalism.

Unit-III

Development Communication: Definition, merits and demerits; SITE and Jhabua program; Development communication project and case studies; Communication and Human development: Literacy, population control, sanitation, health.

Unit-IV

Participatory development: Community development; Social capital and theories; Participatory communication research: Multimedia and development issues; Interpersonal communication; Traditional communication; Mass communication: TV radio & films.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	2	1
CO2	1	3	1	3	1	3	1	2
CO3	3	2	2	3	3	1	3	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

- CO1: Define the development communication and its concepts for skill development and entrepreneurship.
CO2: Distinguish between different medium of development communication for skill development.
CO3: Describe the theories of development communication for skill development.
CO4: Apply the knowledge in analyze the needs of developmental issues in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies for skill development and entrepreneurship.

Suggested Readings:

1. Burlerson, Bernard, National Programs in Family Planning & Communication in Development Administration.
2. Rural Communication (A.M.C.): Prof. R. Sinha &Gavdi.
3. Chalkels, Alam, A Manual of Development Journalism (Press Institute of India).
4. Sinha, Prof. R &Gavdi, Rural Communication (A.M.C.).
5. Narula, U,Development communication: theory and practice. New Delhi: Har-Anand Publications, 1994.
6. Gupta, V. S, Communication & Development, Concept Publication, New Delhi, India, 2004.

Websites Sources

- www.nidm.gov.in
- www.nidmssp.in
- www.scholarcommons.scu.edu

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJCC 203: New Media: Tools & Techniques

Course Objectives: CREDIT-4

The objectives of this course are to develop students as responsible web journalist, to impart knowledge of new media and skills of writing for web portals and to train students for web reporting to develop skills, employability and entrepreneurship.

Unit- I

New media Technology: Characteristics: Information Superhighway, Convergence; Structure and functions; Social and cultural consequences: Fragmentation and digital isolation; Social control and democracy; Privatization and competition; New media access and control; E-governance: Process; Social and legal framework; Policy initiatives.

Unit- II

Information and Knowledge society: Definitions and characteristics of Information society; Post-industrial society; Information society theories: Daniel Bell, Matchup, Webster, Schiller; Evolution of New media audiences: Elite, Mass, Specialized and Interactive; New media uses and gratification; Influencing factors.

Unit- III

Social and cultural effects of new media: Social Networking, information overload, information rich and information poor, knowledge gap and cultural alienation; New media impact on old media; ICTs for Development: Empowerment, right to information.

Unit- IV

New media theory perspectives: Technological determinism, constructivism, functionalism, postmodernism; Characteristics of New Media, uses & adoption; ICT and Social Transformation: Socio-technical paradigm; Information co-modification new consumption norms, knowledge gap; New media issues: Invasion of privacy, piracy, cybercrimes and pornography; IT policies; Information bill and regulations.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	1	3	3	3	3	3
CO3	2	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	2	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	3	3
CO3	2	2	3
CO4	1	1	3

Course Outcomes:

CO1: Define the new media & its concepts for skill development.

CO2: Distinguish between & different types for skill development.

CO3: Describe the tools & techniques of cyber media and its ethics for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of new media in media industries while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies for skill development and entrepreneurship.

Suggested Readings:

1. Barker, M. S., Barker, D., Bormann, N. F., & Neher, K, Social media marketing: A strategic approach. Mason, OH: South-Western Cengage Learning, 2013.
2. Bonim, Andrew, Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web.
3. Christopher, Callahan, A Journalist's Guide to the Internet: The Net as a reporting tool.
4. Crumilish, ABC of the Internet.
5. Curtin, Danis P, Information Technology.
6. Mishra , R.C, Cyber Crime: Impacts in the New Millennium, Author Press.
7. Satish D, Kaila, Rajesh Prabhakar, Blogs: Emerging Communication Media, The ICFAI University Press.
8. Sekhar, Pulugurta Chandra, New Media: The virtual media, Vol 1, B.R. Publishing Corporations.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.nraismc.co
- www.ojcmt.net
- www.kaspersky.co.in

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJCC 204: Photo Journalism

Course Objectives: CREDIT-4

The objectives of this course are to understand the factors affecting visual quality of camera Image. Able to handle different cameras: Digital field & studio cameras and make them learn and practice different camera angles and camera movements and colour Temperature and do white balancing and make them understand the problems of mix lighting i.e. indoor & outdoor lighting to develop skills, employability and entrepreneurship.

Unit-I
 Photo Journalism: Meaning, importance & objectives; History, development and present status of photo journalism; Qualities of photo journalist.

Unit-II
 Photographic equipments: Different types of cameras and its accessories: Lenses, filters, films, memory card & hard disk, battery, cable and connectors. Camera operating system: Focus, composition, exposure, shutter speed, aperture, principle of axis, rule of third. Lighting technique: Natural light and artificial light; Three points lighting: Key light, back light, fill light. Basic shots: Big close up, close up, mid shot, knee shot, long shot, extreme long shot, high angle, low angle & bird eye angle, over to shoulder shot, single shot, two shot, three shot, group shot.

Unit-III
 Professional photography- Portrait, wildlife, action, environment, sports, landscape, industrial disasters, war, syndicates, food, political and social photography, fashion and life style photography; Photography for newspapers, magazines, documentary film & advertising. Photo feature; Caption writing, News values of pictures.

Unit-IV
 Latest technique of photo developing & editing; Importance of computer; internet & Photoshop in photography; Top photo Journalist of the Country.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	3	3
CO3	2	2	3
CO4	2	1	2

Course Outcomes:

- CO1: Define the photo journalism & its concepts for skill development and entrepreneurship.
- CO2: Distinguish between different types of cameras and shots for skill development.
- CO3: Describe the theories of photography for skill development and entrepreneurship.
- CO4: Apply the knowledge in analyze the needs of photography in different types of media, media industries while launching a news paper, TV channel or any other social media platform and promotional strategies for skill development.

Suggested Readings:

- 1- Kobre. 1996. Photo journalism – the professional approach. Focal press.
- 2- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- 3- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.
- 4- Electronic Patrkrita- Dr. Ajay Kumar Singh, LokbhartiPrakashan, PrahamSanskanskaran, Allahabad.
- 5- Ang, T. (2008). Fundamentals of modern photography. London: Mitchell Beazley.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- streetbounty.com
- mymodernmet.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJCC 205: Event Management

Course Objectives: CREDIT-4

The outcome of the course is to provide students a clear understanding of principles of events, property creation, exhibitions, India Trade Promotion Organization (ITPO) and running events to develop skills, employability and entrepreneurship.

Unit- I

Introduction to Events: Objectives of events; Event Characteristics; Types of events; Structure of events, Supply and Suppliers; Distribution; Event Process; Brief concept; Budgets; Schedule of items; Media Coverage of an event; Themes; Beneficiary; Creative; People Celebrities in events; The Managers and their Celebrities.

Unit- II

Property Creation; Implications of events; Aims; Introduction; Social and Community implications of events; Economic Implications of events; Income from events; Cultural event; Organizational event; Personal event; Sponsorship and Public Funding.

Unit- III

Exhibitions; A little history; Exhibition; definition, requirement and importance; The Economic Impact of Exhibitions; 10 steps to create the great indoors; Exhibitions in India; Membership of International organizations.

Unit- IV

Case study of a renowned expo/ trade fair/exhibition in India; Agreements; Surfing the Information Net; Main activities and services of ITPO. Major event strategy program; Marketing and sponsorship; Insurance & legal issues; The Economic Impact of major events; Sports development; Support services; Importance of telephone directory.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten from all units. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	3	2	3
CO3	2	1	3
CO4	2	1	3

Course Outcomes:

CO1: Define the concepts of Event Management for skill development.

CO2: Distinguish between different types of events for skill development and entrepreneurship.

CO3: Describe the media coverage of events for skill development.

CO4: Describe the structure of domestic & professional event for skill development and entrepreneurship.

Suggested Readings:

1. Into The Heart of Meetings: Basic Principles of Meeting Design by Mike van der Vijver
2. Marketing Your Event Planning Business: A Creative Approach To Gaining The Competitive Edge by Judy
3. Allen
4. Special Events: A New Generation And The Next Frontier by Joe Goldblatt
5. The Accidental Creative: How To Be Brilliant At A Moment's Notice by Todd Henry
6. Reflections of a Successful Wallflower: Lessons in Business; Lessons in Life by Andrea Michaels
7. Kishore, D., & Singh, G. S. (2011). Event management: A booming industry and an eventful career. New Delhi: Har-Anand Publications.
8. Kotler, P. (2003). Marketing management. Upper Saddle River, NJ: Prentice Hall.
9. Sharma, D. (2005). Event planning and management. New Delhi: Deep & Deep Publications PVT.

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJEC 204: Media Management

Course Objectives: CREDIT-4

The objectives of this course are to introduce students to principles of Media business management and familiarize students to Indian media organization and their management practices to develop skills, employability and entrepreneurship.

Unit-I

Principles of media management and their significance; Media as an industry and profession; Ownership pattern of mass-media in India: Sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains); Policy formulation: Planning and control; Problems, process and prospects of launching media ventures; Organization theory; decentralization, motivation, control and coordination.

Unit-II

Organizational structure of different departments: General management, finance, circulation, advertisement, sales promotion & pricing, marketing; Personnel management: Production and reference sections; Apex bodies: DAVP, INS and ABC; Role and responsibilities of editorial staff.

Unit-III

Economics of print and electronic media: Business Management; Legal and financial aspects of media management; Budgeting and finance: Capital costs, production costs, advertising and sales strategy, completion and survival, tax, Labor laws.

Unit-IV

Planning and execution of programme production: Administration and programme management in television and radio; Production terms: Scheduling, transmitting, record keeping, quality control; Employee / employer and customer relations services; Marketing strategies: Brand promotion, free commercial time, market survey.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	3	2	1	3	1	3	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	2	3
CO3	2	3	3
CO4	2	1	3

Course Outcomes:

CO1: Define & introduction of media management its concepts for skill development and entrepreneurship.

CO2: Distinguish between different types of ownership in media organization for skill development.

CO3: Describe the structure and functions of the different department for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of media management in media market while launching a news paper, Radio or TV channel and any other audio visual social media platform and promotional strategies for skill development.

Suggested Readings:

1. Henrick, Dennis F, Media Management in the Age of Giants.
2. Kothari, Gulab Newspaper Management in India.
3. Kotler, , Marketing management. Upper Saddle River, NJ: Prentice Hall, 2003.
4. Mass media in India 1994-95, Publications Division, Ministry of Information and Broadcasting, Government of India New Delhi, 1994.
5. Newspaper Organization and Management: Herbert Lee Williams.
6. Panigrahy, Dibakar Media Management in India.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.simplicable.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJEC 205: Media Economics

Course Objectives: CREDIT-4

The objectives of this course are to introduce students to principles of Media business, economics and familiarize students to Indian media organizations and their management practices to develop skills, employability and entrepreneurship.

Unit-1

Economic development: Concept and general perspective; Common characteristics of underdevelopment; India as a developing economy and its international standing; Strategies of development; Balanced v/s Unbalanced growth strategy; Wage goods strategy; Basic need strategy; Mahalanobis' heavy import substitution strategy; Export – led growth strategy.

Unit-2

Capital accumulation as a factor in economic growth; Role of education in economic development; Population economic development (the two – way relationship).

Unit -3

Marketing Function – Product, Price, Placement & Promotions; Important bodies of Media Industries: DAVP, INS, DPR, ABC, IBF, AAI, ASCI, TRAI; Importance of Readership & Research Economics of Media Business.

Unit -4

Tools for a Business Journalist; Media Ownership Patterns in India – Proprietorship, Partnership, Private Ltd. v/s Public Companies, Trusts, Co – Operatives, Religious Institutions (Societies) & Franchisee Chains; Recruitment, Hiring & Training of Staff; Organization Theory, Functions & Organizational Structure of Different Department.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	2	3	1	1	2
CO4	2	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	3	3	3
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

- CO1: Define & introduction of media economics and its concepts for skill development and entrepreneurship.
- CO2: Distinguish between different types of ownership in media organization for skill development.
- CO3: Describe the structure and functions of the different departments of a media organization for skill development.
- CO4: To know the effects of Tools for a Business Journalist for skill development and entrepreneurship.

Suggested Readings:

- 1- Henrick, Dennis F, Media Management in the Age of Giants.
- 2- Kothari, Gulab Newspaper Management in India.
- 3- Kotler, , Marketing management. Upper Saddle River, NJ: Prentice Hall, 2003.
- 4- Mass media in India 1994-95, Publications Division, Ministry of Information and Broadcasting, Government of India New Delhi, 1994.
- 5- Newspaper Organization and Management: Herbert Lee Williams.
- 6- Panigrahy, Dibakar Media Management in India.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – II
MAJEC 206: International Communication

Course Objectives: CREDIT-4

The objectives of this course are to introduce basics of International Communication, Indian media organizations and International media entities, global media and its impact on international communication to develop skills, employability and entrepreneurship.

Unit- 1

International communication-definition-history and development of communication as an international phenomenon- intercultural and cross-cultural communication--International communication during pre-colonial period-Colonial Structures of Communication--International communication during colonial age-growth of international telegraphic network-growth of news agency system- Grand alliance of news agencies.

Unit- 2

Advancement during World War I and World War II; Role of the League of Nations; Origin of international communication as an academic discipline.

Unit- 3

Effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct; Protection of cultural diversity; Universal Declaration of Cultural Diversity; Present issues; Position of the developing countries; India's position and approach to international communication issues.

Unit-4

Debate on New International Information and Communication Order; NIICO and New International Economic Order; MacBride Commission's report; Efforts by the Non-aligned nations; Internet and online media—effects; Convergence of media – Problems and options; Contemporary issues related to transnational broadcasting and its impact on culture; Media Policies in an International Context..

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. 14x5=70

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	1	3	2	3	3	3	1	2
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	3	2	3
CO3	2	2	3
CO4	2	3	1

Course Outcomes:

CO1: Define the concept of international communication for skill development.

CO2: Describe the new world order for skill development and entrepreneurship.

CO3: Describe the concept of convergence for skill development and entrepreneurship.

CO4: To know the effects of New International Information and Communication Order for skill development and entrepreneurship.

Suggested Readings:

1. Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015
2. Daya Kishan Thussu, International Communication: A Reader, 2010
3. Daya Kishan Thussu, International Communication: Continuity and Change, 2016
4. Edward S. Herman and Robert McChesney, The Global Media: The New Missionaries of Corporate Capitalism, 2001
5. George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993.

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJCC301: Communication Research

Course Objectives:

The objectives of this course are to sensitize students to communication research and to enable students to independently conceive and execute research projects.

Course Content:

Unit- I

Concept of research: Meaning, definition, objectives and nature of research; Communication research: Importance of media research; Areas of media research; Problems in research; Planning to research.

Unit- II

Methods/techniques of research; Hypothesis, variables; Research design and its types; Experimental research; Descriptive research; Exploratory Research; Conclusive research; Types of data; primary data and secondary data; Sources and collection of secondary data; Advantages & limitations of secondary data ; Internal Sources; External Sources. Reliability, validity

Unit- III

Sampling; Advantages and disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation; Practical considerations in determining sample size. Techniques of media research- Questionnaire; schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis; Ethical issues in media research.

Unit- IV

Tabulation and classification of data; Data analysis, presentation of data; Research report writing Indexing, footnote& bibliography; Appendix. Minor and Major project

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the communication research & its concepts.

CO2: Distinguish between different types of research method, data collection and sampling & its result.

CO3: Describe the theories of research & communication research.

CO4: Apply the knowledge in analyze the needs of communication research in media sector and society while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

1. Bertrand, I., & Hughes, P. (2005). Media research methods: Audiences, institutions, texts. New York: Palgrave Macmillan.
2. Guthrie, G. (2012). Basic research methods: An entry to social science research. Los Angeles: SAGE Publications.
3. Kothari, C. R. (2004). Research methodology: Methods and techniques. New Delhi: New Age International (P).
4. Media shodh- Dr. ManojDayal, HariyanaSahitya Academy, Panchkula, Pratham Sanskaran, 2003.
5. Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92.
6. Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi.
7. Wimmer, R. D., & Dominick, J. R. (2014). Mass media research an introduction. Andover u.a.: Wadsworth, Cengage Learning.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- egyanagar.osou.ac.in
- epgp.infibnet.ac.in
- www.ukessays.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJCC302: Specialized Journalism

Course Objectives:

The objectives of this course are to understand news, its basics, and different forms of specialized journalism and to understand the role of media in a democracy.

Course Content:

Unit-I

Specialized Journalism: Concept, meaning, importance, problems and challenges; Difference between regular reporting, exclusive reporting & scoop.

Unit-II

Political Journalism: Understanding of political trends and political parties and its large area of news gathering; Legislative journalism: Parliament, Assembly and Court reporting: Problems and challenges; Autonomous bodies- UPSC; Universities; Panchayati raj system.

Unit-III

Rural & financial Journalism: Reporting of rural areas, problems and challenges; Present status of economic scenario and corporate world; Reporting of financial and business activities: Understanding of share market and annual budget of government of India and state government.

Unit-IV

Cultural, environment & sports journalism: Understanding of eastern & western culture; Brief introduction to environment and its importance for people; Sports journalism and its large area of newsgathering; Investigative Journalism: Meaning, aims and objectives of investigative reporting; Importance and legal aspects of sting operations.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the specialized journalism and & its concepts.

CO2: Distinguish between the different types of specialized area of journalism.

CO3: Describe the vast area of specialized journalism and its challenges & prospects.

CO4: Apply the knowledge in analyze the needs of specialized journalism in the media industries while launching a news paper, TV channel or any other social media platform and promotional strategies.

Suggested Readings:

- 1- Chaugan, Nvin, Chandra, Journalism Today, Kanishka Publication, New Delhi. 1997.
- 2- Harris, Julian et, Al., Macmillian, N.Y, The Complete Reporter, 4th edition, 1981.
- 3- Kamath, M.V, Professional Journalism, Vikas Publication, New Delhi,1980.
- 4- Mencher, Melvin, M.C, Graw, Hill, N.Y, News Reporting and Writing, 2003.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.nraismc.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJCC351: Professional Project / Specialization (Print Media)

Course Objectives:

The objective of the project is to enable a student to have an in-depth knowledge of the subject of his/her choice so as to be treated as specialization opted by the student.

Course Content:

The Students can submit their project any one of as below mentioned criteria:

1. Project file based on news, feature and articles (Individually)
2. PPT presentation on any topic related with course (Individually)
3. Tabloid size news paper (Group work)
4. Magazine (Group work)

Project:

Every student will have to do a project in any one of the above mentioned criteria under the guidance of regular/guest faculty.

Students will submit their project individually or in group as above mentioned on the end of semester.

The Specialization offered by the school may be subject to change as per the requirement of the programme and availability of the resources.

Evaluation of Major Project:

The Major Project carries 100 marks.

70 marks will be awarded by the External examiner and rest 30 by internal examiner.

The project work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

Students completing this course will be able in:

CO1: Reporting, writing, editing, printing, circulation, add. Making, layout designing.

CO2: To know about the financial arrangement in print media organizations.

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJCC352: Industrial Training Report

Course Objectives:

The objective of this paper is to enable a student to have an in-depth knowledge in media industry.

Course Content:

This paper will consist of practical assignment to be submitted in one set by the students individually on any one topic from the following -

1. Film review, book review and news report of a major event
2. Script of 10 minutes radio or television news bulletin.
- 3- Web page and web site making process.

Students will submit their project individually as above mentioned on the end of the semester.

Evaluation of the industrial training report:

The industrial training report carries 100 marks.

70 marks will be awarded by the External examiner and rest 30 by internal examiner.

The project report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

Students completing this course will be able to:

CO1: Publish newspaper.

CO2: Do reporting, writing, editing, freelancing and be a Social Media Expert.

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJEC303: Computer Applications in Mass Media

Course Objectives:

The objectives of this course are to acquaint the students with computer and its operations, make them aware of DTP and basic Internet Applications and to apprise them with basic IT applications in media.

Course Content:

Unit-I

Introduction to computers: History and generations of computers; Types of computers, An Overview of the computer system: CPU, memory, input and output devices, Storage – primary and secondary storage, floppy, CD ROM; Software: Operating systems: MS DOS and MS Windows; Application Programs.

Unit-II

MS Office: MS Word: Word Processing, entering and editing text, formatting text, special features of Word, tables, mail merge, adding graphics and sounds, templates, printing document, converting documents into Web pages; MS Excel: Introduction, importance & scope; Spreadsheet.

Unit-III

MS Power Point: Creating a presentation, formatting slides, special features of word, tables, mail merge.

Unit-IV

Introduction to network: Internet, working of the internet, addressing skills, domains and sub domains; Main features of the internet: WWW, e-mail, telnet, FTP, IRC; Online services; Advertising on the internet, Law relating to Cyber Media.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the computer applications & its concepts.

CO2: Distinguish between uses of computer for different types of media.

CO3: Describe the uses of hardware and software of computer in mass media.

CO4: Apply the knowledge in analyze the needs of computer & internet in media market, while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

Suggested Readings:

- 1- Basandra, K, Suresh, Computers Today, Galgotia Publications Pvt.Ltd., New Delhi, 1999.
- 2- Minasi, Expert guide to Windows 98, BPB publications, 1999.
- 3- Russel, Stultz, A, Office 2000, BPB publications, 2000.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- massmediaassignments.wordpress.com
- www.nraismc.com
- www.rccmindore.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJEC304: Media and Human Rights

Course Objectives:

The main objectives of this course are to provide knowledge about human rights, its need, how media helps to prevent human rights etc.

Course Content:

UNIT-1

Human Rights - concept, scope and importance—historical perspectives-changing dimensions of human rights – Human Rights movements—Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues--Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labor, bonded labor - Human Rights and death, torture in police lockups--Human Rights and fighting terrorism - Concern for protection of Human Rights in the context of Globalization.

UNIT-2

Human Rights in International Perspective -- UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 -- Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 --Role of organizations like Amnesty International, Human Rights Watch.

UNIT-3

Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, UNCRC, Child Labor, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media.

UNIT-4

Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Investigative Journalism, Media Activism, Advocacy Journalism – Role of Social Media and mobilization of public opinion.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the concept of human rights

CO2: Protection of Human Rights by different types of media.

CO3: Describe importance of social media in Human Rights protection.

CO4: To know about the writing on different aspects of human rights.

Suggested Readings:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. Bingley, UK: Emerald.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- massmediaassignments.wordpress.com
- www.nraismc.com
- www.rccmindore.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJEC305: Digital Photography and Video Production

Course Objectives:

The outcome of the course is to provide students a clear understanding of still photography, different aspects of photography and types of cameras along with their functions.

Course Content:

Unit- I

History of camera, different types of cameras, photographic films, different types of tapes; accessories: memory card, hard disk, cable and connectors, battery; Different types of lenses; different types of filters, view finder, adopter, microphone, lens hood, aperture rings, focus rings, zoom rings, gain control.

Unit- II

Technical features: aperture, shutter speed, exposure, focus & focal length, white balance, lens speed, depth of field, principles of axis, pixel, resolution, CCD, CMOS, optical zoom, NTSC, PAL, SECAM.

Unit- III

Lighting technique: Natural light; Three point lighting technique; Hard light & soft light, Types of artificial lights; Density glass, reflector, separator, dimmer, exposure meter, studio light, colour temperature.

Unit- IV

Sound recording technique: Types of microphone; Printing technique: Photo printing machine, toner, grade and selection of papers, photo developing & enlarging technique.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the photo journalism & its concepts.

CO2: Distinguish between different types of cameras and shots.

CO2: Describe the theories of photography.

CO3: Apply the knowledge in analyze the needs of photography in different types of media, media industries while launching a news paper, TV channel or any other social media platform and promotional strategies.

Suggested Readings:

1. Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
3. The Photographer's Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.
4. Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
5. Ang, T. (2008). Fundamentals of modern photography. London: Mitchell Beazley.
6. Langford, M. Starting photography. Oxford: Focal Press.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- massmediaassignments.wordpress.com
- www.nraismc.com
- www.rccmindore.com

Master of Arts in Journalism & Mass Communication
MA JMC 3 Years UG Programme
SEMESTER – III
MAJOE301: Disaster Management

Course Objectives:

The main objectives of this course are to provide students an understanding to the concepts and aspects of disaster and its relationship with development, to ensure awareness of Disaster Risk Reduction (DRR) approaches among students and to assist students develop ability to respond to their environment with potential response to disaster.

Course Content:

Unit I

- Definition: Disaster, Hazard, Vulnerability, Resilience, Risks
- Types of disasters – Earthquake, Landslide, Flood, Drought, Fire, campus shooting, bomb threat, terrorist incidence and financial emergency etc.
- Causes and Impacts including social, economic, political, environmental, health, psychosocial, etc. Differential impacts- in terms of caste, class, gender, age, location, disability.
- Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change- Dos and Don'ts during various types of Disasters.

Unit II

- Disaster life cycle – its analysis, phases, culture of safety, prevention, mitigation and preparedness
- Community based DRR (Disaster Risk Reduction), Structural-nonstructural measures,
- Roles and responsibilities of community: Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), States, Centre, and other stakeholders

Unit III

- Factors affecting Vulnerabilities, impact of Development projects such as dams, embankments, changes in Land-use etc.
- Climate Change Adaptation- IPCC Scenario and Scenarios in the context of India – Relevance of indigenous knowledge, appropriate technology and local resources.
- Role of international cooperations in Disaster Management

Unit IV

- Hazard and Vulnerability profile of India. Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management.
- Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act and Policy – Other related policies, plans, programmes and legislation
- Role of GIS and Information Technology Components in Preparedness, Risk Assessment, Response and Recovery Phases of Disaster – Disaster Damage Assessment.

PO-CO Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the concept of Disaster Management.

CO2: Describe the climate changing scenario.

CO3: Describe the various hazards to climate and society.

CO4: To know about the components of the disaster management.

Suggested Readings:

- Satish Modh, Introduction to Disaster Management, Macmillan Publisher India Ltd
- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Damon P. Coppola, Introduction to International Disaster Management, Butterworth-Heinemann,
- Singhal J.P. "Disaster Management", Laxmi Publications. ISBN-10: 9380386427 ISBN-13: 978-9380386423
- Tushar Bhattacharya, "Disaster Science and Management", McGraw Hill India Education Pvt. Ltd. ISBN-10: 1259007367, ISBN-13: 978-1259007361]

Websites:

1. <http://nidm.gov.in/>
2. <http://nidmssp.in>
3. <http://www.drishtiias.com/upsc-exam-gs-resources-COMMUNITY-BASED-DISASTER-MANAGEMENT>

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJOE302: Environment Journalism

Course Objectives:

The objectives of this course are to familiarize students about environmental communication and to help the students to understand the environment aspects of journalism profession.

Course Content:

UNIT -1

Environmental Communication – emergence—rise of environment activism—role of the state—developments in India—relevant laws—UN initiatives—environment protection and the role of media--Environmental journalism today—Skills for environmental journalism

UNIT -2

Journalism on the environment and its challenges --Media theory basics for the environmental journalist—Objectivity-Framing-News values—Agenda setting-Advocacy journalism--The media as environmental watchdog --Challenges for investigative environmental journalism.

UNIT -3

Writing an environment feature -- Features vs. news – Research—different types—writing process – sources’ voice—structure; Environment journalism in radio-- Environmental journalism in Television-- Environmental journalism in Digital media: Scope and techniques

UNIT -4

The struggle for issue definition-- Journalism and environmental protest----Social media in communicating environmental conflict--Corporate Social Responsibility and environmental communications

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Course Outcomes:

Students completing this course will be able to:

CO1: Define the environment journalism and communication.

CO2: Describe the changing aspects of environmental communication.

CO3: Describe the importance of social media in environment conservation.

CO4: To know about the social responsibilities of corporate.

Suggested Readings:

1. Depoe Stephen, Voice and Environment Communication, Palgrave, 2014
2. H Bodker and I Neverla (Eds) Environment Journalism, Routledge, 2013
3. Hansen A, Communication, Media and Environment, Routledge, 2011
4. Milstein, Pileggi, Morgan; Environment Communication Pedagogy and Practice, Routledge, 2017
5. Robert Cox; Enviromental Communication and the Public Sphere, 2nd Edition, Sage, 2009
6. The Routledge Handbook of Environment and Communication, Routledge, 2015
7. Weiss Robert, Covering the Environment, Routledge 2008

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.nraismc.com
- www.rccmindore.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – III
MAJOE303: Global Journalism

Course Objectives:

The main objectives of this paper are that to improve the knowledge of students in the area of global media, international media bodies, monopoly of developed countries etc.

Course Content:

Unit- I
 Brief introduction to Global media; Monopoly of developed countries in media; Information flow and Imbalance; Foreign policies of India and developed countries; Role of news agencies in International communication; Foreign policies of India for developed countries

Unit- II
 Brief study of American media, British Media, French Media, Chinese media, Bhutan media and Russian media; Top media organization of the world- The Times, New York Times, Washington Post, BBC, Asahi Shimbun, AFP, TAAS, Reuters, Hawas, CNN, Alzazira, PTI, The Times of India.

Unit- III
 Role of United Nations; UNESCO; Mc Bride Commission; NWICO; NANAP; ASEAN; SAARC Countries; European Union.

Unit- IV
 Foreign policies of India for developed countries.

Course Outcomes:

Students completing this course will be able to:

CO1: Define the concept of international communication.

CO2: Describe the new world order.

CO3: Describe the concept of convergence.

CO3: Role of International organizations in global journalism.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Suggested Readings:

1. The Making of India's Foreign policy : J. Bandhopadhyay
2. Jagran year Book: 2016
3. Bharat 2016: Publication of Deptt. of Information & Broadcasting
4. Communication for Development in the third world : Srinivas Melkote and H. Leslie Steeves-Many voices and one world: Report of the Mc Bide commission
5. Introduction to the Constitution of India: Justice Durgadas Basu
6. Indian Administration: S. Maheshwari
7. Indian Economics: K. Sundaram
8. Sirf Patrkarita, Dr. Ajay Kumar Singh, Lokbharti Prakashan, Praham Sanskansaran, Allahabad
9. Merrill, J. C., & S., D. B. (2003). Global journalism: Topical issues and media systems. Stellenbosch: US Printers.
10. Artz, L., & Kamalipour, Y. R. (2003). The globalization of corporate media hegemony. Albany: State University of New York Press.
11. P. Ghosh (2013). International relation, PHI Learning Pvt Limited
12. Herman, E. S., & McChesney, R. W. (1997). The global media: The new missionaries of corporate capitalism. London: Cassell.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.nraismc.com
- www.rccmindore.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJCC401: Media Law & Ethics

Course Objectives:

To enable students understand the constitutional and legal framework of India, make them study the press laws and analyse their relevance in changed scenario, apprise students with the laws which affect the working of the press. To familiarize them with laws in other media sectors like broadcasting and web & to motivate students to brainstorm the issues of professional conduct, standard of content and ethics. The study of the subject will enhance the employability and entrepreneurship as well as skill development of the students.

Course Content

Unit-1 **Session: 11**
 Features of Constitution of India in various political Setup; Fundamental Rights; Right to Information; Freedom of Expression and Freedom of Press.

Unit-2 **Session: 12**
 Constitutional Restrictions on Media; The Indian Penal Code; Indian Evidence Act; Libel Slander; Defamation; Contempt of Court (Relevant sections).

Unit-3 **Session: 13**
 The Press Registration of Books Act 1867; Copy Right Act: Periodical Changes; Post and Telegraphy Act; Official Secrets Act of 1923; Press Council; Working Journalists Act: MRTPC (Monopolies and Restrictive Trade Practice Commission); Industrial Dispute Act; Indecent Representation of Women Act of 1986.

Unit-4 **Session: 12**
 Censorship Law; Internet: emerging trends; Laws relating to cable and satellite TV; Cyber Law: Cyber Crime, Cyber Ethics; Convergence Bill; Communications Commission of India (CCI); Intellectual Property Rights; Rights to Privacy and Internet.

Course Outcomes:

Students completing this course will be able to:

CO1: Define the media laws & its concepts for skill development.

CO2: Distinguish between general reporting & court reporting for skill development.

CO3: Describe the theories of media laws and ethics for skill development.

CO4: Apply the knowledge in analyze the needs of medial laws & ethics in reporting, media market while launching a news paper, TV channel, Radio Stations or any other social media platform for skill development, employability and entrepreneurship.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	2	3	3	2	3	2
CO2	1	2	3	3	3	3	3	3
CO3	1	2	3	2	3	1	3	1
CO4	1	2	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	2
CO2	3	2	1
CO3	3	2	2
CO4	3	1	3

Suggested Readings:

1. Trikha, Nand Kishore, Press Vidhi.
2. Badhopadhyay, P.K, Arora , Kuldeep S, Journalistic Ethics.
3. Singh, Dr. Shrikant, Janmadhyam: Kanoon Evem Uttardayitva.
4. Basu, D.D, Press Laws Prentice Hall Publication.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.ddegjust.ac.in

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJCC402: Film Appreciation

Course Objectives:

CREDIT-4

The objectives of this course are to motivate students to watch different types of film and good understanding of films and to help them to generate ideas of film making and script writing for different types of films to develop skills, employability and entrepreneurship.

Course Content

Unit-I **Sessions: 12**
 Brief introduction of film appreciation; Indian cinema: Introduction; History and development of film in the world; Types of films: Feature film, commercial film, art film, documentary film, short film, public relation film, news film, public interest film, advertising film, Role of films in social development.

Unit-II **Sessions: 13**
 Film production techniques: Pre production: Theme budget & planning, production team and instruments, one line, developed story, script, story board, research; Production: Location shooting, cinematography, outdoor & indoor shooting, lighting technique, sound recording technique, importance of dope sheet; Post production: Editing, dubbing, mixing, narration/voice over, background music, master print & copy. Brief introduction of animation film; role of graphic designing, animation & special effects in film making.

Unit-III **Sessions: 11**
 Film marketing: Publicity; Promo; Stunt publicity; Film marketing process: Distribution in India and foreign countries; MG basis, contract basis, out right, over flow, royalty; Distribution area.

Unit-IV **Sessions: 12**
 Challenges and prospects of the Indian film industry; Regional cinemas; Film organizations: FTII, NFDC, CBFC censor board: Role & responsibilities of Censor board; Censor board certification: 'A', 'U', 'A/U', 'S'. Film awards; Film review; Khosla Committee report; National & State Film policies.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	1	1
CO2	3	3	2	3	3	3	1	3
CO3	1	2	2	3	3	1	1	2
CO4	1	2	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)**(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)**

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	1
CO2	3	2	2
CO3	2	2	3
CO4	2	1	3

Course Outcomes:

CO1: Define the film & its concepts for skill development .

CO2: Distinguish between the different types of films for skill development and entrepreneurship.

CO3: Describe the different aspect of films for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of films in media cinema industry while launching a making a short film, documentary film, tele film and any other film organization and promotional strategies for skill development .

Suggested Readings:

- 1- Gazetas, A, An Introduction to World Cinema. Jefferson, NC: McFarland, 2000.
- 2- J., Saldi, R., & Manjula, S. (n.d.). Indian cinema through the century.
- 3- Phillips, L. R., & Phillips, J. M, Film appreciation. New York: Gordon Press, 1979.
- 4- Tiwari, Vinod Film Athva TV, May Edition, Pustak Mahal Delhi, 2002.
- 5- Tripathi, Dr., Ramesh Chandra, Agrwal, Dr. Pawan, Media Lekhan, Bharat Prakashan Lucknow, Pratham , Sanskaran, 2001.
- 6- Vilanilam, Prof., J.V, Shukla, Dr. Shashi Kant, Bharat Me Sanchar Aur Jan Sanchar, PrathamSanskaran, Madhya Pradesh Hindi Granth Academy, Bhopal, 2002.

Website Sources:

- www.wikipedia.org
- www.oneindia.com
- www.cs.ubc.ca
- www.goldenglobes.com
- www.premiumbeat.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV

MAJCC451: Professional Project /Specialization (Electronic Media)

Course Objectives:

CREDIT: 4

The objective of the project is to enable the student to have an in-depth knowledge of the subject of his/her choice so as to be treated as specialization opted by the student to develop skills, employability and entrepreneurship.

Course Content

The students can choose any one topic for specialization as given below:

1. Radio and TV programme script writing
2. Short Film Script writing.
3. Ad. Film making
4. Lighting technique
5. Short film / Documentary film making
6. Videography
7. Photography

Project

Every student will have to do a project report in any one of the above area of Mass Communication as stated above under the guidance of regular/guest faculty.

Students will submit their project individually or in group on the end of the semester.

The Specialization offered by the school may be subject to change as per the requirement of the program and availability of the resources.

Evaluation of Major Project:

The Major Project (Production Based) carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 by internal examiner.

The Production Work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the HOD/Director.

Course Outcomes:

CO1: Making news bulletin, television programmes, radio news bulletin & different types of radio programmes for skill development .

CO2: Making different types of film for skill development and entrepreneurship.

CO3: Start any audio visual based programmes for social media for skill development and entrepreneurship.

CO4: Apply the knowledge in analyze the needs of electronic media in media industries while launching a TV channel, Radio Stations or any other social media platform for skill development .

Suggested Readings:

- 1- Dr., Tripathi, Ramesh Chandra, Dr., Agrwal, Pawan, Media Lekhan, 1st Edition, Bharat Prakashan, Lucknow, 2001.
- 2- Jhingran, Prabhu, Television Ki Dunia, 1st Edition, Ashok Prakashan, Lucknow, 1998.
- 3- Tiwari, Vinod, Film Athva TV, May Edition, 2002, Pustak Mahal, Delhi, 2002.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.bh.photovideo.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJRC452: Dissertation

Course Objectives:

CREDIT: 4

The objective of the dissertation is to enable the student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication to develop skills, employability and entrepreneurship.

Course Content

(Any one)

- Radio
- Television
- Print Media
- Advertising
- Public Relation
- New Media

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. Students may opt from any one of the topic as above mentioned area or a topic of his or her choice. Students will submit their dissertation at the end of semester.

Course Outcomes:

CO1: Understand the nature of research for skill development and entrepreneurship.

CO2: Understand the challenges and prospects of the research for skill development and entrepreneurship.

CO3: Write the research paper and article for skill development and entrepreneurship.

CO4: Handle the research projects for skill development and entrepreneurship.

Suggested Readings:

1. Dayal, Dr., Manoj, Media Shodh, First Edition, Hariyana Sahitya Kala Academy, Panchkula, 2003.
2. Ghosh, B. N, Scientific Method and Social Research, Sterling Publishers, New Delhi, 1992.
3. Kothari, C. R, Research methodology: Methods and Techniques. New Delhi: New Age International (P), 2004.
4. Mukerjee, R.N, Social Research and Statistics, Vivek Prakashan, Delhi.
5. Wimmer, R. D., & Dominick, J. R, Mass Media Research An Introduction. Andover u.a, Cengage Learning, Wadsworth, 2014.

Website Sources:

- en.wikipedia.org
- www.oneindia.com
- www.shodhganga.inflibnet.ac.in

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJEC403: Sports Journalism

Course Objectives:

CREDIT-4

After completion of this subject student would learn to define Sports Journalism and explain types and techniques of sports reporting and writing. Further, it also emphasises the importance of sports management and regulatory organisations and utilize knowledge gained to promote physical and mental wellbeing through sports which will play a vital role in developing the skill, employability as well as entrepreneurship of the students.

Course Content

Unit-I **Sessions: 12**
 Defining Sports Journalism; Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympics Committee, Commonwealth Games Federation, Asian Games Federation, National Games; Sports Authority of India (SAI): its importance in the promotion and management of sports; news sources for sports journalism.

Unit-II **Sessions: 12**
 News values and ethics for sports reporting and writing; types and techniques of writing sports stories: feature, interviews, advanced story, trend story, column, news story and game story; sports photography: equipment, editing, publishing and uploading; editing and use of info-graphics, layout of sports news.

Unit-III **Sessions: 13**
 Understanding sports management: planning, organizing, coordinating and controlling pre, during and post event issues; sports marketing and promotion: sponsors, sports management companies, spectators, sports personalities and media; emerging professional sporting leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL); Role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies).

Unit-IV: **Sessions: 11**
 Sports writing for print, broadcast; online commentaries: live telecast, sportscast, web commentaries and news alerts for mobiles; new trends in sports journalism: e-magazines and blogs; role of sports journalist in promoting physical and mental wellbeing through sports; future of sports journalism and career opportunities.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	2	3
CO2	1	3	2	3	3	3	1	1
CO3	3	2	2	3	3	1	3	2
CO4	1	2	1	3	1	1	2	3

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)
(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	2
CO2	3	2	3
CO3	2	2	2
CO4	2	1	1

Course Outcomes:

CO1: Students will know the basics of Sports Journalism for skill development and entrepreneurship.

CO2: Students will understand the writing and presentation of sports news for skill development.

CO3: Students will learn the sports management for skill development and entrepreneurship.

CO4: Students will understand the various factors of sports journalism for skill development.

Suggested Readings:

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarter man, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJEC404: Business Journalism

Course Objectives:

CREDIT-4

After completion of this subject student would learn to define Business Journalism and explain types and techniques of business reporting and writing. Further, it also emphasises the importance of business management and regulatory organisations and utilize knowledge gained to promote physical and mental wellbeing through journalism which will play a vital role in developing the skill, employability as well as entrepreneurship of the students.

Course Content

Unit-I **Sessions: 12**
 Business Journalism Definition, Challenges and prospects. Role and functions of Business Organizations: Chamber of Commerce, Heavy Scale Industry, Small Scale Industry, Association.

Unit-II **Sessions: 12**
 Concept of business; Different types of business nature: Production, Whole sale, Retail.

Unit-III **Sessions: 13**
 Role & responsibility of Ministry of Finance, RBI, Banking Sectors, Private Financer in business development.; Share Market, Stock Exchange; Procedure of business & taxation.

Unit-IV: **Sessions: 11**
 Business news: Definition, Reporting & Writing for Radio, TV and Social Media.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	2	3
CO2	1	3	2	3	3	3	1	1
CO3	3	2	2	3	3	1	3	2
CO4	1	2	1	3	1	1	2	3

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	2
CO2	3	2	3
CO3	2	2	2
CO4	2	1	1

Course Outcomes:

- CO1: Students will know the basics of Business Journalism for skill development and entrepreneurship.
- CO2: Students will understand the news reporting & writing and presentation of business news for different media. This paper will create skills in students.
- CO3: Students will learn the business management.
- CO4: Students will understand the various factors of business journalism. After completion of this paper students will entrepreneur in relevant field.

Suggested Readings:

- 1- Gupta, N & Jain, K, Business Communication, Sahitya Bhavan Publication, Agra, 2022
- 2- Gupta, Dr. R.C, Principles of Business Management, Sahitya Bhavan Pubkication, Agra.
- 3- Mehrotra, Dr. H.C & Goel, Dr. S. P, Taxation Theory & Practice, Sahitya Bhavan Pubkication, Agra, 63rd Edition, 2022-23.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJOE401: Media and Politics

Course Objectives:

CREDIT-4

After completion of this subject student would learn to define the role of media in politics and explain types and techniques of political news reporting and writing. Further, it also emphasises the importance media in democracy. This paper will play a vital role in developing the skill, employability as well as entrepreneurship of the students.

Course Content

Unit-I **Sessions: 12**

Media organizations: print media, radio, TV, E Paper; Rule and regulations of the Government organizations.

Unit-II **Sessions: 13**

Political Parties: National Regional and Local; Ruling and opposition political parties; Power of Cabinet Ministers, Categories of Ministers; Role of opposition parties.

Unit-III **Sessions: 13**

Election Commission; Elections in India: President Election; Parliament, Assembly (Lower House & Upper House), Panchayat and Nagar Nikay Election.

Unit-IV **Sessions: 10**

Politics of Global Countries, Popular Global Political Parties; Differentiate between Democratic Government, Communist Government & Monarchical Government.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	2	3
CO2	1	3	2	3	3	3	1	1
CO3	3	2	2	3	3	1	3	2
CO4	1	2	1	3	1	1	2	3

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	2
CO2	3	2	3
CO3	2	2	2
CO4	2	1	1

Course Outcomes:

CO1: Students will know the basics of political system for skill development.

CO2: Students will understand the political news reporting for skill development as well entrepreneurship.

CO3: Students will learn about the process of election for governance for skill development.

CO4: Students will understand the role of media in democracy for skill development.

Suggested Readings:

1. Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003.

2. Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda- A Global Perspective, Rowman and Littlefield Publishing Group, 2004.

3. “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.

4. Daya Kishan Thussu .War and the media : Reporting conflict 24x7, Sage Publications, 2003.

5. Lee Artz and Yahya R. Kamalipour. The Globalization of Corporate Media Hegemony, New York Press, 2003.

6. Edward S. Herman & Robert McChesney: Global Media; Madhyam Books.

Website Sources:

- www.wikipedia.org
- www.oneindia.com

Master of Arts in Journalism & Mass Communication
MA JMC 2 Years PG Programme
SEMESTER – IV
MAJOE402: Communication Skills and Content Writing

Course Objectives:

CREDIT-4

The outcome of the course is to provide students a clear understanding of communication, communication skills, written communication, types of media writing and contribution of renowned Journalist, Importance of content writing. This subject of Presentation and Communication Skills will improve skill development, entrepreneurship as well as employability of the pupil.

Course Content

Unit-1 **Session: 11**
 Communication skills: Listening skill, cognitive process of listening, barrier to effective listening, speaking skills, public speaking, voice modulation and body language.

Unit-2 **Session: 14**
 Written communication: types; structures and layout of business letters; preventative letters- sales letter, claim letters, employment letters, writing memo, notice and circular, effective email writing skills; Presentation & publication of brochures; Issuing notice, agenda of meeting and minutes of meetings.

Unit-3 **Session: 12**
 Media writing: Feature, Article, Editorial, Story, Letter to Editor, Advertorial, Film review. Audio Visual Presentation: Presentation Skills, Importance of audio and visual inputs for the presentations.

Unit-4 **Session: 11**
 Content writing: Concept, Meaning and development; Different types of content writing; Challenges and prospects of content writing in National & International Social media platform.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	2	3
CO2	1	3	2	3	3	3	1	1
CO3	3	2	2	3	3	1	3	2
CO4	1	2	1	3	1	1	2	3

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped, 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	2
CO2	3	2	3
CO3	2	2	2
CO4	2	1	1

Course Outcomes:

Students completing this course will be able to:

CO1: Define the communication skills & its concepts for skill development.

CO2: Distinguish between different types of presentation & communication skills and content writing for skill development.

CO3: Describe the theories of communication skills content writing for skill development.

CO4: Apply the knowledge in analyze the needs of communication skill in media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies to enrich knowledge and skills.

Suggested Readings:

1. Goleman, Daniel, Emotional Intelligence: Why It Can Matter More Than IQ, 2006.
2. Guffey, Mary Ellen, Essentials of Business Communication, Dana Loewy, 2013.
3. McLean, Scott, Business English for Success, The Saylor Foundation, 2011.
4. Moore, Harvill Moore, Business Communication: Achieving Results, Bookboon, 2013.
5. Tripathi, Dr., Ramesh Chandra, Patrkarita Ke Sidhant, Ashok Prakashan, Lucknow.
6. Gupta, Kunal, Content Writing, Goldink Publisher
7. Dev, Neria, Anjana, Merwah, Anuradha, Pal Swati, Creative Writing, Pearson Publication, 2008
8. Halvorson, Kristina & Rach Melissa, Content Strategies, 2nd Edition, Pearson Publication, 2012.

Website Sources:

- en.wikipedia.org
- www.oneindia.com