

Study & Evaluation Scheme

of

**Master of Arts in Journalism & Mass Communication
(MAJ)
2 Years PG Programme**

[w.e.f Session 2020-21]



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश

IFTM University, Moradabad, Uttar Pradesh

NAAC ACCREDITED

**N.H.-24, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh-244001
Website: www.iftmuniversity.ac.in**



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Study & Evaluation Scheme
of
Master of Arts in Journalism & Mass Communication
MA (Journalism & Mass Communication)
[w.e.f Session 2020-21]

Programme:	Master of Arts in Journalism & Mass Communication MA (Journalism & Mass Communication)
Course Level:	PG Degree
Duration:	Two years (four semesters) Full Time
Eligibility:	Graduate in any discipline with 45% 40% for SC/ST Candidate
Medium of Instruction:	English and Hindi
Minimum Required Attendance:	75%
Total Credits:	68
(A student should secure 68 credits in total for the award of degree)	

Programme Outcomes (POs):

After completing this programme students will be able to:

- Apply knowledge of Journalism & Mass Communication theories and practices to solve the problems of media industries.
- Have analytical and critical thinking abilities for data- based decision making.
- Develop value based leadership ability.
- Understand, analyze and communicate global, economic, legal, and ethical aspect of media industry.
- 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.
- Choose the best possible investment decisions for the media enterprise.

Preamble

Master of Arts in Journalism & Mass Communication

MA (Journalism & Mass Communication)

2 Years PG Programme

Programme Objectives

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.

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.

Note- The total credit point allotted to respective subject paper is FOUR (4) and practical subject paper is two (2).

Study and Evaluation Scheme
Programme: Master of Arts Journalism & Mass Communication
MA (Journalism & Mass Communication) 2 Years PG Programme

	Subject	Subject Name	Marks			
S. No.	Code	SEMESTER I	Credit	Internal	External	Total
1	MA JMC 111	Principles of Journalism & Communication	4	30	70	100
2	MA JMC 112	History of Mass Media	4	30	70	100
3	MA JMC 113	Advertising : Concepts & Principles	4	30	70	100
4	MA JMC 114	Public Relations & Corporate Communication	4	30	70	100
5	MA JMC 115	Print Journalism: Reporting and Editing	4	30	70	100
		Total Credits & Marks	20	150	350	500
		SEMESTER II				
6	MA JMC 211	Electronic Media : Radio & TV	4	30	70	100
7	MA JMC 212	Development Communication	4	30	70	100
8	MA JMC 213	New Media : Tools & Techniques	4	30	70	100
9	MA JMC 214	Media Management	4	30	70	100
10	MA JMC 215	Computer Applications in Mass Media	4	30	70	100
		Total Credits & Marks	20	150	350	500
		SEMESTER III				
11	MA JMC 311	Communication Research	4	30	70	100
12	MA JMC 312	Media Laws & Ethics	4	30	70	100
13	MA JMC 313	Photo Journalism	4	30	70	100
14	MA JMC 314	Professional Project / Specialization (Print Media)	2	50	50	100
15	MA JMC 315	Industrial Training Report	2	50	50	100
		Total Credits & Marks	16	190	310	500
		SEMESTER IV				
16	MA JMC 411	Film Appreciation	4	30	70	100
17	MA JMC 412	Specialized Journalism	4	30	70	100
18	MA JMC 413	Professional Project / Specialization (Electronic Media)	2	50	50	100
19	MA JMC 414	Dissertation	2	100	100	200
		Total Credits & Marks	12	210	290	500
		Total Course Credits & Marks	68	700	1300	2000

IFTM University, Moradabad
Master of Arts in Journalism & Mass Communication
MA (Journalism & Mass Communication) 2 Years PG Programme
SEMESTER – I

Subject Code & Paper
MAJMC111
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.

Unit-I

12 Sessions

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

Unit-II

12 Sessions

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

Unit-III

12 Sessions

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

12 Sessions

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

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the journalism and communication & its concepts.
- Distinguish between journalism & communication.
- Describe the theories of communication.
- 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.

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.oneindia.com
- www.communicationstudies.com
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- www.peoi.org

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SEMESTER – I

Subject Code & Paper
MAJMC112

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.

Unit-I

12 Sessions

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

12 Sessions

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

12 Sessions

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

Unit-IV

12 Sessions

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

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. $14 \times 5 = 70$

Course Outcomes:

Students completing this course will be able to:

- Define the history of media and its concepts.
- Distinguish between the development of print and electronic media.
- Describe the development of social media.
- Apply the knowledge in analyze the different stages of media history.

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.infnbnet.ac.in
- India.mom-rsf.org
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SEMESTER – I

Subject Code & Paper
MA JMC113
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.

Unit-I

12 Sessions

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

12 Sessions

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

Unit-III

13 Sessions

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

11 Sessions

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

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the journalism and communication & its concepts.
- Distinguish between journalism & communication.
- Describe the theories of communication.
- Apply the knowledge to analyze the needs of media market while launching a news paper, TV channel, Radio Stations or any other social media platform and promotional strategies.

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. Chunnawalla, (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 Edn. Norman Hart, Heinemann Pub. London. 1990.

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- www.suryamcrpv.blogpost.com
- www.businessmanagementideas.com
- www.economicdiscussion.net
- economicstimes.indiatimes.com

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SEMESTER – I
Subject Code & Paper
MAJMC114

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 in organizations and to prepare students for corporate communication challenges.

Unit-I

11 Sessions

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

11 Sessions

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

13 Sessions

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

13 Sessions

Media and public relations; Handling the media: News 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.

Guidelines for setting Question Paper

Section-A

Five long Answer-type questions out of ten. $14 \times 5 = 70$

Course Outcomes:

Students completing this course will be able to:

- Define the public relations and corporate communication & its concepts.
- Distinguish between public relations & corporate communication.
- Describe the theories of public relations & corporate communication.
- Apply the knowledge to analyze the needs of corporate communication and value of public relations in media market.

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

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SEMESTER – I

Subject Code & Paper
MAJMC115

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.

Unit – I

13 Sessions

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

12 Sessions

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

11 Sessions

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

Unit – IV

12 Sessions

Major News agencies: PTI, UNI, Samachar Bharti, Hindustan Samachar, Reuters, AP, AFP HAWAS, TAAS; Style book.

Meaning and concept of Editorial; Editorial page; Article; Feature; Letter to Editor.

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the field reporting, editing & its concepts.
- Distinguish between field reporting for different media.
- Describe the theories of field reporting & editing in print media.
- Apply the knowledge in analyze the needs of field reporting & editing in media industry while launching a news paper, magazine or any other media platform and promotional strategies.

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.nraismc.com
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- www.masscommunicationtalk.com

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SEMESTER – II
Subject Code & Paper
MAJMC211

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.

Unit-I

12 Sessions

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

12 Sessions

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

Unit- III

12 Sessions

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

12 Sessions

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

Course Outcomes:

Students completing this course will be able to:

- Define & introduction of radio & television news & its concepts.
- Distinguish between radio & television news and programme.
- Describe the history & development of radio television news.
- 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.

Suggested Readings:

1. Belavadi, Vasuki, Video Production, OUP.
2. Dancyger, K, The technique of film and video editing. Boston: Focal Press, 1993.
3. Jhingan, 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 Patrakarita, Pratham Sanskaran, Lokbharti Prakashan, Allahabad, 2014.
6. Zettl, H, Television Production Handbook.

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- www.oneindia.com
- www.shodhganga.inflibnet.ac.in
- www.mediamagazine.in
- www.marklewis.fr

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SEMESTER – II
Subject Code & Paper
MAJMC212

Development Communication

Course Objectives:

CREDIT-4

The objectives of this course are to make the students 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.

Unit-I

13 Sessions

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

11 Sessions

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

Unit-III

12 Sessions

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

12 Sessions

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

Course Outcomes:

Students completing this course will be able to:

- Define the development communication and its concepts.
- Distinguish between different medium of development communication.
- Describe the theories of development communication.
- Apply the knowledge to 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.

Suggested Readings:

1. Burleson, 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.

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SEMESTER – II
Subject Code & Paper
MAJMC213

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.

Unit- I

12 Sessions

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

12 Sessions

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

Unit- III

11 Sessions

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

13 Sessions

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. $14 \times 5 = 70$

Course Outcomes:

Students completing this course will be able to:

- Define the new media & its concepts.
- Distinguish between & different types.
- Describe the tools & techniques of cyber media and its ethics.
- 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.

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. Crumlish, 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.

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- www.nraismc.co
- www.ojcmt.net
- www.kaspersky.co.in

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SEMESTER – II
Subject Code & Paper
MAJMC214
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.

Unit-I

14 Sessions

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

12 Sessions

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

10 Sessions

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

Unit-IV

12 Sessions

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. $14 \times 5 = 70$

Course Outcomes:

Students completing this course will be able to:

- Define & introduction of media management its concepts.
- Distinguish between different types of ownership in media organization.
- Describe the structure and functions of the different department.
- 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.

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.

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SEMESTER – II
Subject Code & Paper
MAJMC215

Computer Applications in Mass Media

Course Objectives:

CREDIT-4

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.

Unit-I

13 Sessions

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

13 Sessions

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

10 Sessions

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

Unit-IV

12 Sessions

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.

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the computer applications & its concepts.
- Distinguish between uses of computer for different types of media.
- Describe the uses of hardware and software of computer in mass media.
- 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.

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IFTM University, Moradabad
Master of Arts in Journalism & Mass Communication
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SEMESTER – III
Subject Code & Paper
MAJMC311
Communication Research

Course Objectives:

CREDIT-4

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

Unit- I

11 Sessions

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

13 Sessions

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

14 Sessions

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

10 Sessions

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

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the communication research & its concepts.
- Distinguish between different types of research method, data collection and sampling & its result.
- Describe the theories of research & communication research.
- 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. Manoj Dayal, Hariyana Sahitya 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.

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Subject Code & Paper
MAJMC312
Media Laws & Ethics

Course Objectives:

CREDIT-4

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

Unit-I

11 Sessions

Fundamental Rights: Right to Information; Freedom of Expression; Freedom of Press in various political Setup; The Indian Penal Code; Indian Evidence Act; Libel Slander; Defamation; Contempt of Court relevant sections; Juvenile justice act.

Unit-II

13 Sessions

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-III

13 Sessions

Rights and Liabilities of the Editor, Printer and Publisher; Editorial autonomy and Independence; Government Information Services and their controls; PIB in detail; Freedom and Social Responsibility of Media; Legal aspect of Investigative Journalism; Advertising Standards; Advertising Councils ; Press council; Broadcasting policy; Prasar Bharti.

Unit-IV

11 Sessions

Censorship Law and 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.

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the media laws & its concepts.
- Distinguish between general reporting & court reporting.
- Describe the theories of media laws and ethics.
- 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 and promotional strategies.

Suggested Readings:

1. Aggarwal, S. K. (1989). Media credibility. New Delhi, India: Mittal Publications.
2. Basu, D. D. Introduction to the Constitution of India. Prentic Hall.
3. Mankekar, D. R. (1973). The press under pressure. New Delhi: Indian Book.
4. Media for Managers: Frank M. Corrado.
5. Media Management in India: Dibakar Panigrahy.
6. Media Management in the Age of Giants: Dennis F. Henrick.
7. Newspaper Management in India: Gulab Kothari.
8. Newspaper Organization and Management: Herbert Lee Williams.

9. Press Vidhi, Dr. Nand Kishore Trikha, VishvavidyalayaPrakashan Varanasi, Tritiya Sanskaran, 1998.
10. Principles of Management: Henry H. Albers.
11. Rayudu, C. S., & B., N. R. (1995). Mass media laws and regulations. Bombay: Himalaya Pub. House.

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

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SEMESTER – III
Subject Code & Paper
MAJMC313
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.

Unit-I

10 Sessions

Photo Journalism: Meaning, importance & objectives; History, development and present status of photo journalism; qualities of photo journalist.

Unit-II

14 Sessions

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; 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

13 Sessions

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

11 Sessions

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

Course Outcomes:

Students completing this course will be able to:

- Define the photo journalism & its concepts.
- Distinguish between different types of cameras and shots.
- Describe the theories of photography.
- Apply the knowledge to 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- 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 Patrakarita- Dr. Ajay Kumar Singh, Lokbharti Prakashan, Pratham Sanskarakaran,

Allahabad.

- 5- Ang, T. (2008). Fundamentals of modern photography. London: Mitchell Beazley.
- 6- Aiyer, B. (2005). Digital photojournalism. Delhi: Authorspress.

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SEMESTER – III

Subject Code & Paper
MA JMC314
Professional Project / Specialization (Print Media)

Course Objectives: CREDIT:2

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.

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 program and availability of the resources.

Evaluation of Major Project:

The Major Project carries 100 marks.

50 marks will be awarded by the External examiner and rest 50 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:

- Reporting, writing, editing, printing, circulation, add. Making, layout designing.

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.

Website Sources:

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

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SEMESTER – III
Subject Code & Paper
MA JMC315
Industrial Training Report

Course Objectives:

CREDIT: 2

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

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.

50 marks will be awarded by the External examiner and rest 50 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:

- Publish newspaper.
- Do reporting, writing, editing.
- Do Freelancing.
- Be Social Media Expert.

Suggested Readings:

- 1- Reporting for the Print media (2nd ed) Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- 2- News Reporting and writing (9th ed) Mencher, Melvin. McGraw Hill, NY. 2003.
- 3- Professional Journalism MV Kamath, Vikas Pub. New Delhi .1980.
- 4- Professional Journalism Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.

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- filmmakersfans.com

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SEMESTER – IV
Subject Code & Paper
MAJMC411
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.

Unit-I

12 Sessions

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

13 Sessions

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

11 Sessions

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

12 Sessions

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.

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the film & its concepts.
- Distinguish between the different types of films.
- Describe the different aspect of films.
- 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.

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.

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- www.goldenglobes.com
- www.premiumbeat.com

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SEMESTER – IV
Subject Code & Paper
MAJMC412
Specialized Journalism

Course Objectives:

CREDIT-4

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

Unit-I

11 Sessions

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

Unit-II

12 Sessions

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

12 Sessions

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

13 Sessions

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

Guidelines for setting Question Paper

Section-A

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

Course Outcomes:

Students completing this course will be able to:

- Define the specialized journalism and its concepts.
- Distinguish between the different types of specialized area of journalism.
- Describe the vast area of specialized journalism and its challenges & prospects.
- Apply the knowledge to 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- Chughan, 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:

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IFTM University, Moradabad

Master of Arts in Journalism & Mass Communication
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SEMESTER – IV

Subject Code & Paper

MAJMC413

Professional Project /Specialization (Electronic Media)

Course Objectives:

CREDIT: 2

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.

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:

Students completing this course will be able to:

- Making news bulletin, television programmes, radio news bulletin & different types of radio programmes.
- Making different types of film.
- Start any audio visual based programmes for social media.
- 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.

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

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SEMESTER – IV

Subject Code & Paper

MAJMC414

Dissertation

Course Objectives:

CREDIT: 2

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.

(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 topics as above mentioned area or a topic of his or her choice.

Students will submit their dissertation on the end of semester.

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, VivekPrakashan, Delhi.
5. Wimmer, R. D., & Dominick, J. R, Mass Media Research An Introduction. Andover u.a, Cengage Learning, Wadsworth, 2014.

Website Sources:

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- www.oneindia.com
- www.shodhganga.inflibnet.ac.in