SHRI GURU RAM RAI UNIVERSITY

[Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (2f) of UGC Act 1956]

SYLLABUS

FOR

M.A. JOURNALISM AND MASS COMMUNICATION

Postgraduate Program

Choice Based Credit System (CBCS)

School of Humanities and Social Sciences

Department of Mass Communication

(W.E.F 2023-2024)

Shri Guru Ram Rai University, Dehradun, Uttrakhand, 248001

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CURRICULUM

MASTER OF JOURNALISM AND MASS COMMUNICATION DEGREE PROGRAMME

1. Nomenclature:

There will be full time Master's Degree Programme named as M A Mass Communication which will be written as MA Mass Communication. The duration of this programme shall be of two years (two full academic years) which shall be divided in to four semesters. Each semester will be of six months. Actual teaching in each semester is required minimum of 90 days. The examination for the first and third semester will normally be held in the month of December and for the second and fourth semester in the month of May or as convenient to the University.

2. The Medium of Instruction:

The medium of Instruction will be both Hindi and English.

3. The Medium of Examination:

The medium of examination will be either Hindi or English.

4. Intake:

The intake to MA Mass Communication Course is 20 students. It may increase as per provisions of the University.

5. Eligibility to apply for Admission:

No candidate shall be eligible for admission to Two Year Full Time M.A. (M.A. Journalism and Mass Communication) unless he/she has successfully completed a three year Under Graduate Degree with prescribed number of Credits through the Examinations conducted by a University/Autonomous Institution or possesses such qualifications as recognized by the University. Further a candidate holding Three year Bachelor Degree in any discipline from a recognized University without credit system shall also be eligible. The maximum age of a candidate for taking admission in the programme and the gap between the last Degree/Diploma courses shall be as per the norms as prescribed by the university from time to time.

6. Selection Procedure for Admission:

A candidate willing to seek admission to MA (M.A. Journalism and Mass Communication) need to have a minimum of **40%** in the passing exam followed by the counseling as per University norms..

7. Duration of the Programme: Two years (4 Semesters)

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MASTER OF JOURNALISM AND MASS COMMUNICATION

OUTCOME BASED EDUCATION

Programme outcome (POs)

PO 1	**Knowledge:** The students acquire knowledge and understanding in the field of Mass Communication their theories and fundamental concepts. It will enhance the global as well as regional knowledge.
PO2	**Problem Analysis:** The students will develop critical and analytical skills to identify and analyse social issues and problems and suggest improvements for better result. It provides a multi-disciplinary and inter- disciplinary perspective to the students and enables them to analyse and critique the existing policies and explore innovative solutions
PO3	**Design/development of solution :** Design solution to complex problem that meet specified needs with appropriate consideration for public health and safety cultural societal and environmental consideration
PO4	**Investigations**: The students will analyse and evaluate data on the basis of empirical evidence and critically evaluate practices, policies and theories following scientific approach of Investigations.
PO5	**Modern Tool Usage:** Modern appropriate technique is important for students to produce, create distribute and promotion media content. Equipped with ICTS skills and digital literacy.
PO6	**Team Learning**: The students will learn independent individual learning and collaborative team learning through practical sessions that provide opportunities to interact with industry and gain hands-on experience.
PO7	**Communication Skills**: The students will develop communication and presentation skills which will help in expressing ideas and views clearly and effectively with the community and society at large.
PO8	**Professionalism**: The students will be confident and equipped with the skills that will promote self-management, employability, entrepreneurship, professional integrity and leadership needed in a global workplace.
PO9	**Ethics**: The students will learn values and ethics and an ability to apply these with a sense of responsibility within the workplace and community which will transform them as responsible citizens.

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PO10	**Environment and Sustainable Development**: The students will be able to impart solutions in societal and environmental contexts, and demonstrate the knowledge and need for sustainable development.
PO11	**Life-long Learning:** Acquire lifelong knowledge on different aspect of media, skills and technology and keep updating with the changing media scenario.
PO12	**Engineering and Society:** The students will able to use the knowledge of mass media by knowing the instrumental and technological functions of ICT tools, to write content, click photos and create broadcasting programmes, sounds , graphics design and visual with artistic imputes.

Program Specific Outcome (PSOs)

PSO 1	An ability to define various field of mass communication.
PSO2	An ability to understand theories practices and communication that prepare for future carers in mass media and media studies.
PSO3	Appling skills in preparation, creation and distribution of content for different mass media channels/ platform.
PSO4	Able to write edit and analyse different types of news and content for various media platform.
PSO5	Ability to report stories in an accurate balance professional ethical manner.

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STUDY & EVALUATION SCHEME

CHOICE BASED CREDIT SYSTEM

MASTER OF JOURNALISM AND MASS COMMUNICATION

Total Credit- 80

First Semester

Course Code	Credit	Course Name	Evaluation scheme			Subject Total
			Seasonal		External (ESE)	
			1st Internal	2nd Internal		
MJMC-101	3	Principle of Mass Communication	20	20	60	100
MJMC-102	3	Development of Media	20	20	60	100
MJMC-103	3	Print Media-I (Reporting and Editing)	20	20	60	100
MJMC-104	3	Electronic Media and Photography	20	20	60	100
MJMC-105	3	Advertising	20	20	60	100
MJMC-106	3	General Awareness and Current Affairs	20	20	60	100
MJMC-107	2	Workshop and Seminar/ Project/ Training & Internship/	20	20	60	100
TOTAL CREDIT	20					

L – Lecture, T – Tutorial, P – Practical, C – Credit

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Second Semester

S. No.	Course Code	Credit	Course Name	Evaluation scheme			Subject Total
				Seasonal		External (ESE)	
				1st Internal	2nd Internal		
1	MJMC-201	3	Development Communication	20	20	60	100
2	MJMC-202	3	Media Management	20	20	60	100
3	MJMC-203	3	Media Law and Ethics	20	20	60	100
4	MJMC-204	3	Public Relations and Corporate Communication	20	20	60	100
5	MJMCL-205	4	Print Media Practical	20	20	60	100
6	MJMC-SS-206	-	Prayojan Moolak Hindi	20	20	60	100
7	MJMCP-207	4	Workshop and Seminar/ Project/ Training & Internship	20	20	60	100
	TOTAL CREDITS	20					

L – Lecture, T – Tutorial, P – Practical, C – Credit

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Third Semester

S. No.	Course Category	Course Code	Credit	Course Name	Evaluation scheme			Subject Total
					Seasonal		External (ESE)	
					1st Internal	2nd Internal		
1	Core	MJMC-301	3	Radio and Television Production Techniques	20	20	60	100
2	Core	MJMC-302	3	Communication Research	20	20	60	100
3	Core	MJMC -303	3	Advanced Advertising and Integrated Market Communication	20	20	60	100
4	Elective	MJMCP- E-304A OR MJMCP –E-304 B	3	Dissertation Or Project	20	20	60	100
5	Elective	MJMC- E -305 A OR MJMC- E -305 B	3	Human Rights and Mass Media OR Introduction to Social Media	20	20	60	100
6	Core	MJMC- 306	3	Functional English	20	20	60	100
7.	Core	MJMCP-307	2	Research Paper Presentation	20	20	60	100
		Total credit	**20**					

L – Lecture, T – Tutorial, P – Practical, C – Credit

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Fourth Semester

S. No.	Course Category	Course Code	Credit	Course Name	Evaluation scheme			Subject Total
					Seasonal		External (ESE)	
					1st Internal	2nd Internal		
1	Core	MJMC-401	3	New Media Technology	20	20	60	100
2	Core	MJMC-402	3	Environmental Communication	20	20	60	100
3	Core	MJMC-403	3	Film Studies	20	20	60	100
4	Specialization (Elective)	MJMCL-E-404 A OR MJMCL-E 404 B	2	Radio Journalism and Production-II (Practical) OR Documentary Production (Practical)	20	20	60	100 100
5	Specialization (Elective)	MJMCL-E-405 A OR MJMCL-E- 405 B	2	T.V. Journalism and Production – II (Practical) OR Event Management (Practical)	20	20	60	100 100
6	Specialization (Elective)	MJMC- E-406 A OR MJMC-E 406 B	2	Print Media II – Specialized Reporting OR Photo Journalism	20	20	60	100 100
7	Core	MJMC-407	3	Folk Culture of Uttarakhand	20	20	60	100
8	Core	MJMCP-408	2	Workshop and Seminar/ Project/ Training & Internship/	20	20	60	100
	Total credit	**20**						

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Examination Scheme

Components	Presentation/ Assignment/ Project / I[st] Internal	II[nd] Internal	External (ESE)
Weight age(%)	Marks 20	Marks 20	Marks 60

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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER - I

Course code	: MJMC-101				
Course Name	: Principle of Mass Communication				
Semester /Year	: I				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Introduce the nature of human communication and understand various means of communication.
2. To understand different models of Communication
3. Understand the emerging trends of communication system.
4. Importance of communication theories and its importance and relevance.

Course Contents:

Unit 1: Introduction to Communication:

Concept, nature, process and development of human communication
7 C's of effective communication, Functions of communication
Barriers to communication
Verbal and nonverbal communication
Intra-personal, inter-personal, small group, public and mass communication
Public speaking

Unit 2:Communication Models:

Scope, functions and limitations of communication models, development of communication Models from simple to complex. Aristotle, SMCR, Shannon–Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

Unit 3 Communication Theories:

Theories of direct and indirect influences,
Hypodermic Needle or Bullet, Two step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.

Unit 4 Cultural Studies:

Culture, ideology and hegemony
Media, democracy and the state
Political economy
Spiral of silence
Public sphere
Post-modernism, post-structuralism
The digital turn

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Unit 5 Media system theories:

Authoritarian, Libertarian, Social-responsibility,
Democratic and participant Mass media,
Public opinion and democracy
Ethical aspects of mass media,
Media and social responsibility
Traditional Media in India: Regional diversity, relevance, future.

Suggested Books:

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub, New Delhi.
6. Modern Communication Technologies by Y.K. Dsouza
7. Understanding Media: Marshal McLuhan

Reference Books:

1. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub. New Delhi.
2. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.

Course outcomes (COs):

CO1	Knowledge on communication forms
CO2	Able to introduce the basic theories and models of communication
CO3	Identify the ways in which communication and culture are related.
CO4	Explain and Analyse the sifting paradigm and concept of theories and models
CO5	Evaluate the media and mass communication impact on society
CO6	Develop and create an knowledge of elements of communication, theories and Models

CO-PO Mapping:

COs	PO1	PO2	PO3	PO8	PO9	PO11	PO12	PSO1	PSO2	PSO4	PSO5
CO1	2	1	1	2	3	2	-	2	3	2	2
CO2	3	2	2	1	2	2	-	1	2	2	2
CO3	2	2	2	2	2	2	-	1	2	2	2
CO4	2	3	2	2	1	2	-	1	2	1	1
CO5	3	2	2	1	2	2	-	1	2	2	2
CO6	2	2	2	2	2	2	1	1	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code : MJMC-102				
Course Name : Development of Media				
Semester /Year : I				
	L	T	P	C
	3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand historical perspective of media
2. To Understand Indian Press and freedom movement
3. To analyse the role of prominent personalities of Indian journalism
4. To understand folk and traditional media, print and new media

Course Contents-

Unit 1 Invention of printing press and paper:
Pioneer publications in Europe and USA
Beginning of printing in India; early origins of newspapers in India
Issues of political freedom and press freedom in India
Birth of Indian language press-contribution of Raja Ram Mohan Roy
Birth of the Indian news agencies
The Indian press and freedom movement; Mahatma Gandhi and his journalism;
Social, political and economic issues before Independence and the Indian press;
Historical development of important newspapers and magazines in English
Press in India after independence, changing trends in print media

Unit 2 Radio :
Development of radio as a medium of mass communication - technology innovations;
History of radio in India, radio as an instrument of propaganda during the World War II
Emergence of AIR, commercial broadcasting, F. M radio - state and private initiatives
New trends in Radio broadcasting

Unit 3 Television :
Development of television as a medium of communication,
Historical perspective of television in India,
Satellite and cable television in India
New trends in television broadcasting

Unit 4 Films:
Early efforts - film as a mass medium; historical development of Indian films - silent era – talkies,
Indian cinema after independence; parallel cinema, commercial cinema; documentaries
Issues and problems of Indian cinema, changing trends in Indian cinema

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Unit 5 Folk Media:

Traditional media in India, regional diversity, content form, character, utility, evolution
Challenges and future of Folk media

Unit-VI New Media:

Development of new media; convergence, internet – online
Future of new media
Citizen journalism

Suggested Books:

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. History of the Press in India by Natrajan, J.
5. Mass Communication in India by Kumar, Kewal J.

Reference Books:

1- History of the Press in India by Natrajan, J.
2- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).

Course outcomes (Cos):

CO1	Describe the evolution of different media forms, including print, radio, television, and digital media.
CO2	Explain the significance of technological advancements in media evolution.
CO3	Utilize historical examples to illustrate the evolution of media over time.
CO4	Analyse, explain the contemporary media issues, present scenario, modernity, changing trends
CO5	Evaluate the emergence and effect of New Communication Technologies on different medium of communication
CO6	Develop critical understanding of future of different media and upcoming trends

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	-	-	-	-	-	-	2	-	1	-	3	1	-	-	-
CO2	3	3	-	1	-	-	3	-	2	1	1	-	3	3	-	-	-
CO3	3	3	1	1	-	-	-	-	1	-	1	-	3	2	-	-	-
CO4	1	3	1	2	-	-	-	-	-	1	2	-	2	2	-	-	-
CO5	1	3	3	-	2	-	-	-	2	2	2	-	3	3	-	-	-
CO6	3	3	-	2	2-		-	-	-	-	2	-	3	2	-	-	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code	: MJMC-103				
Course Name	: Print Media – I (Reporting and Editing)				
Semester /Year	: I				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand the News Concept, Sources and writing techniques.
2. To Understand investigative reporting, Features and Column writing.
3. To understand Editing and its importance.
4. To understand Use of technology in news gathering process.

Course Contents-

Unit 1 COVERING NEWS-

Reporter- role, functions and qualities, General assignment reporting/ working on a beat; news agency reporting. Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, political, courts, city reporting, rural reporting, municipal corporation, health, education,sports, investigation, legislative, science & technology, entertainment, environment, disaster, conflict and war reporting.

Unit 2 INTERVIEWING/TYPES OF NEWS LEADS-

INTERVIEWING: doing the research, setting up the interview, conducting the interview News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human interest stories, leads for features, difference between articles and features.

Unit 3 EDITING-

The newspaper & newsroom: Newsroom, Organizational setup of a newspaper, Editorial department. Co-ordination with other departments design page setting, advertisement etc. pressure on news room; Time and space management.

Unit 4 INTRODUCTIONS TO EDITING-

Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures Role and qualities of sub/copy-editor, News editor and Editor, chief of bureau, correspondents. News rating; front page, City/local page, Feature page.

Editorial page: Structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page, Front page editorial.

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Unit 5 Production of Newspaper, Principles of Layout and Design-
Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements), Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements) Placement of pictures in pages. Photo features.

Unit 6 : Technology and print-
Modern Printing Processes DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.) Picture Editing and Caption writing.

Suggested Books:

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi

Reference Books:

1. The Journalism Handbook by M.V. Kamath
2. Handbook of Journalism by Aggarwal VirBala, Gupta V.S.
3. Good News Bad News by Tharyan
4. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur

Course outcomes (COs):

CO1	Identification of news, editorial page and print media terminology.
CO2	Understanding of news format, news gathering, editing process and media ethics
CO3	Explain Newspaper printing process and co-ordination of departments.
CO4	Able to Use of print media terminology, Page layout and designing.
CO5	Assess Press and field visit to know the working culture of press and execution
CO6	Compose news, article, Editorial, Photo caption and feature writing and editing.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	2	-	-	-	1	-	-	3	3	2	-	-	-	-
CO2	3	2	-	1	1	-	3	1	-	-	3	3	3	2	-	-	-
CO3	2	2	-	-	-	-	2	2	-	2	3	3	2	2	-	-	-
CO4	3	2	2	3	2	2	-	-	1	1	3	3	2	2	1	1	-
CO5	3	2	-	-	-	-	-	3	2	2	3	3	3	2	-	-	-
CO6	3	3	2	3	3	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code	: MJMC-104				
Course Name	: Electronic Media and Photography				
Semester /Year	: I				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand Evolution and growth of electronic media.
2. To understand technology sound, Visual graphics and recording system in broadcast media
3. Overview of the evolution and principles of broadcasting.
4. Develop and enhance writing skills for radio and television.

Course Contents

Unit 1: Radio

Radio as a medium of mass communication
History of radio in India, As an instrument of government propaganda
Role and impact of radio, AIR, BBC, Voice of America etc
FM radio, community radio, campus radio, web radio

Unit 2:Television

Advent of television in the world and in India
Early days of Doordarshan, Advent of colour television in India
Entry of satellite TV, TV as a major means of Entertainment
Evolution of news television in India, major channels and media houses
ENG and EFP, Changing pattern in television industry

Unit 3: Photography

Basic process of professional still photography; Types of cameras, Understanding the Structure and working of a professional camera;
Various types of lenses, Camera shots, Depth of field
Three points lighting, Digital Photography
Camera body and lenses, Image resolution, Image Formats Raw/JPEG
Exposer Triangle, ISO, Shutter speed , Aperture, Depth of field
Brightness, Contrast, Mid tones, Highlights, Colour tones

Unit 4 : Photo journalism

Definition and concept, Text Vs Photograph
Essentials of a press photograph, Qualities of a good photojournalist
Communicating with the desk, briefing and debriefing.
Principles and Ethics and of photojournalism.

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Caption Writing, Management of photographs and Digital archives. Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, and underwater.

Suggested Books:

1. A Dictionary of Communication and Media Studies by Watson & Hill
2. Evolution of American Television by George Comstock
3. New Media Politics by McQuail & Siune (Ed.)
4. Mass Media and Society by Curran & Gurevitch (Ed.)
5. Radio and TV Journalism by K.M. Shrivastava

Reference Books:

1. The Television Writers Handbook by Nash & Oakey
2. Faris Belt, The Elements of Photography, Focal Press, 2008
3. O.P.Sharma, Practical Photography, HINDU Pocket Books, 2010
4. Gustavson, T. (2009). Camera: A History of Photography from Daguerreotype to Digital. New York: Sterling Innovation.

Course outcomes (COs):

CO1	Describe the origin and evolution of electronic media
CO2	Explain the changing pattern in electronic media industry and photography
CO3	Illustrate different elements and tools of photography
CO4	Interpret the history, importance and concept of photography
CO5	Outline the principles and ethics of professional photojournalism
CO6	Create and compose professional images and developing specialization skills

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	3	-	-	-	2	3	-	1	2	2	1	1	-	-	-
CO2	2	2	3	3	3	1	1	2	1	1	3	3	1	1	1	-	-
CO3	1	2	3	3	3	1	1	3	1	1	3	3	1	1	1	1	-
CO4	2	-	1	-	1	-	2	3	1	1	3	3	1	1	-	-	-
CO5	2	1	2	1	2	1	2	3	3	1	3	3	1	2	1	-	-
CO6	1	2	3	1	3	1	2	3	1	-	3	3	1	1	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code	: MJMC-105				
Course Name	: Advertising				
Semester /Year	: I				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the basic concept of advertising
2. To understand the basics and importance of advertisement.
3. To understand advertising agency management and importance.
4. To help understand the creation of an advertisement campaign.

Course Contents-

Unit 1 Evolution and growth of advertising
Definitions of advertising, Features of advertising
Objective of advertising, History of advertising
Relevance of advertising in the marketing mix
Types of advertising, Importance of advertising for society

Unit 2 Classification of advertising
Various media for advertising, medium and tools of media used in advertising, creative advertising, National and global advertising scene
Socio-economic effects of advertising

Unit 3 Ad agency management

Media Plan, type and choice criteria, reach and frequency of advertisements, cost of advertisements, media strategy and scheduling, Account planning, account management, servicing, creative, contents, advertising appeals, media planning, campaign planning, HRD,etc.

Unit 4 Basic knowledge of apex bodies in advertising
AAAI, ASCI etc., their code of conduct. Internet advertising, advertising as tool of Corporate Communication, Advertising Appeals. Radio and TV advertisement

Suggested Books:

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
3. Advertising by Wright, Winter, Zeigler
4. Creative Advertising by Moriarty, Sandra

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Reference Books:

1. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
2. Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata Mc Graw –Hill, New Delhi, 1990.
3. Wells Williams et.al Advertising Principles and Practices, 3rd ed. Prentice Hall, New Jersey, 1995.
4. Seitel, P. Fraser. The Practice of Public Relations, 6th ed, Prentice Hall, New Jersey, 1995.
5. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

Course outcomes (COs):

CO1	Define basic concept, meaning, history, growth and classification of advertising
CO2	Understand objectives and practices of advertising
CO3	Explain ethics and laws of advertising.
CO4	Outline professional marketing media strategy, research and brand in advertising
CO5	Illustrate the medium and tools of media used in advertising
CO6	Write about apex bodies ,corporate communication and their ad appeal

CO-PO Mapping:

COs	PO1	PO2	PO4	PO5	PO7	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	2	1	2	-	3	3	1	1
CO2	3	1	1	1	1	1	1	1	-	-	1	2	2
CO3	1	1	1	-	3	-	1	2	1	-	1	1	2
CO4	-	2	2	1	1	2	3	1	3	1	1	3	1
CO5	-	-	1	3	3	-	1	1	3	1	2	1	1
CO6	1	1	3	3	2	-	1	1	3	1	1	2	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code	: MJMC-106				
Course Name	: General Awareness and Current Affairs				
Semester /Year	: I				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To aware about daily events and understand global activities.
2. To understand regional and national issues related to Social, economical and political impact
3. To enhance the analysing power of students.
4. Increase awareness of general knowledge and latest current affairs

Course Contents: This paper would cover the issues and events of regional, national and international importance during the preceding year effecting.

Unit-1: Indian, Social, Political, Economic, Environment, Sports and Security concerns etc.

Unit-1I: Issues and events of regional, national and international importance during the preceding year effecting.

Suggested Books:

1. Uttarakhand year book
2. Jagran varshiki
3. Manorama year book.

Reference Books:

1. News paper and magazine
2. Vinsar Uttarakhand year book, vinsar publication

Course outcomes (COs):

CO1	Describe international and national, issues and current affairs
CO2	Understand changing socio, economic, political and technological scenario
CO3	Interpret global conflict and role of media
CO4	Analyse the changes at national and international and media coverage
CO5	Examine the role of media in the thought process of human being
CO6	Generate new ideas and perception to see the changing scenario and give solutions.

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CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	-	1	2	-	1	2	2	-	2	1	3	2	-	-	-
CO2	3	2	2	2	3	2	2	2	2	1	2	1	3	1	-	-	-
CO3	3	3	3	3	3	2	3	3	3	3	2	1	3	1	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	3	1	3	2	3	3	3
CO5	3	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	3
CO6	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - I

Course code	: MJMCP-107				
Course Name	: Workshop and Seminar/ Project/ Training & Internship/				
Semester /Year	: I				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Gain experience in writing Technical reports/projects.
2. Exposure to the current technological developments relevant to the subject area of training.
3. Experience gained from the 'Industrial Internship' in classroom will be used in classroom discussions.
4. Learn to apply the Technical knowledge in real industrial situations.

Course Contents:

1. Minimum of 2 credits of Workshop and Seminar/ Project/ Training & Internship may be counted towards in Master of Journalism and Mass Communication two year Program.
2. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
3. Internships may be full-time or part-time. Internship may be conducted during the summer and winter break as per the norms.
4. During the summer vacation students are ready for industrial experience. Therefore, they may choose to Workshop and Seminar/ Project/ Training & Internship related activities.
5. Every student is required to prepare a file containing documentary proofs of the activities done by him/ her.

Course outcomes (COs):

CO1	Identify the technical knowledge in real industry situation.
CO2	Understand the report, feature, news and article writing and scripting for broadcast media.
CO3	Demonstrate regarding working environment, responsibilities and ethics.
CO4	Analyze the technology for various media platforms.
CO5	Assess the social, economic and administrative consideration during intern and training.
CO6	Develop the skill for Gain experience in writing, reporting and editing for various media.

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CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	3	1	3	1	-	3	3	3	3	3	1	1	3	1	1
CO2	3	1	3	1	3	1	-	3	3	3	3	3	2	2	3	3	3
CO3	1	1	3	1	3	1	2	3	3	3	3	3	1	1	2	3	3
CO4	1	-	3	-	3	1	-	3	3	3	3	3	1	1	3	3	3
CO5	1	1	3	1	3	1	1	3	3	3	3	3	1	1	3	3	3
CO6	3	1	1	1	3	1	1	3	3	3	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER - II

Course code	: MJMC-201				
Course Name	: Development Communication				
Semester /Year	: II				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand Development Concept, and concerns
2. To understanding different aspects, issues and problems of development
3. To understand different Models of development
4. To Understand developed and developing countries

Course Contents-

Unit 1 Development:
Concept, indicators, process and models of development
Approaches to development, Genesis of development, Indicators of development
Problems and issues in development

Unit 2 Characteristics of developing societies
Development dichotomies – socio-economic gaps and its implications
Gap and its implications, gap between developed and developing societies.
Social change, modernization, Globalisation and development

Unit 3 : Concept-Definition-Philosophy-process-theories (economic, political and social)
Role of media in development communication; Indian
Indian experiences of Development communication
Strategies in development communication
Social, cultural and economic barriers
Problems faced in effective communication.
Writing development messages for rural audience; specific requirements of media
Writing with special reference to media and television.

Unit 4: Democratic decentralization
Panchayati Raj - planning at national, state, regional, district, block and village levels.
Development support communication;
Population and family welfare- health- Education Environment.
Developmental agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations.

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Suggested Books:

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.
2. Development Communication in India, Raghvan.
3. A Manual of Development Journalism (Press Institute of India): Alam Chalkels.
4. Rural Communication (A.M.C.) : Prof . R. Sinha & Gavdi.
5. Communication & Social Development in India (Sterling) : B. Kupu Swamy.
6. The Community Newspaper : Karris & Hocks.
7. Reporting Agriculture : William Ward B.
8. Agricultural Journalism : Rodnary Fox.

Reference Books:

1. Srinivas Mekote and H. Laslie Steovs, Communication for Development in the Third World, 2nd Edition, Sage, 2001.
2. India's Changing Villages : Human Factor : Dubae S.C.
3. Mass Media & National Development: Wilbur Schramm
4. Wilbur Schramm, Mass Media and National Development, Stanford, Calif, orthia 1964.
5. Hunt Dian, Economic Theories of Development: An Analysis of the Competing Paradigms, Harvesters Whitsheaf, New York, 1989.
6. Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002

Course outcomes (COs):

CO1	Define and describe the concept, process and indicators of development and relation with media
CO2	Conceptual understanding of different models of development and approaches of Development communication
CO3	Identify and explain different agencies, programmes, schemes and policies related to development
CO4	Compare the divide between Developed and Developing societies
CO5	Examine the major challenges, problems, issues in development and development journalism
CO6	Able to create and produce report, stories, news, design ICT and strategy campaign for development.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
CO2	3	3	-	1	-	-	-	-	1	-	1	-	3	3	-	-	-
CO3	1	3	1	3	-	-	-	-	1	2	2	-	2	2	-	-	-
CO4	3	2	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-
CO5	1	3	2	2	-	-	-	-	2	1	1	-	3	2	-	-	-
CO6	1	1	3	-	3	-	-	-	3	3	3	3	1	1	3	2	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMC-202				
Course Name	: Media Management				
Semester /Year	: II				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand characteristics of media management and media marketing
2. To understand the ownership pattern of different media organizations.
3. To understand functions and organizational structure of various departments.
4. To understand media promotional activities.

Course Contents-

Unit 1: Media Management

Principles of management, Functions & Significance
Media - a profession and industry
Ownership pattern of newspaper, radio and TV : Private Ltd., Public Ltd.; Individual Ownership, Partner, Trust, Society Transnational ownership, Cross media ownership; Mergers and acquisitions

Unit 2: Business and legal aspects of media management

Advertising, PR, Brand Promotion & Marketing Strategies, HRD,
Employee/employer Relationship, customer relationship
Problems specific to media management

Unit 3: Editorial Management

Changing role of editorial staffs and other media persons
Editorial response system
Organisational structure in newspapers, television and Radio, Space/Time, Circulation-Reach Promotion-Market survey techniques

Unit 4: - Personal Management and Financial management

Production, Cost, Capital Cost, Commercial Polity
Budgeting, Production Scheduling, Media Scheduling

Suggested Books:

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub.,New Delhi.
4. Media for Managers by Frank M. Corrado
5. Principles of Management by Henry H. Albers

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Reference Books:

1. The Indian Media Business, Response Books: VanitaKohli
2. Media Management: K.P Yadav: Adhyayan Publishers & Distributors.
3. Singhal, M. (2014). Media Management. New Delhi: Random Publication.
4. Hannagan, T.(2008). Management Concepts & Practices. England: Prentice Hall.
5. Kotler, P. and Armstrong G. (2008). Principles of Marketing (12th Edition). India:Prentice Hall.
6. Ramaswamy, V.S. and Namakumari, S. (2002). Marketing Management. Macmillan India Limited.

Course outcomes (COs):

CO1	Define the concept and fundamental of media management
CO2	Inculcate understanding on structure and functions of news media organisation
CO3	Explain the issue, concerns of media management, challenges of media industry
CO4	Analysis the media economics, strategic management with case studies
CO5	Evaluate the structure of news media organizations in India
CO6	Develop an understating of market force and management strategy

CO-PO Mapping:

COs	PO1	PO2	PO4	PO7	PO8	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	-	1	2	2	2	-	3	2
CO2	2	1	1	2	3	3	1	-	1	2
CO3	1	2	2	2	-	-	-	-	-	1
CO4	1	2	3	-	1	1	1	-	-	1
CO5	1	2	1	-	2	2	2	-	1	1
CO6	1	2	2	1	-	2	2	-	1	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMC-203				
Course Name	: Media Laws and Ethics				
Semester /Year	: II				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives :

1. Discuss different laws related to mass media.
2. To understand journalistic ethics.
3. Understanding of Fundamental rights and restrictions.
4. To understand contempt of court, defamation and other important aspects.

Course Contents-

Unit 1 Constitution of India:

Preamble, fundamental rights-freedom of speech and expression and their limits
Directive principles of state policy, Fundamental duties
Provisions of declaring emergency, their effects of emergency on media,
Reporting legislature, Parliamentary privileges and media
Indian Constitution and media , Role of media in democracy

Unit 2 Press laws:

History of press laws in India: Contempt of Courts Act 1971- civil and criminal law of Defamation- relevant provisions of Indian Penal Code with reference to sedition, Crime against women and children; laws dealing with obscenity; Official Secrets Act 1923, Right to Information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharti Act; WTO agreement and intellectual property right legislations, media and public interest litigation.

Unit 3 Cyber Laws and Ethics:

Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries digital media ethics, new media and popular culture. Power and control in new platforms, surveillance society, ethical and legal issues.

Unit 4: Media Ethics

Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports. Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses. Role of Press Council of India and its broad guidelines for the press, paid news Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA Accountability and independence of Media.

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Suggested Books:

1. Media Credibility by Aggarwal, S.K.
2. Mass Media: Laws and Regulations by Rayudu, C.S.
3. History of Press, Press Laws and Communication by Ahuja, B.N.
4. Press and Pressure by Mankakar, D.R.
5. Freedom and Fraud of the Press by Ghosh, Kekar
6. Press and Press Laws in India by Ghosh, Hemendra Prasad
7. Media Ethics and Laws by Jan R. Hakeculdar

Reference Books:

1. Dixit, Anil K:2006, Press Laws and Media Ethics, Reference Press
2. Basu, D.D., 2020, Introduction to The Constitution of India, Gurgaon, Lexis Nexis
3. Basu, D.D. 2005, Law of the Press in India, N. Delhi, Prentice Hall of India
4. Singh, Srikant:Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House
5. Singh, S.Swaroop : 2004,PressaurBhartiyaSansad, N.Delhi,ClassicalPublishingCo.
6. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.

Course outcomes (COs):

CO1	Define ethical framework of media laws and ethics
CO2	Explain and Identify technology and ethical parameters in news writing
CO3	Interpreted the regulatory bodies and their functions
CO4	Analyse media social responsibility and accountability factors
CO5	Criticize the media content debates and issues
CO6	Develop critical thinking to create awareness related to Media coverage of violence and law with case studies

CO-PO Mapping

COs	PO1	PO2	PO7	P010	PO11	PO12	PO11	PO12	PO11	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	1	2	-	2	-	2	1	1	1	1
CO2	1	1	3	2	2	-	2	2	2	1	2	2	2
CO3	3	1	3	1	2	-	2	-	2	-	-	2	2
CO4	1	2	3	1	2	-	2	-	2	-	-	2	3
CO5	1	1	3	3	2	2	2	-	2	3	3	2	2
CO6	1	3	3	3	2	2	2	-	2	1	3	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMC-204				
Course Name	: Public Relations and Corporate Communications				
Semester /Year	: II				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand Public relations and its importance
2. To understand strategy planning and campaign in Advertisement and Public Relation projects.
3. To understand e-PR concept and objectives.
4. Understand the importance of Advertisement, PR and corporate communication in an organization.

Course Contents-

Unit 1:Public relations –
Definitions of public relations, publicity, propaganda, public affairs,lobbying, etc.)
Ethics of PR (PRSI code of ethics).
Interface of PR with various management disciplines (HRD, finance, marketing, law,etc.)
Tools for PR (interpersonal, mass media and targeted media)

Unit 2: Evolution and history of public relations –
Definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, opinion building, etc.). Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).

Unit 3: Interface of PR with various management disciplines - (human resources and development, finance, marketing, management services, planning and development, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry (Public Sector, Private Sector and MNCs) - PR in Central and State Governments and the functioning of various media units of the State and Union Governments.
Writing for PR : Internal and External Publics (house journals – printed and electronic, bulletin, boards, open houses, suggestion boxes, video magazines, speeches, articles, etc.). Writing for media (press release/backgrounder, press brief, features, rejoinders, etc.).

Unit 4: PR in industry, in central and state governments
Role of PR in crisis communication
PR writings: House journals, bulletin boards, suggestion boxes, In house documentaries, presentations etc) PR writing for media (press release/backgrounder, press brief, rejoinders, etc.)
PR - law and ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).

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Unit 5: Corporate communication: Advent, role, strategic importance

- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Building a distinct corporate identity

Suggested Books:

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 Handbook : Dilenschneider, Robert L. and Forrestal, Dan J.
6. Public Relations Principles Cases and Problems : Moore, Frazier H., Kalupa, frank B.
7. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
8. Public Relations Concept : J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

Reference Books:

1. Madhumita Chatterji, Corporate social Responsibility, Oxford University Press, 2011
2. Iqbal S. Sachdeva, Public Relations –Principles and Practices, Oxford University Press,2009.
3. Jethwani,JaishreeJ.:Corporate Communication, Oxford Unviersity Press
4. Chatterji, Madhumita, Corporate Social Responsibility, Oxford University Press

Course outcomes (COs):

CO1	Identify the basic concept, history and objectives of public relation
CO2	Understand theories and practices of PR and Corporate Communication
CO3	Develop the ability to design professional marketing strategy and research in PR
CO4	Illustrate the ethics and laws of PR and Corporate Communication
CO5	Critically examine the corporate communication advent, role and strategic management
CO6	Able to understand to write for PR and other media writing with Interface of PR and various management disciplines.

CO-PO Mapping:

COs	PO1	PO2	PO4	PO5	PO7	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	-	1	2	1	2	-	3	3	1	1
CO2	3	1	1	1	1	1	1	1	-	-	1	2	2
CO3	-	2	3	3	1	-	-	2	2	2	1	3	-
CO4	-	2	2	1	1	2	3	1	2	1	1	3	1
CO5	2	2	2	1	2	1	-	2	2	1	1	1	-
CO6	-	2	3	3	1	-	-	2	3	2	1	3	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMCL-205				
Course Name	: Print Media Practical				
Semester /Year	: II				
		L	T	P	C
		0	0	4	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand how to write news on different aspects.
2. To understand specialised reporting
3. To write news on investigative issue
4. To understand opinion pole

Course Contents-

This Segment will mainly consist of practical in various areas of reporting enumerated in the first semester; at least five assignments mentioned in the first semester will be given to the students on each topic. All Topics including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court, legislative and other allied areas of reporting including Election survey project: exit pool, opinion survey etc. will also be evaluated by the internal/ external faculty.

Similarly, not less than five assignments in each area of editing will have to be completed by the students and assessed by internal/ external faculty. They will also have to bring out the practice journals, mini/ lab newspaper magazines and do page make up and lay out exercises, Assignments will also be given and assessed in news selection, subbing editorial and article writing. The practical examination will be held preferably at the end of the semester.

Students will have to organise press conferences, organise press briefing, writing press releases and editorials on current issues, conduct interview of personalities and making of their own demo newspaper including all formalities for learning purpose.

Unit 1: Designing of News paper

- Designing layout of newspaper
- Rewriting and editing of news stories as per news value and requirement of design.
- Proof-reading of news and write-ups
- Creating effective headlines, sub-headings and bullet points

Unit 2: Practical/Assignments

- Students will cover press conferences,
- Special assignment practice for print,
- Coverage of local events with photos,
- Preparation of newspackage with the use of ICT tools and prescribed software.

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Suggested Books:

1. News Reporting and Editing by Shrivastava, K. M. (1991) Sterling Publishers, NewDelhi
2. ModernNewspaperspractice, by Hodgson F. W. Heinemann London, 1984.

Reference Books:

1. The Journalist's Handbook, M V Kamath, Vikas Publishing.
2. Professional Journalism, M V Kamath, Vikas Publishing.
3. Editing: A Handbook for Journalists – by T. J. S. George, IIMC , New Delhi, 1989
4. Media Laws and Ethics, by Nanda, V, Kanishka Publishers 2018

Course outcomes (COs):

CO1	Define media, terminology, facts, software and reporting
CO2	Understand reporting, page design and layout technology and changing trends.
CO3	Application of layout and design, editing principles, writing techniques and software for news paper production
CO4	Explain process and function of news paper department, coordination and new trends
CO5	Evaluate the role of technology and impact of news papers on society.
CO6	Create and design news, news package, feature, edit page article and editorial.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	-	-	-	1	-	2	1	-	-	2	3	1	-	-	-	-
CO2	3	3	2	3	2	2	3	3	2	1	3	2	3	2	-	-	-
CO3	3	3	-	3	3	-	3	2	1	-	3	3	2	2	2	3	3
CO4	2	3	-	-	-	-	2	3	-	2	3	3	1	2	-	-	-
CO5	2	3	-	-	-	-	2	3	-	2	2	2	1	2	-	-	-
CO6	3	3	1	3	2	2	3	3	2	2	3	3	2	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMC-SS-206				
Course Name	: Self Study - I प्रयोजनमूलक हिन्दी (Functional Hindi)				
Semester /Year	: II				
		L	T	P	C
		-	-	-	-

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand importance of Hindi language and to strengthen oral communication skills in Hindi.
2. To understand grammar and inculcate the knowledge of grammar in Hindi Language.
3. To understand how to use appropriate word in Hindi language.
4. Understanding how to write paragraphs and passages in Hindi language.

Course Contents-

1. अपठित गद्यावतरण
2. संक्षिप्तिकरण
3. व्याकरण और संरचना - लिंग, वचन, कारक तथा कला के शुद्ध प्रयोग, वाक्य शुद्धि, वाक्य विश्लेषण एवं संश्लेषण
4. मुहावरे, प्रर्यायवाची, विलोम व समानार्थी शब्द
5. व्यावसायिक एवं कार्यालयी पत्र लेखन
6. अनुवाद - अंग्रेजी से हिन्दी
7. प्रतिवेदन (रिपोर्ट)
8. निबन्ध लेखन
9. संस्मरण लेखन
10. उत्तराखण्ड के प्रसिद्ध हिन्दी साहित्यकार -
    - चन्द्रकुंवर बड़थ्वाल
    - पीताम्बरदत्त बडथ्वाल
    - विद्यासागर नौटियाल
    - भजन सिंह 'सिंह'
    - शैलेश मटियानी
    - गोविन्द चातक
    - गौरा पंत 'शिवानी'
    - मनोहर श्याम जोशी ;
    - पंकज बिष्ट
    - मंगलेश डबराल

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Suggested Books:

1. अनुवाद परंपरा और प्रयोग, गोपाल शर्मा, तक्षशिला प्रकाशन
2. अनुवाद कला: सिद्धांत और प्रोयग, कैलाश चंद भाटिया, तक्षशिला प्रकाशन
3. राजभाषा हिंदी में वैज्ञानिक साहित्य के अनुवाद की दिशाएं, हरिमोहन, तक्षशिला प्रकाशन

Reference Books:

1. प्रयोजनमूलक हिंदी और जनसंचार, राजेंद्र मिश्रा, तक्षशिला प्रकाशन
2. प्रयोजनमूलक हिंदी के विविध रूप, राजेंद्र मिश्रा, तक्षशिला प्रकाशन

Course outcomes (COs):

CO1	हिंदी भाषा और व्याकरण का ज्ञान प्राप्त
CO2	ई-गवर्नेंस भाषा को समझना
CO3	अनुवाद विज्ञान के विभिन्न क्षेत्रों की जांच
CO4	भाषा व्याकरण और अनुवाद विज्ञान का विश्लेषण
CO5	उत्तराखण्ड के प्रसिद्ध हिन्दी साहित्यकारों के योगदान का मूल्यांकन
CO6	भाषा व्याकरण और अनुवाद विज्ञान में दक्षता तथा लेखन

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	-	-	-	3	3	-	1	3	-	1	1	1	1	1
CO2	3	1	1	-	3	-	3	3	-	-	3	-	1	1	1	1	1
CO3	2	1	1	-	2	-	3	3	-	-	3	-	1	1	1	1	1
CO4	1	1	-	-	1	-	3	3	-	-	3	-	1	1	1	1	1
CO5	1	1	1	-	3	-	3	3	-	1	3	-	1	1	1	1	1
CO6	2	2	2	-	3	-	3	3	-	2	3	3	1	1	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - II

Course code	: MJMCP-207				
Course Name	: Workshop and Seminar/ Project/ Training & Internship/				
Semester /Year	: I				
		L	T	P	C
		0	0	4	4

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Gain experience in writing Technical reports/projects.
2. Exposure to the current technological developments relevant to the subject area of training.
3. Experience gained from the 'Industrial Internship' in classroom will be used in classroom discussions.
4. Learn to apply the Technical knowledge in real industrial situations.

Course Contents:

1. Minimum of 2 credits of Workshop and Seminar/ Project/ Training & Internship may be counted towards in Master of Journalism and Mass Communication two year Program.
2. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
3. Internships may be full-time or part-time. Internship may be conducted during the summer and winter break as per the norms.
4. During the summer vacation students are ready for industrial experience. Therefore, they may choose to Workshop and Seminar/ Project/ Training & Internship related activities.
5. Every student is required to prepare a file containing documentary proofs of the activities done by him/ her.

Course outcomes (COs):

CO1	Identify the technical knowledge in real industry situation.
CO2	Understand the report, feature, news and article writing and scripting for broadcast media.
CO3	Demonstrate regarding working environment, responsibilities and ethics.
CO4	Analyze the technology for various media platforms.
CO5	Assess the social, economic and administrative consideration during intern and training.
CO6	Develop the skill for Gain experience in writing, reporting and editing for various media.

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CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	3	1	3	1	-	3	3	3	3	3	1	1	3	1	1
CO2	3	1	3	1	3	1	-	3	3	3	3	3	2	2	3	3	3
CO3	1	1	3	1	3	1	2	3	3	3	3	3	1	1	2	3	3
CO4	1	-	3	-	3	1	-	3	3	3	3	3	1	1	3	3	3
CO5	1	1	3	1	3	1	1	3	3	3	3	3	1	1	3	3	3
CO6	3	1	1	1	3	1	1	3	3	3	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER - III

Course code	: MJMC-301
Course Name	: Radio & Television Production Techniques
Semester /Year	: III

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand different stages of production of radio programmes
2. Develop ability to write script for radio advertisement
3. Understand how to produce news for Radio
4. Radio Stations-Managements in public and private Sectors

Course Contents-

Unit 1 - Radio

Basic principles of audio production
Making of a radio station
Acoustics
Microphones
Field and studio recording
Use and mixing of sound, audio, effects, music

Unit 2: Voice modulation

Key elements of radio writing, anchoring, Radio Jockey
Formats of radio programmes
Announcement, talks, features-documentaries, plays, dialogue, writing, newsreel,
Discussion, interviews, news-writing, commercial/jingles, music

Unit 3: Television

Making of a television studio, crew
Key elements of television writing, television news, documentary/feature,
Discussions, interview, drama, commercials programme presentation
Kinds of cameras, camera mountings, angles, movements, shots

Unit 4 : Writing a script

Visualizing and shooting script strategy of production
Picture composition
Logging, editing, dubbing graphics, special effects
Lighting, Art direction, Costume, make up

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Suggested Books:

1. Radio production, robert mcleish, 1999, focal press, oxford.
2. Television production, ralph donald & thomas spann, 2004, surject publications, new delhi.
3. Editing film and video on the desktop by thomas a.
4. TV production by gerald millerson.
5. Film production by steven bernstein.
6. Creating special effects for tv and video: barnard wilkie.
7. Documentary for the small screen by p. kriwaczek.

Reference Books:

1. Writing and Production for Television and Film; Sage, India by John Riber.
2. Editing and postproduction by Declan Mcgrath.
3. Ravindran,R.K. :1999 :Hand Book of Radio T.V and Broadcast Journalism, New Delhi,Anmol Publication (1st edt.)
4. Sinha,P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st edt.)
5. Todorovic,Aleksendar Louis: 2006: Television Technology, New Delhi, Focal
6. Friedmann,Anthony : 2007 : Writing for Visual Media, New Delhi, Focal Press (2nd edt.)
7. Boyd,Andrew: 2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th edt.)

Course outcomes (COs):

CO1	Identify different format, function ,recording of radio and TV broadcast
CO2	Explain broadcast language , terms of TV and radio
CO3	Demonstrate knowledge on TV, radio broadcast production techniques
CO4	Analyse and discuss basic principles of audio video production technique
CO5	Distinguish the visualizing and shooting script strategy of production
CO6	Create and produce script for TV and Radio

CO-PO Mapping:

COs	PO1	PO2	PO5	PO8	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	-	1	1	3	1	1	1	1
CO2	1	2	1	-	1	1	1	2	2	1	1	1
CO3	2	-	2	1	3	2	2	2	2	2	2	-
CO4	1	1	3	3	1	2	2	2	1	2	1	-
CO5	1	1	3	3	1	2	3	1	-	3	2	-
CO6	-	1	1	1	1	1	3	-	-	2	-	-

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMC-302				
Course Name	: Communication Research-II				
Semester /Year	: III				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives: -

1. To understand the concept of Research
2. To understand the basic functions of research
3. To understand sampling and its importance
4. To understand analysis methods

Course Contents-

Unit 1:Basic understanding- of Convergence of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies

Unit 2:Experimental method, exploratory studies.

Semiotic research analysis
Longitudinal Studies comprising Cohort and panel Study methods, trend study
Qualitative data collection: Questionnaires, field notes, schedule, diaries
Qualitative empirical methods: Ethnography, unstructured/semi-structured interviewing, participant observation, focus groups, textual analysis
Analysis techniques (non-statistical): Grounded theory method, finding patterns, constant comparative method, concept mapping, critical discourse analysis, semiotics,
Parts of a research report: Introduction; Literature Review; Theoretical Framework
Research Questions; Method; Results; Discussion; Limitations of Study;
Preparing funded research • Research ethics; plagiarism and informed consent

Unit 3: Latest trends in contemporary mass communication research

New trends in Mass Communication Research
Challenges in digital and new media research.
Heightened selectivity and media audience
Basic understanding of Internet and its use in MCR
Linear and wide-angle perspective of media effects.

Unit 4: Statistical tools

Report writing
Styles of reference writing (APA, EPA, MLA, footnotes etc.)
Statistical softwares

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Suggested Books:

1. Research Methodology: Methods and Techniques, by C.R Kothari, New Age International, 2004
2. मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़, 2004.

Reference Books:

1. Media & Communication Research Methods, Arthur Asa
2. Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
3. Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. IndiaPvt. Ltd.
4. Paneerselvam; Research Methodology, (New Delhi, Prentice Hall of India, 2007).
5. Churton, Mel; Theory and Method, (Hampshire, Mc Millan, 2000).

Course outcomes (COs):

CO1	Define basic concepts, methods and stages of research
CO2	Understand the sampling methods and technique
CO3	Demonstrate the ability to choose methods, designs to gather data., appropriate to research aims and objectives
CO4	Analysis the data techniques, tabulation and data analysis
CO5	Asses and devise internet as a source to write research report, ethical prospective of mass media research
CO6	Design and develop skill in prepare synopsis, dissertation, projects and presentation

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	3	1	-	2	2	-	1	1	-
CO2	1	2	1	3	1	1	1	2	-	1	1	-
CO3	1	2	2	3	2	1	2	2	1	1	1	1
CO4	1	2	1	3	2	1	2	2	-	1	1	-
CO5	1	2	2	3	2	3	2	3	2	1	-	2
CO6	1	2	3	3	3	2	3	3	2	1	1	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMC-303				
Course Name	: Advanced Advertising and Integrated Market Communication				
Semester /Year	: III				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the basic concept of advertising
2. To understand the basics and importance of advertisement.
3. To know the concept of integrated marketing communication.
4. To aware about marketing mix.

Course Contents-

Unit 1 Introduction-

The Advertisement as Communication, Scope and importance
Capitalism and the Advertising Industry
Theories of Advertising - Information, Service, Ideology
Grammar of Advertisements – print, audio-visual

Unit 2 Consumer Behaviour: Internal and External factors influencing-
AIDA model, DAGMAR model, Maslow's Hierarchy model
The Brand: concept and management, strategy and structure, positioning, image and personality
Campaign planning and brief writing, crafting online campaigns: social media and vWOM campaigns, metrics, analytics, and viral analysis

Unit 3 Advertising through Print, Electronic and Online media-
Types of media for advertising
Segmentation, Positioning and Targeting
Media selection, Planning, Scheduling, budgeting
Market strategy and Branding

Unit 4 Understanding Integrated Marketing Communication-
Meaning and concept
Key features, Objectives and components of IMC
Theoretical Underpinnings and Models of IMC
Benefits and Barriers
Relevance of IMC for digital promotion

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Unit 5 Advertising Research-

Market research and advertising research

Pre-test research, post-test research, Audience Research, need and motivation theory of market research, major theorist of market research (psycho graphic/life style research, psycho-physiological research

Unit 6 - Promotional Elements and Tools-

Understanding Promotional mix, IMC tools, Personal selling
Advertising, Public Relations, Direct and Database Marketing
Sales promotion, online communication / Interactive marketing

Suggested Books:

1. David Ogilvy, Ogilvy on Advertising,Pan/Prion Books
2. Frank Jefkins,Advertising Made Simple, Rupa& Co.
3. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
4. Heath Robert L, Handbook of Public Relations, Sage Publications,
5. Dennis L. Wilcose& Glen T, Public Relations, Pearson
6. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

Reference Books:

1. Jethwaney Jaishri, Advertising, Phoenix Publishing House
2. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House

Course outcomes (COs):

CO1	Describe advertising concept, theory , role , scope and importance
CO2	Explain consumer behaviour, models , theories and factors influencing
CO3	Apply Integrate Marketing Communication tools and techniques in advertising
CO4	Analyse Market research and advertising research model and process
CO5	Distinguish online communication and Interactive marketing with professional uses of advertisement
CO6	Design and create advertisement for media with promotional elements and tools

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	-	-	-	-	-	2	1	-	3	1	2	2	-	-	-
CO2	2	1	-	-	2	1	2	2	1	-	2	2	2	1	-	-	-
CO3	1	1	2	-	2	1	2	3	1	-	3	3	1	-	2	1	1
CO4	1	3	3	-	3	3	3	3	1	-	3	3	1	-	2	2	2
CO5	1	1	3	-	3	2	3	3	1	-	3	3	1	-	1	1	1
CO6	1	1	3	-	3	1	3	3		-	3	3	1	-	2	2	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMCP-E-304 A				
Course Name	: Dissertation				
Semester /Year	: III				
		L	T	P	C
		0	0	3	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the concept of Dissertation and how to select a particular dissertation topic.
2. To understand research, types of research, research methods and mythology
3. To understand the use of info graphics and different kinds of charts
4. Explain data collection techniques and data presentation

Course Contents-

Each Student is required to start initial work on his/her Dissertation in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student has to submit three copies of Dissertation by the End of Third Semester.

Every Student will have to do a dissertation in any area of Mass communication under the guidance of faculty member of the study centre. The objective of dissertation is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of mass communication.

Note: It will be evaluated finally after viva by the external and internal examiner.

Suggested Books:

1. Introduction to Communication Studies, by John Fiske. Routledge Publications, 1982.
2. Media Research Techniques, by Arthur Asa Berger. Sage Publications, 1998.

Reference Books:

1. Research Methodology, Cauvery.R, SudhanayakU.K, Girija.M and Meenakshi.R, S.Chand& Company Ltd, New Delhi.
2. Research Methodology: Methods and Techniques, C.R. Kothari, New Age International, New Delhi

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Course outcomes (COs):

CO1	Define research and techniques
CO2	Understand different stages of research
CO3	Apply appropriate research method designs to gather data.
CO4	Demonstrate of different data and sampling mythology
CO5	Outline and analysis the framework of research report
CO6	Create research based dissertation, projects and prepare synopsis

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	1	1	1	1	2	1	-	1	1
CO2	1	2	3	1	1	1	1	2	1	1	1	3
CO3	-	1	-	3	1	1	1	1	1	-	2	2
CO4	2	2	2	2	1	1	3	2	2	-	1	3
CO5	1	2	2	3	3	-	3	3	2	1	1	3
CO6	1	2	2	3	2	1	1	2	2	1	1	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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Shri Guru Ram Rai University, School of Humanities and Social Sciences
M.A. Journalism and Mass Communication

SEMESTER - III

Course code	: MJMCP-E-304 B				
Course Name	: Project				
Semester /Year	: III				
		L	T	P	C
		0	0	3	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand what is project and submit the synopsis of project before work on it.
2. The objective of project is to enable the student to have an in depth knowledge of the subject.
3. Uses of information graphics and different kinds of charts in project.
4. Discussion of the findings in relation to the project.

Course Contents-

Each Student is required to start initial work on his/her Project in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student has to submit three copies of Project by the End of Third Semester.

Every Student will have to do a project report in any area of Mass communication under the guidance of faculty member of the study centre. The objective of project is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research and practical or field based effort and should endeavour to create new knowledge in any area of mass communication.

Note: It will be evaluated finally after viva by the external and internal examiner.

Suggested Books:

1. Research Methodology: Methods and Techniques, C.R. Kothari, New Age International, New Delhi
2. How to write dissertations and Project Reports by Kathleen McMillan and Jonathan weyers. Publisher Pearson education India.

Reference Books:

1. Handbook on Proposal Drafting and Project Management in development sector by Rajesh Malhotra.
2. Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005

Department of Mass Communication

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Course outcomes (COs):

CO1	Identity study area and review of literature
CO2	Explain relevance and importance of project with use of models
CO3	Construct a detailed plan of a research project.
CO4	Demonstrate of different data and sampling mythology
CO5	Consider and measure the collect data to be used in project
CO6	Make a design and manage a piece of original project with use of modern tools

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	3	3	3	3	1	2	3	1	2	2	2	1	1	1	1	1
CO2	1	2	3	1	2	1	3	3	1	2	2	2	1	1	1	1	1
CO3	1	1	3	2	3	1	2	3	1	2	3	3	1	1	1	1	1
CO4	1	2	3	3	3	1	2	3	1	3	3	3	1	1	2	2	2
CO5	1	3	3	3	2	1	3	3	1	3	3	3	1	1	2	2	2
CO6	1	3	3	3	3	2	3	3	1	2	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMC-E-305 A
Course Name	: Human Rights and Mass Media
Semester /Year	: III

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand significance of Human Rights.
2. To Understand Human Rights and role of United Nations.
3. To understand importance and role National Human Rights commission of India.
4. To understand the role of NGO's, Red Cross, and Media for Human Rights in India.

Course Contents-

Unit 1: Concept, Scope and need of Human Rights
Human rights in early ages
Law terms and phrases and their uses in Human Rights
Human rights: importance
Declaration of human rights

Unit 2: Human Rights and Media
Human Rights and Democracy, Human Rights & Education
Human Rights and environmental air and water pollution
Human Rights and Communal Riots
Human Rights in the terrorized areas
Human Rights, Hunger and Health
Role of media for saving human rights
Human rights; live with dignity and equal opportunity with merit for betterment
Human Rights and right to freedom of speech and expression

Unit 3: Human Rights issues
Human Rights and Crimes against women
Human Rights of Accused persons
Human Rights and child labour, bonded labour
Human Rights and death, torture in police lockups
Ethical and Legal Challenges in Reporting Human Rights

Unit 4: Human Rights Organizations
National Commission on Human Rights
State Commission for Human Rights
National Commission for Women (NCW)
United Nation and related organization

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Suggested Books:

1- Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2- Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
3- UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
4- UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
5- UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
6- Nagendra Singh, Enforcement of Human Rights (Calcutta: E L House, 1986).
7- UNESCO, Yearbook on Human Rights.

Reference Books:

1- Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
2- Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi
3- IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
4- Gopala Bhargava (2001). Human rights concern of the Future, New Delhi: Gyan
5- H.O Aggarwal (2000) International Law & Human rights. Allahabad: Central Law Publications.

Course outcomes (COs):

CO1	Identify the evolution, growth, law and terminology of human rights
CO2	Understand the conceptual frame work between media, gender and human rights
CO3	Explain different human rights issues in contemporary society
CO4	Able to analyse, representation of human rights and gender issues in media
CO5	Assess the role of national commission, media freedom and their impact on society
CO6	Develop understanding on laws and ethics related to gender and human right

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	2	2	3	2	2	2	-	2	3	-	3	1	-	-	-
CO2	3	2	2	3	3	2	2	3	2	2	3	-	3	1	1	1	1
CO3	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
CO5	3	3	3	3	3	2	2	3	3	3	3	-	3	1	3	3	3
CO6	3	3	3	3	3	3	2	3	3	3	3	-	3	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMC-E 305 B
Course Name	: Introduction to Social Media
Semester /Year	: III

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand the concept of social media
2. To aware about blogs, website and social media platforms
3. To understand concept of participatory communication.
4. Evaluate the impact of social media on culture and society.

Course Contents-

Unit 1:Social Media- a new paradigm
The Digital Experience – mobile, cyberspace, online, apps
Technology and Literacy Redefined - Internet, Intranet, www.
The User & The Fourth Screen- representation & reproduction
Changing Character of Communication-Ethical Issues?

Unit 2:Social Media Technologies & Applications
Analogue and digital technology
Digitization of media
Media convergence
ICT-scope and role

Unit 3: Sociology of the Internet and New Media
Social Construction of Technology, Utopian-Dystopian Interface,
Digital inequalities – Digital Divide and Access,
Economy of New Media - Intellectual value; digital media ethics,
New media and popular culture.
Use of social media in politics
Cyber security
New media ethics

Unit 4: Impact of Social Media
Internet/Online activism
Citizen Journalism
Cyber crime
Democratization /Digital Divide
Audience analysis & content planning

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Suggested Books:

1. Bennett,W.Lance. New Media Power: The Internet and Global 41Activism 2003.
2. Castells. Manual The Network Society: a cross-cultural perspective,
3. Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
4. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' New Media & Society, Vol. 6, No. 1, 2004.
5. Lister Martin .New Media – A critical Introduction. Routledge,2009

Reference Books:

1. Understanding digital culture by Vincent Miller. Sage Publications, 2011.
2. Social Media: Language, Policy and Management, by Deepika Verma,: New Delhi, Parikalpna Pub. Co. 2020.

Course outcomes (COs):

CO1	Define social media terminologies and their meaning
CO2	Describe virtual culture, social media ethics, cyber-crime and laws
CO3	Explain social media technology its application and new paradigm
CO4	Analyze sociology of the Internet and new media
CO5	Evaluate the impact of social media, advantages, limitation and risk factors
CO6	To create & dissect multimedia content planning and visual design.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	3	-	2	1	3	3	-	-	3	3	2	2	-	-	-
CO2	2	1	3	-	3	2	3	3	2	-	3	3	2	1	-	-	-
CO3	1	1	3	3	-	-	3	3	-	-	3	3	-	2	1	1	1
CO4	2	1	3	-	3	-	3	3	1	-	3	3	-	1	1	1	1
CO5	2	2	3	1	3	1	3	3	-	-	3	3	-	1	1	1	1
CO6	1	1	3	1	3	-	7	7	-	-	3	3	-	1	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMC-306
Course Name	: Functional English
Semester /Year	: III

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand English grammar and its uses.
2. To understand proper use of parts of speech.
3. To understand degrees of comparison, direct and indirect speech, active and passive voice.
4. To impart knowledge about advanced vocabulary for effective communication.

Course Contents-

Unit 1: Grammar and usages
Sentence : Subject and Predicate; Phrase and clause
Number, Person and Gender, Parts of Speech
Preposition and usages, Degrees of comparison,
Gerund and Infinitives, Time and Tense , Articles
Direct and Indirect Speech
Voice: Active and Passive
Vocabulary building: homophones, word formation,
One word substitution synonyms, homonyms

Unit 2: Comprehension and Composition
Reading Comprehension of preferably public information texts.
Paragraph and précis writing,Formal Correspondence.
Public Speech, Drafting of Reports and Projects.

Unit 3: Translation and Essay Writing
Essay writing on current affairs
Translation from Hindi to English and Vice Versa

Unit 4: Phonetics and Phonology
Sound and letters, Stress and reduction
Syllables, accent and narration
Voicing and devoicing of consonants
Alterations of sounds, Reading of passages

Unit 5: Emphasis especially on functional and conversational English

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Suggested Books:

1. T.Bala Subryamanyam: A text book of English phonetics for Indian students, McMillan David Crystl,l linguistics, penguin.
2. Principles and practices of language teaching.- Kadambari Sharma and Tripti Tuteja
3. Osborn, Michael and Suzanna Osborn, Public Speaking, 3rd edition, Hongaton Mifflin Co., 1994.
4. Devito A. Joseph. Human Communication – The Basic Course, Harper Collins, 6th ed., New York.

Reference Books:

1. Handbook of English grammer and Usage, McGraw Hill
2. Sethi, J &etal.A Practice Course in English Pronunciation. New Delhi: Prentice Hall of India.
3. Pal, R. and Suri, P.L. (2011). English Grammar and Composition.New Delhi: Sultan Chand Publication& Sons.
4. Leena, S. (2009).Communication Skills, New Delhi: Prentice Hall of India.

Course outcomes (COs):

CO1	Define sentence formation, writing and language skills
CO2	Understand the importance of language in media and communication
CO3	Apply knowledge about advanced vocabulary for effective communication
CO4	Classify synonyms and antonyms with quotations
CO5	Assess language ability, translation and presentation skills for media professional
CO6	Design and draft report writing , public speech, presentation and delivery

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	-	-	-	-	-	3	2	2	-	1	1	-	-	-
CO2	3	2	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO3	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO4	1	1	-	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO5	1	2	1	-	-	-	-	-	3	3	3	-	1	1	-	-	-
CO6	1	1	3	-	3	-	-	3	3	3	3	3	-	-	2	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - III

Course code	: MJMCP-307
Course Name	: Research Paper Publication / Chapter/ Paper Presentation/
Semester /Year	: IV

L	T	P	C
0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To know rules, issues, options, and resources for research paper writing.
2. To have a positive disposition towards continued learning about research ethics
3. Familiarize students with the skills of planning and writing a research paper, including the formulation of a research problem, the use of primary evidence, and the techniques of documentation.
4. It will help them familiar with the essential research tools such as bibliographies, indexes, and on-line resources.

Course Contents-

1. Students are required to write a research paper or chapter approximately 5-10 pages in length. In their work, they will research their topic, incorporate supporting materials, and format their paper or chapter in accordance with the required documentation style.
2. Students select a research topic of interest and formulate research questions. They should aim to develop questions that are relevant and suitable for publication or presentation.
3. Each student conducts a mini literature review on a specific topic. This review will help in grounding their research and providing a solid foundation for their paper, chapter, or presentation.
4. Students are encouraged to use the latest research technology, such as online databases, for fast information retrieval. This will aid in gathering relevant and up-to-date sources for their publication or presentation.
5. Present and discuss an "Ideal" research design and empirical strategy to test research question.
6. Students practice formatting citations and references according to different styles (APA, MLA, etc.). This ensures that their research is properly documented, whether for publication or presentation.
7. Students are provided with a list of potential journals or conferences for their research papers, chapters, or presentations. They can choose where to submit their work based on relevance and scope.
8. Students present their final research papers, chapters, or presentations for submission to any peer-reviewed journal, edited book, or academic conference. This is the culmination of their research and preparation.

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9. These activities should be designed to actively engage students, promote critical thinking, and provide practical experience throughout the research paper, chapter publication, or paper presentation journey. The focus is on hands-on learning and real-world application.
10. Every student is required to prepare a file containing documentary proofs of the activities done by him/her related to Research Paper Writing, Chapter Publication, or Paper Presentation. This portfolio will serve as evidence of their academic and research efforts.

Assessment Methods:

- Participation in class discussions and activities
- Submission and peer-review of research paper ,chapter drafts
- Peer evaluation of presentation skills
- Final research paper submission and publication, paper presentation.

Course outcomes (COs):

CO1	Describing established facts, concepts, and theories relevant to the research topic.
CO2	Explaining the significance and implications of the research problem.
CO3	Applying research methods and techniques to collect and analyze data.
CO4	Analyzing data to identify trends, patterns and relationships.
CO5	Critically assessing the significance and contribution of the research to the field.
CO6	Designing and create innovative research methodologies or approaches to research paper writing

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	3	1	1	1	2	-	2	1	1	1	-	1	1	-	-	-
CO2	1	3	1	3	1	2	1	2	1	1	1	-	1	1	-	-	-
CO3	-	2	3	3	1	1	-	1	1	-	-	-	1	1	1	1	1
CO4	1	2	3	3	1	2	-	2	1	-	-	-	1	1	2	2	2
CO5	1	2	1	3	1	2	-	1	1	-	-	-	1	1	1	1	1
CO6	1	2	3	3	3	1	-	3	2	2	-	-	1	1	3	3	3

- 3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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M.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER - IV

Course code	: MJMC-401				
Course Name	: New Media Technology				
Semester /Year	: IV				
		L	T	P	C
		3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand Communication Technology and its concept and scope.
2. To understand cyber/Online journalism and its importance.
3. To understand new media, its reach and impact on society.
4. To study the content of new media and its types.

Course Contents-

Unit 1: Introduction to new media technology
Internet, its historical perspective
Information and Communication technology
Basic understanding of Internet from the viewpoint of Mass Communication, Defining new media, terminologies and their meanings – Digital media, new media, online media

Unit 2: Understanding of basic terminology-
Web servers,
Web Browsers, URL, Home Page, Search engine, Internet Protocols.
Basic knowledge of Multimedia.
Web page, social media, Blog, Vlog

Unit 3: Web page development- inserting, linking; editing and publishing
Cyber Journalism: Digital news paper, News portal, On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure,
Online editing and publishing. Ethical issues in blogging and other internet writing
Merits and demerits of cyber journalism over traditional newspapers, Socio-economic aspects of cyber journalism

Unit 4: Sociology of the Internet and New Media
Social Construction of Technology, Utopian-Dystopian Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture, Use of social media in politics, Cyber security New media ethics Piracy, Copyright, Copyleft and Open Source, New Media and Ethics, Social platforms, cyber crime, threats and viral messages.

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Suggested Books:

1- Handbook of New Media, Liverow.
2- The ABC's Of Internet, Crumlish, 1998, BPB Publications, NewDelhi.
3- A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
4- Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim.
5- ABC of the Internet by Crumilish
6- Information Technology by Danis P. Curtin.
7- Illustrated World of Internet by Anil Madan.
8- How the Internet Works by Preston Gralla.

Reference Books:

1- Chakravarthy,Jagdish, 2004 : Net, Media and the Mass Communication, New Delhi, Author Press Pvt.Ltd
2- Ray,Tapas,2009:OnlineJournalism:ABasicText,NewDelhi,CambridgeUniversity Press India

Course outcomes (COs):

CO1	Define sociology of the Internet and New Media
CO2	Describe virtual culture and Digital Journalism.
CO3	Relate the need of cyber security and privacy for new media
CO4	Illustrate digital production and social media projects
CO5	Evaluate convergence culture, social media and participatory media culture
CO6	Produce the digital media content with using modern media tools

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO7	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	1	2	2	1	2	3	1	2
CO2	3	3	2	2	2	1	3	2	1	3	2	2	2
CO3	2	1	2	1	2	3	1	2	1	-	1	1	1
CO4	1	1	3	1	3	1	3	3	3	2	1	3	3
CO5	2	1	2	1	2	2	3	2	3	1	2	3	2
CO6	1	1	2	2	3	-	3	3	3	1	2	3	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMC-402
Course Name	: Environmental Communication
Semester /Year	: IV

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To impart basic knowledge of environmental studies
2. To create awareness about the role of media in environmental promotion
3. To develop an attitude of concern for the environment.
4. To provide understanding how media professionals can contribute in creating awareness

Course Contents-

Unit 1: Environmental Communication: Concept, objectives and scope.
Environmental Ethics and Media.
Mass Communication Channels available for communication environmental issues.
Newspaper reporting and writing
Magazine feature writing
Visual and electronic reporting.

Unit 2: Environmental issues (Local, national and global):
Global warming, Ozone layer depletion, Deforestation, Acid rains, Natural disasters (earthquakes, cloud bursts, flash floods)
Indicators of Environmental degradation
Social Indicators

Unit 3: Natural Resources (forest, water, wildlife):
Human population growth, factors responsible for population explosion, social and economic impacts of population explosion on environment and media.
Sustainability Principles and Ecological integrity and Mass Communication Participatory Communication and Environmental Management.
Sources of information and Research Techniques.
Risk Perception, Risk Realities.

Unit 4: Environmental Public Relations and Advertising Campaigns:
Environmental organization related with environment UNEP, WWF, IUCN, WCED, EARTHSCAN, BNHS, NEERI, CEE, WII Speaking for the Environment, Environmental persuading, negotiating lobbying, letter writing campaigns, etc.

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Suggested Books:

1- Scientific Outlook. London by Bertrand Russell, George Allen & Unwinf Ltd. (1954)
2- Science Communication and Development, J. V. Vilanilam, Sage Publications. New Delhi, (1993)
3- Writing science news for the mass media, D.W. Burkett , Gulf publishing company, Rodas, Texas, USA, (1973)
4- Environmental communication and public sphere, Robert Cox, London; Sage publications, (2006).

Reference Books:

1. Global Negotiations Vol I and II, by Binod Agarwal (ed).Centre for Science and Environment.
2. N. K. Uberoi, (2010). Environmental Studies, Excel Books, New Delhi.
3. P. C Joshi &Namita Joshi (2009). A Text Book of Environmental Science, A. P. H. Pub. New Delhi.
4. Dr B. S. Chauhan, 2008, Environmental Studies, Laxmi Publication, University Science Press, New Delhi.
5. Anubha Kaushik& C. P. Kaushik (2010). Environmental Studies, New Age International.

Course outcomes (COs):

CO1	Enhance knowledge on various dimensions of environment and environmental communication
CO2	Describe the natural resources, explosion , effects and Environmental Management
CO3	Environmental Public Relations and Advertising Campaigns, role of Environmental organization
CO4	Explain the objectives, scope and importance of Environmental journalism
CO5	Evaluate and identify the environment issues and problems, Indicators of Environmental degradation
CO6	Develop the deep understating about environment and knowledge of writing in depth and interpretative environmental report and media utilization.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	-	1	-	3	-	2	1	-	3	-	1	3	1	-	-
CO2	2	2	-	2	-	3	1	2	2	-	2	-	3	1	-	-	-
CO3	2	3	3	3	3	3	2	3	3	2	3	1	3	2	1	1	-
CO4	3	2	-	3	-	3	-	2	2	1	2	-	3	3	-	-	1
CO5	1	1	1	3	2	3	1	2	1	1	2	-	2	3	1	-	-
CO6	1	1	3	3	3	3	-	3	3	3	3	3	1	-	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMC-403
Course Name	: Film Studies
Semester /Year	: IV

L	T	P	C
3	0	0	3

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand brief history of world and Indian cinema.
2. To understand European science expression and American talkies.
3. To understand post war and the Japanese cinema.
4. To develop an understanding of films as a medium of communication.

Course Contents-

Unit 1 Brief History of World Cinema:

The pioneers- Lumiere Brothers, Melies, Griffith, Hollywood, Silent Era- Charles Chamlin, The European Science- Expressionism, Sergei Eisenstein; American Talkies and production House; Neo Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War period; Japanese Cinema

New wave Films, Jean Lue Godard, Contemporary Scene.

The position of Cinema in Developing Countries.

Unit 2 A Brief History of Indian Cinema:

The Pioneers Phalke; The Talkies; The Studio Culture; Coming of the Superstars; Fifties and Sixties;The Big Budget and Multi-starrers; The Angry Young Man, Rise of Multiplex and Crossover Cinema.

Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, B.R. Chopra, Ramanand Sagar

The Development of Cinema in Uttarakhand.

The parallel Cinema.

Genres in Indian Cinema Romance, Action, Thriller, Horror, Mythology.

Unit 3 Film Making:

Budgeting

Scripting and Screenplay

Raw Stock, Film Formats

Functions of producer, Director, Choreographer, Lyricist, Music Director, Art Director, Production Crew Casting, Location hunting.

Post production

Recent Technological Innovations in Cinema

Distribution and Exhibition of Films in India.

Film Appreciation, Film Criticism, Film Reviews.

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Suggested Books:

1. Indian Film by Eric Baranenn&Krishnaswamy; (OVP, 2nd Edition, 1980).
2. How films are made, KhwajaAhemad Abbas, (National Book Trust, 1977).
3. Film as an art and appreciation, MaricSetton; (NCERT, New Delhi).

Reference Books:

1. Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
2. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
3. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
4. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
5. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
6. Hindi cinema ek adhyayan, rajesh kumar, Taxshila prakashan

Course Outcomes (COs):

CO1	Understand the film form and its historical context
CO2	Explain the elements and technology of cinema
CO3	Illustrate the difference between camera shots, angles, movement
CO4	Relate and distinguish different film form, genre and style of cinema
CO5	Assess the changing scenario and genre of films and techniques worldwide
CO6	Construct a deeper meaning on authorship, feminist theory and genre of film

CO-PO Mapping:

COs	PO1	PO2	PO3	PO5	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	2	2	2	2	2	-	2	2	3	3
CO2	3	3	-	3	1	2	3	2	1	-	1	3	3
CO3	2	3	1	1	2	2	2	2	2	-	1	3	3
CO4	3	3	2	2	1	2	3	3	1	2	2	2	2
CO5	2	2	-	2	2	2	2	2	2	2	2	3	3
CO6	3	3	-	3	1	2	3	2	3	-	1	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER – IV

(Specialization Elective)

Course code	: MJMCL-E-404 A				
Course Name	: Radio Journalism and Production – II (Practical)				
Semester /Year	: IV				
		L	T	P	C
		0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To understand Evolution of Radio in Indian scenario and its significance
2. To work efficiently on Sound recording with different kind of microphones.
3. Demonstrate the basics of sound recording techniques
4. Analyse the scripting and conceptualize radio programmes

Course Contents-

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

Sound Recording : Handling with different kinds of microphones.
Script Writing: Writing of different kinds of script.
Editing : Different kinds of Audio editing techniques.
Programmes : Field and studio interviews, phone in programme, studio discussions, Talk, Panel discussion, Radio Play, Commentary.
Radio News: News reporting/ writing, News editing, Planning production and compilation of news and other programs.
Radio News Reading: Radio News reading/ Presentation.
Radio Programme Production : Organizing and participating.
Studio Production of Radio News Reel and current affairs programme, Radio Documentary Production.

Evaluation : The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the proceeding academic year. The practical examination will be held preferable at the end of the semester.

Note : 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.

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Suggested Books:

1. SC Bhatt ,Broadcast Journalism-Basic principles
2. Parthsarthi ,Here is the News
3. Broadcast Journalism, Cohler, David Keith, Prentice Hall.
4. Perspective on Radio and T.V., Smith S. Leslie, Harper and Row
5. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi.

Reference Books:

1. Broadcast Journalism, Boyd Andrew, Focal Press, Oxford.
2. Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
3. Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
4. Radio aur Doordarshan Patrakarita By Prof. Harimohan
5. Mass Communication in India, Kewal J. Kumar

Course outcomes (Cos):

CO1	Identify the basic techniques of broadcasting.
CO2	Develop the conceptual understating of skills making interview, radio programs and jingles
CO3	Develop and produce script for radio formats
CO4	Analyse the execution, requisite, challenges in radio program production
CO5	Evaluate Radio Professional by using modern tools
CO6	Produce Studio based Radio programmes in different formats

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO9	PO10	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	2	-	-	2	2	3	2	-	-
CO2	1	1	2	2	2	1	2	2	2	-	1	3	1
CO3	-	2	1	2	-	1	2	2	3	-	-	2	2
CO4	1	2	3	1	3	2	1	3	3	-	1	-	2
CO5	1	1	1	1	2	2	2	3	3	-	1	-	2
CO6	-	-	2	2	3	2	2	3	3	-	1	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMCL-E-404 B
Course Name	: Documentary Production (Practical)
Semester /Year	: IV

L	T	P	C
0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. To Understand Documentary
2. Student will understand the relevance of documentary
3. Students will able to know the structure and scripting the documentary
4. To develop script writing skills for documentary.

Course Contents-

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

Unit 1: Understanding the Documentary- Introduction to the debate on realism Six Modes of Documentary. Represenatation: Participatory, Expository, Observational, Performative, eflexive, and Poetic Ethical. Debates in the Documentary Encounter Defining the Subject/Social Actor/Participant, Voice in the Documentary: Problematics of 'Voice of God' Narrator &Different Posturings of the Narration,Participant, Filmmaker & Audience, Camcorder Cults, Documentary

Unit 2: Documentary Production: Pre-Production- Researching the Documentary, Research: Library,Archives, location, life stories, ethnography Writing a concept: telling a story, Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching, Issues of Primary and Secondary Audience

Unit 3: Documentary Production: Production Documentary Sound, Documentary Cinematography – a responsive filmic encounter Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist, Crowd Funding

Unit 4: Documentary Production: Post-Production, Grammar of editing, Transitions: Scenic Realism &Sound Effects and Visual Effects, Aspect Ratio, Language, Duration, and marketing of DVD, andissues of piracy Distibution and Exhibition Spaces (Tradiotional and Online), Festivals and International Market Box office documentaries

Evaluation: The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the proceeding academic year. The practical examination will be held preferable at the end of the semester. The students have to making a short documentary (10-20 minutes).

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Note : 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination

Suggested Books:

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Bombay Our City by AnandPatwardhan

Reference Books:

1. A Fly in the Curry: Independent Documentary Film in India, by K P Jayasankar& Anjali Monterio, Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.
3. Edgar, Robert.(2015)The language of Film. Bloomsbury: London.
4. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York: Routledge.
5. Sikov,ed. (2010) Film studies and production. New York: Columbia university press
6. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.

Course outcomes (COs):

CO1	Identity different stages of documentary production techniques
CO2	Demonstrate research skills in collecting evidences
CO3	Prepare and produce the structure and script of the documentary
CO4	Plan to make documentary on any socio-economic and current issues
CO5	Evaluate the role of narrator, actor ,audience, participations in documentary cinematography
CO6	Design research base writing, script presenting anchoring, voice over narration, shooting with professional camera

CO-PO Mapping:

COs	PO1	PO2	PO3	PO4	PO5	PO8	PO10	PO11	PO12	PS01	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	-	1	1	2	3	2	-	1
CO2	1	2	-	3	-	2	1	1	3	-	2	3	1
CO3	1	2	2	2	-	2	2	2	3	1	1	3	2
CO4	1	2	3	2	2	2	3	3	3	1	2	3	2
CO5	2	1	1	-	2	2	3	2	1	1	2	3	1
CO6	1	2	2	-	3	2	3	1	3	2	2	3	1

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMCL- E- 405 A
Course Name	: T.V. Journalism and Production - II (Practical)
Semester /Year	: IV

L	T	P	C
0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Handling different kinds of Video camera, shooting with TV camera.
2. Practice of different kinds of Video editing techniques.
3. To practice for studio interviews, studio discussions.
4. Develop and enhance writing skills for different television programmes

Course Contents-

Practical work shall be carried out by the Students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

Video Camera : Handling different kinds of Video camera, shooting with TV camera,
Studio Lights: Use of studio lights,
Script Writing: Writing of different kinds of script.
Editing : Different kinds of Video editing techniques- cut, mix and dissolve use of cutaway, AB roll editing.
Interview: Techniques, field and studio interviews, studio discussions.
Chat Show: Organizing and participating in Chat Show.
Making Documentaries: T.V. Documentary Production.
T.V. News: News reporting/ writing: News editing, planning production and compilation of news programs.
T.V. News Reading and Anchoring. : Television news reading/ presentation and anchoring.

Note: The Students are required to maintain record of the assignments/ practical exercises for evaluation at the time of practical examination.

Evaluation : The practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related Practical work done during the proceeding academic year. The practical examination will be held preferably at the end of the semester.

Note : 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.

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Suggested Books:

1. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals) by A. Boyd, Focal Press, London (1997).
2. Electronic Journalism: Principles and Practices. A. Sengupta, New Delhi: Authors Press, (2006).
3. Broadcasting in India, by P.C. Chatterji, New Delhi: Sage, (1991).
4. Script to Screen: An Introduction to TV Journalism by K. Sharda, New Delhi: Macmillan, (2000).
5. Radio and TV Journalism.New Delhi by K.M. Shivastava, Sterling Publications Pvt. Ltd. (1989).

Reference Books:

1. K P Jayasankar& Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
2. Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.
3. Sinha,P.C : 2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st edt.)
4. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
5. Television Journalism By Ivor Yorke, Routledge.

Course outcomes (COs):

CO1	Identify the different kinds of video camera with functions
CO2	Demonstrate the basic video editing techniques of broadcasting
CO3	Produce Studio based TV programmes in different formats
CO4	Plan to make a documentary with skilled production techniques
CO5	Assess the television techniques for making interview, chat show and discussion
CO6	Prepare, produce writing script, studio and outdoor program with editing techniques.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	3	-	3	3	3	3	1	-	3	3	3	3	2	2	2
CO2	3	1	3	-	3	2	3	3	1	-	3	3	2	2	2	2	2
CO3	1	1	3	-	3	-	3	3	-	-	3	3	1	1	1	1	1
CO4	2	3	3	-	3	2	3	3	-	1	3	3	2	2	2	2	2
CO5	2	2	3	-	3	3	3	3	-	-	3	3	1	1	3	3	3
CO6	1	1	3	-	3	2	3	3	-	-	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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Shri Guru Ram Rai University, School of Humanities and Social Sciences
M.A. Journalism and Mass Communication

SEMESTER - IV

Course code	: MJMCL-E- 405 B
Course Name	: Event Management
Semester /Year	: IV

L	T	P	C
0	0	2	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the concept of event management.
2. Understand of the use of various management theories of management.
3. Understand how to coordinate with the team.
4. Understand the importance to event management.

Course Contents-

Unit 1 -Introduction to event Management

Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

Unit 2 - Planning tools

Feasibility, Keys to success, SWOT Analysis, Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools.

Unit 3: Managing Strategies

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Leadership skills, Managing team, Group development, Managing meetings

Unit 4 : Presentation skills

Presentation skills and use of computer in events, Written communications, (Official, semi-official, Invoice). Verbal communications,

Unit 5 : Research & planning:

Types and category, Sports, Rallies, Wedding, Preparing event proposal, Use of planning tools, Security, Occupational safety, Crowed management

Event Logistics: Logistic policy, procedures, performance standards functional areas, Concept, theme, Fabrication, light & sound, handling venders

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Suggested Books:

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
2. Successful Event Management By Anton Shone & Bryn Parry
3. Tulsian P C – Business Organisation & Management
4. Prasad L.M.- Principle of management
5. Successful Event Management By Anton Shone & Bryn Parry

Reference Books:

1. Event Marketing & Management by Sanjaya Singh Gaur, Sanjay V. Saggere, Vikas Publishing, 2010
2. Hospitality Marketing & Management by J. M. Mrthews, Avishkar Publisher, 2006.
3. Successful Event Management: A Practical Handbook, byAnton Shone, Bryn Parry, Cengage Learning EME, 2004.
4. .Event Planning, by Judy Alley, John Wiley and Sons, 2008
5. Event Studies: Theory, Research and Policy for Planned Events by Donald Getz, 2007
6. Risk Management for Meetings and Events by Julia Rutherford, Silvers 2007

Course outcomes (COs):

CO1	Describe all the steps of planning and organizing an event
CO2	Discuss ways of strategic marketing and media planning for events
CO3	Demonstrate knowledge and ability to identify of risk areas, evaluate safety measures
CO4	Plan an event and Formulate research, planning and logistic related to various events
CO5	Assess the SWOT analysis of event management organisation
CO6	Prepare and produce event proposal and develop presentation skill with the help of ICT tools

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	3	1	2	2	3	3	-	-	3	3	2	2	2	1	1
CO2	2	2	3	-	3	2	3	3	-	-	3	3	2	2	2	2	2
CO3	3	2	3	1	3	2	3	3	1	1	3	3	2	2	2	2	2
CO4	2	3	3	3	3	3	3	3	1	1	3	3	1	1	3	3	3
CO5	1	3	3	1	3	2	3	3	1	1	3	3	-	-	1	1	1
CO6	1	3	3	3	3	3	3	3	1	1	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMC- E-406 A
Course Name	: Print Media – II Specialized Reporting
Semester /Year	: IV

L	T	P	C
2	0	0	2

L - Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Understand the process of online reporting in various platforms.
2. Understand the basics of parliament news coverage.
3. Develop the general understanding of art, culture and sports reporting.
4. Understanding the basics of economic reporting.

Course Contents-

Unit 1: Introduction to Specialized Reporting

Definition of Specialized Reporting
Evolution of specialized reporting
Relevance of specialized reporting in contemporary times
Creativity in specialized reporting

Unit 2: Types of specialized reporting

Crime reporting
Court reporting
Election reporting
Conflict reporting
Terrorism reporting
Health reporting

Unit-3: Specialized Reporting in Science and Environment

Science reporting
Environment reporting
Development reporting
Rural and Agricultural reporting

Unit-4: Reporting on Culture, Lifestyle, and Other Topics

Culture, art and literature reporting
Lifestyle reporting
Economic and commerce reporting
Sports reporting
Defence reporting
Education reporting
International reporting

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Suggested Books:

1. The complete reporter: Jullian harris and others Macmillan publishing co., new york.
2. New reporting & editing, K.M. Srivastava, 1987, sterling pub. House, new delhi.
3. Basic journalism, parathasarthy, 1997, Macmillan India pvt. ltd., New Delhi.
4. Journalism in India by Parthasarthy, R.
5. The press by Rau, M. Chelapati
6. Mass communication and journalism in India by Mehta, D.S.
7. Professional journalism by Sethi, Patanjali
8. The professional journalist: John Hobenberg oxford ieh publishing company, New Delhi.
9. Modern news reporting by care H. Warren, Harper, Newyork.
10. News writing by Haugh George A.

Reference Books:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. Mass Communication in India by Keval Kumar, Mumbai, Jaico Publishers
3. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub.Company, New Delhi.

Course outcomes (COs):

CO1	Define beat/specialised news reporting and their function.
CO2	Explain relevance of specialised news and other content for print media.
CO3	Demonstrate and apply the skill in specialised reporting.
CO4	Analyse the various angles of news and its impact on readers.
CO5	Examine the relevance of specialized reporting in contemporary times
CO6	Create specialised news stories and content following news ethics and news values.

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	1	3	1	2	1	1	1	3	1	2	1	-	-	-
CO2	3	3	2	3	3	2	2	2	2	2	3	1	3	2	-	-	-
CO3	3	3	2	3	3	2	3	-	2	2	3	2	3	2	2	3	3
CO4	2	3	3	3	3	2	3	3	2	2	3	2	3	2	2	3	3
CO5	2	3	2	3	3	2	3	3	2	2	3	3	3	2	2	3	3
CO6	3	3	1	3	3	2	3	3	2	2	3	3	3	2	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

Course code	: MJMC-E 406 B
Course Name	: Photo Journalism
Semester/Year	: IV

L - Lecture T – Tutorial P – Practical C – Credit

L	T	P	C
2	0	0	2

Course Objectives:

1. Understand the need and significance of photo journalism.
2. Understand the brief history of photo journalism.
3. Understand the principles of Photography.
4. Understand photographic equipments and different types of photography

Course Contents-

Unit 1: Introduction to Photo journalism:

Definition, need and significance; elements of photojournalism -Objectivity, fairness, professionalism, ethics; photo journalist- who is photojournalist and why? Qualification, rights and responsibilities of photojournalist; History of Photojournalism: Historical origin, and present status. Identifying and selecting events for photo journalism coverage:

1. Using journalistic news worthiness as criterion for identifying events for photojournalism.
2. Using human interest as criterion for identifying events for photojournalism.
3. Using artistic, aesthetic, and cultural factors as criterion for identifying events for Photo journalism.

Unit 2: Photography

What is photography, principles of photography, photographer and its jargons, composition of photography - subject and light. A brief history of photography, Eminent Photographers of India, Major Schools of Photography.

Unit 3: Photographic Equipments:

Cameras – types, formats, lens – different kinds and their functions; basic elements of digital photography . Shot , focus, shutter, speed , selection of subject, photo editing,

Unit 4:Photographing as Photojournalist:

Photographing People, event, wildlife, environment, sports, natural calamities, tourist places, conflicts, war, social, economic and political events as a photojournalist ,Photography for advertising.

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Suggested Books:

1. Basic Photography- Michael Langford.
2. All about Photography by Ashok Dilwali, National Book trust, Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC.
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005
5. Elkinis, James: 2007, Photography Theory, Routledge
6. Peterson, Bryan:2011, Understanding Flash Photography, Penguin Random House
7. Kelby, Scott : 2006, Digital Photography, San Francisco, Peachpit Press
8. All About Photography, New Delhi by Ashok Dilwali, National Book Trust, 2018.

Reference Books:

1. Associated Press Guide to Photo Journalism by Brian Horton, McGraw Hill Education.
2. Practical Photojournalism: A Professional Guide by Martin Keene, AE Publications, UK.
3. Communication Technology for Development,Pannu. P , Tomar A Yuki, IK international publishing House .2011
4. Horton, Brian.(2001), Associated Press Guide to Photojournalism, McGraw-Hill Education

Course outcomes (COs):

CO1	Define basic concepts of photography and its components
CO2	Explain uses and applicability of different type of lighting in photography
CO3	Prepare and produce professional images using photo editing software
CO4	Organize camera shoot with basic elements of digital photography
CO5	Debate photo journalism various types and ethics
CO6	Develop skill for photo journalist with help of ICT tools and technique of photography

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	-	3	-	3	1	3	3	-	-	3	3	2	1	-	-	-
CO2	1	-	3	-	3	1	3	3	-	-	3	3	1	1	-	-	-
CO3	1	1	2	-	3	1	3	3	-	-	3	3	1	1	1	1	1
CO4	1	1	3	1	3	3	3	3	-	-	3	3	1	1	1	1	1
CO5	2	1	3	2	3	3	3	3	3	-	3	3	1	1	2	2	2
CO6	1	1	3	1	3	3	3	3	1	-	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER- IV

Course code	: MJMC-407
Course Name	: Folk Culture of Uttarakhand
Semester /Year	: IV

L	T	P	C
3	0	0	3

Course Objectives:

1. Know the brief history of the folk culture of Understand.
2. Understand language status of Garhwali and Kumauni Dialects.
3. Understand the Folk Songs, Folk Dances, Festive and Folk Tales and Jatra.
4. Understand Architecture and Archaeology of Uttrakhand.

Course Contents-

Unit 1: A Brief History of Folk Culture of Uttarakhand
Introduction to Uttarakhand folk culture
Geographical and historical overview of Utarakhand
Concept of folk culture and its importance in preserving heritage
Overview of major folk art forms and performance genres
Language: Status of Garhwali and Kumaoni Dialects
Food and Costumes

Unit 2: Folk Culture
Folk Songs, Folk Dances
Folk Theatre
Fairs and Festivals
Folk Tales, Jatra

Unit 3: Folk Music and instruments
Folk Music
Folk instruments: Dhol, Damama, Nagara, Dhapli, Ransingha, Masak Been, Hurki, Daurn Thali etc.
Folk Artist and their contribution.

Unit 4: Architecture and Archaeology
Sculpture, Wood Craft, Drawing and Mural,
Rangoli (Aipan) and Dhooli Chitra

Suggested Books:

1. The Folk Tales of Uttarakhand by Govind Chatak, translated by Arun Pant.
2. Uttarakhand Samagra Adhyaan , Savita Mohan, Taxshila prakashan
3. Kedarkhand (dharm, sanskriti, vastushilp avom paryaton), Hema Uniyal, Uttara books

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4. Gadhwal bhasa, sahitya aur sanskriti, Govind Chatak, Taxshila prakashan
5. Gadhwali lokgeet : ek sanskritik adhyayan, Govind Chatak, Taxshila prakashan
6. Bhartiya lok sanskirti ka sandarbh : madhya Himalaya, Govind chatak, Taxshila prakashan
7. Uttaranchal ke dewalya, trilok chand bhatt, Taxshila Prakashan
8. Uttranchal ke lok vadhya, Jugal Kishore Petsali, Taxshila prakashan
9. Uttarakhand gazettier(vol. 2 & 3) (set of two books). Edwin t. Etkinsen, Taxshila Prakashan
10. Uttarakhand ke lokoutsav avom parvoutsav, D.D.Sharma,Ttaxshila Prakashan

Reference Books:

1. Howley, K. (2010). Understanding Community Media. New Delhi: Sage
2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press.
3. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991
4. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
5. Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publisher

Course outcomes (COs):

CO1	Define Folk Culture and tradition of Uttarakhand
CO2	Conceptual understanding of architecture and archaeology of Uttrakhand
CO3	Explain the role of media in promotion of folk culture, Food and Customs
CO4	Analysis the Folk Artist and their contribution in Uttarakand folk culture
CO5	Evaluate the significance , impact of modernization and globalization on folk culture
CO6	Develop and create content about different dimensions of folk culture, knowledge of traditional communication mediums

CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	-	-	2	2	3	3	1	1	3	-	3	3	-	-	-
CO2	2	1	1	-	3	1	3	3	1	-	3	-	1	1	1	1	1
CO3	3	2	-	-	3	-	3	3	-	1	3	-	1	1	1	1	1
CO4	3	2	-	-	2	-	2	2	-	-	3	-	1	1	1	1	1
CO5	2	1	1	-	2	2	3	-	-	-	3	-	1	1	1	1	1
CO6	1	3	3	-	2	2	3	3	1	-	3	2	1	1	2	2	2

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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SEMESTER - IV

ourse code	: MJMCP-408
ourse Name	: Workshop and Seminar/ Project/ Training & Internship/
emester /Year	: I

L	T	P	C
0	0	2	2

- Lecture T – Tutorial P – Practical C – Credit

Course Objectives:

1. Gain experience in writing Technical reports/projects.
2. Exposure to the current technological developments relevant to the subject area of training.
3. Experience gained from the 'Industrial Internship' in classroom will be used in classroom discussions.
4. Learn to apply the Technical knowledge in real industrial situations.

Course Contents:

1. Minimum of 2 credits of Workshop and Seminar/ Project/ Training & Internship may be counted towards in Master of Journalism and Mass Communication two year Program.
2. Therefore a full time intern is expected to spent 40-45 hours per week on internship/ training/ project work/ seminar activities etc.
3. Internships may be full-time or part-time. Internship may be conducted during the summer and winter break as per the norms.
4. During the summer vacation students are ready for industrial experience. Therefore, they may choose to Workshop and Seminar/ Project/ Training & Internship related activities.
5. Every student is required to prepare a file containing documentary proofs of the activities done by him/ her.

Course outcomes (COs):

CO1	Identify the technical knowledge in real industry situation.
CO2	Understand the report, feature, news and article writing and scripting for broadcast media.
CO3	Demonstrate regarding working environment, responsibilities and ethics.
CO4	Analyze the technology for various media platforms.
CO5	Assess the social, economic and administrative consideration during intern and training.
CO6	Develop the skill for Gain experience in writing, reporting and editing for various media.

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CO-PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	3	1	3	1	-	3	3	3	3	3	1	1	3	1	1
CO2	3	1	3	1	3	1	-	3	3	3	3	3	2	2	3	3	3
CO3	1	1	3	1	3	1	2	3	3	3	3	3	1	1	2	3	3
CO4	1	-	3	-	3	1	-	3	3	3	3	3	1	1	3	3	3
CO5	1	1	3	1	3	1	1	3	3	3	3	3	1	1	3	3	3
CO6	3	1	1	1	3	1	1	3	3	3	3	3	1	1	3	3	3

3: Highest Correlated, 2: Medium Correlated, 1: Lowest Correlated

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