SCHEME OF EXAMINATION

M.A. (Journalism & Mass Communication)

(As per Choice based Credit System w.e.f. the academic year 2016–2018

M.A. (JOURNALISM & MASS COMMUNICATION) PROGRAMME SPECIFIC OUTCOMES

Students will be able to

- **PSO1:** gain knowledge about various aspects and topics of Journalism & Mass Communication.
- **PSO2:** learn the basics of communication, types of communication, and essentials of communication process.
- **PSO3:** develop communications skills to express their knowledge, views and ideas.
- **PSO4:** gain knowledge about the history and developmental journey of Journalism, current scenario, and emerging trends.
- **PSO5:** gain knowledge about various aspects of Mass Communication.
- **PSO6:** learn about different types of media-Print Media, Electronic Media, and New Media.
- **PSO7:** gain competencies and skills related to Journalism & Mass Communication to pursue a career in this field.

The entire course will be of four semesters.

SEMESTER-I

Sr. No.	Paper Code	Natureof Paper	Nomenclature	Theory Marks	Internal Assessment	Practica 1	Total Mark	Cr	edi	t	Credit Total
		1						L	T	P	
1	16MJM21C1	Core	Introductionto Communication &Journalism	80	20		100	4	1	0	5
2	16MJM21C2	Core	Language Skills&Wr itingfor Media	80	20		100	4	1	0	5
3	16MJM21C3	Core	Development of Media	80	20		100	4	1	0	5
4	16MJM21C4	Core	Computer Applicationin Communication	80	20		100	4	1	0	5
5	16MJM21D1 or 16MJM21D2	Discipline Specific Elective (DSE)	General Awareness Or CurrentIssues inMedia	80	20		100	4	1	0	5
				Core-2							
				DSE-	05						
	=25							Credits			

SEMESTER-II

Sr. No.	Paper Code	Natureof	Nomenclatur	Theory Marks	Internal	Practical	Total Mark	Cr	edit		Credit Total
110.	Code	Paper	e	Marks	Assessmen		Mark	L	Т	P	Total
1	16MJM22C1	Core	Communicati onTheories&R esearch	80	20		100	4	1	0	5
2	16MJM22C2	Core	Public Relations&Co rporate Communicati on	80		20	100	4	1	0	5
3	16MJM22C3	Core	MediaLaws &Ethics	80	20		100	4	1	0	5
4	16MJM22C4	Core	Advertising Principles&P ractices	80		20	100	4	1	0	5
5	16MJM22D1 OR 16MJM22D2	Discipline Specific Elective (DSE)	Women& MediaOR Environment &Media	\$ 0	20		100	4	1	0	5
6	FoundationElective (Tobechosenfromthelist/pooloffoundationelectivesprovidedbytheUniversity)										2
7	OpenElective (Tobechosenfre	omthe listofop	enelectivesprovid	edbytheUni	versity)						3
				Fo	ore – 20 SE - 05 oundation – oenElective-	02 03					30

SEMESTER-III

Sr. No.	Paper Code	Natureof Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Marks	Cı	edi	t	Credit Total
								L	T	P	
1	17MJM23C1	Core	Print Journalism-I (Reporting& Editing)	80		20	100	4	1	0	5
2	17MJM23C2	Core	Print Journalism-II (Editorial&F eatures)	80		20	100	4	1	0	5
3	17MJM23C3	Core	T.V. Journalism	80		20	100	4	1	0	5
4	17MJM23D1 or 17MJM23D2	Discipline Specific Elective (DSE)	Political Communication OR Business Journalism	80	20		100	4	1	0	5
5	17MJM23D3 Or 17MJM23D4	Discipline Specific Elective (DSE)	CurrentAffairs Or IndianCulture &FolkMedia	80	20		100	4	1	0	5
6		(Tobec)	OpenEl hosenfromthelistpr		heUniversity)						3
	Core— 15 DSE- 10 OpenElective- 03									28	

SEMESTER-IV

Sr. No.	Paper Code	Natureof Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Marks	Cr	edi	it	Credit Total
								L	T	P	
1	17MJM24C1	Core	Online Journalism	80		20	100	4	1	0	5
2	17MJM24C2	Core	Media Management	80	20		100	4	1	0	5
4	17MJM24C3	Core	Radio Journalism	80		20	100	4	1	0	5
4	17MJM24D1 Or 17MJM24D2	Disciplin e Specifi c Electiv e (DSE)	Cinema Studies OR Travel Journalism	80	2 0		100	4	1	0	5
5	17MJM24C4		ProjectReport&ComprehensiveViva-Voce							1	
		A.	ProjectRep	ort			5	2	0	2	
		В.	Comprehen				5 0				4
	Core-15+4=19 DSE- 05								24		

DEPT. OFJOURNALISM& MASS COMMUNICATION

Scheme of ExaminationandSyllabi Fortheprogramme

MA (Journalism and Mass Communication)

(w.e.f. Session 2016-18)

ChoiceBasedCreditSystem(CBCS)

MAHARSHIDAYANANDUNIVERSITYROHTAK

(AStateUniversityestablishedunderHaryanaActNo.XXVof 1975)
'A'GradeUniversityAccreditedbyNAAC

MA(JMC)- (Previous) SEMESTER-I MJMC-01(CORE) - 16MJM21C1

Introduction to Communication and Journalism

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Max. Marks: 80

Paper 16MJM21C1 INTRODUCATION TO COMMUNICATION & JOURNALISM Course Outcomes

Course Outcomes:

- CO1: Students would gain conceptual knowledge about communication, its elements and process of Communication.
- CO2: Students would learn about mass communication, and its role and importance in society.
- CO3; Students would develop understanding and knowledge about Journalism as a profession

Unit 1

- **1.1** Concept, Nature and Process of Human Communication.
- **1.2** Forms of Communication.
- **1.3** Functions of Communication.
- **1.4** Types of Communication : Inter personal, Intra personal, group and mass communication

Unit 2

- **2.1** Process of Communication.
- 2.2 Source, Message, Channel, receiver, Feedback, Encoder, Decoder.
- **2.3** Elements of Communication.
- **2.4** Barriers to Communication
- **2.5** Noise in Communication.

Unit 3

- **3.1** Language and Communication, Importance of Language.
- **3.2** Communication & Socialization.
- **3.3** CommunicationsysteminIndiancontext.
- **3.4** MassCommunication-theprocessandcharacteristics, MassSociety, Emergence of MassMedia.

Unit 4

- **4.1** Journalism- Definition, Nature, Scope
- **4.2** Historyof Journalism- Origin, Evolutionas Profession.
- **4.3** Journalist- Definition, Duties& Responsibilities.
- **4.4** Journalistic Terminology.
- **4.5** Currentissues&Emerging trends.

InternalAssessmentTotalMarks:20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

HouseTest
 Class Attendance
 TermPaper/Assignment
 Marks
 Marks

M.A.(JMC)- (Previous)SEMESTER-I **MJMC-02(CORE) – 16MJM21C2**

Language Skillsand Writingfor Media

Time allowed: 3Hours

Max. Marks: 80 Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to the first Four Units will contain two questions and the students shall be asked to the first Four Units will contain two questions and the students shall be asked to the first Four Units will contain two questions and the students shall be asked to the first Four Units will contain two questions and the students shall be asked to the first Four Units will contain two questions and the students shall be asked to the first Four Units will be asked to the firsattemptonequestionfromeachunit. Unit Fiveshall containeights hortanswerty pequestions withoutanyinternalchoiceanditshallbecoveringtheentiresyllabus. Assuch, all question in Unit fiveshallbecompulsory.

Paper-16JMC21C2 LANGUAGE SKILLS AND WRITING FOR MEDIA **Course Outcomes**

Course Outcomes:

- CO1: Students would gain conceptual knowledge about use of language in communication process.
- CO2: Students would become aware about common/popular media terminology.
- CO3: Students would develop knowledge and skill vis-à-vis writing for media.

Unit 1

- 1.1 Elements oflanguage, language asaskill
- **1.2** Importance of language in Communication Process
- 1.3 Language Skills&Media Writing
- **1.4** Essentials of goodwriting

Unit 2

- **2.1** Vocabulary- importance of rightwords.
- 2.2 Sentences- Types, use, etc.
- 2.3 Words&Phrases. Synonyms& antonyms
- MediaTerminology-words/termscommonlyusedinmedia/journalism&mass 2.4 communication

Unit 3

- 3.1 Paragraph- Principles of organizing & developing paragraph
- 3.2 Paragraph- argument, counter- argument, explanation&illustration
- 3.3 Methods of paragraphing, Summary
- 3.4 Writingparagraphoncontemporaryissues.

Unit 4

- 4.1 Translation- Definition, significance, types, translation process- essentials
- 4.2 Writing- Creative writing, journalistic writing, difference between both
- 4.3 Writing- Various forms, essentials of effective writing
- MediaWriting-BasicfeaturesforwritingforPrintMedia,ElectronicMedia,New Media, writingfor P.R, etc.

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks 2. Class Attendance 05 Marks 3. TermPaper/Assignment 05 Marks

MA(JMC)- (Previous)SEMESTER-I MJMC- 03(CORE) – 16MJM21C3

Development of Media

Time allowed: 3Hours Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-16MJM21C3 DEVELOPMENT OF MEDIA

Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the evolution of Print Media, and its role and importance in society.
- CO2: Students would demonstrate knowledge about evolution of electronic media (Radio & Television) in India, including its role and importance.
- CO3: Students would gain knowledge about the evolution of Cinema in India, its historical development and its role and importance in society.

Unit 1

- **1.1** Development of PrintMedia :HistoricalView
- **1.2** IndianPress;PostIndependence
- 1.3 Originof IndianNewsAgenciesandtheir role
- **1.4** ManagementandownershipPatternof Press

Unit 2

- 2.1 Development of Radio:Historicalview
- **2.2** Development of RadioinIndia
- **2.3** Public and Private Radio Systems, FM, AM etc.
- **2.4** Organizational structure of the Radio

Unit 3

- **3.1** Development of Television:Historicalview
- 3.2 Development of TelevisioninIndia
- **3.3** Public and Private T.V. Channels
- **3.4** Organizational structure of the television Industry

Unit 4

- 4.1 Cinema: Historical View
- 4.2 Development of Cinema inIndia
- 4.3 Characteristics of HindiCinema
- 4.4 Cinema as a powerful medium of Mass Communication

InternalAssessmentTotalMarks:20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks

3. TermPaper/Assignment 05 Marks

MA(JMC)- (Previous) SEMESTER- I MJMC -04(CORE) – 16MJM21C4 Computer Applicationin Communication

Time allowed :3Hours Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-16MJM21C4 COMPUTER APPLICATION IN COMMUNICATION Course Outcomes

Course Outcomes:

- CO1: Students would be able to operate and perform various tasks and applications on computers, especially in the area of communication.
- CO2: Students would be able to use internet for journalistic and mass communication purpose.
- CO3: Students would learn about Internet, its use and applications, especially in the field of Journalism and Mass Communication.
- CO4: Students would gain knowledge about major Web news portals, e- magazines, and e- newspapers.

Unit 1

- **1.1** Definition, Origin&History
- **1.2** Classification of Computers
- **1.3** Introductiontoinput&outputdevices
- 1.4 Introductiontomemory–Primary& Secondary

Unit 2

- **2.1** Introductiontographical and user interface (GUI)
- **2.2** FileandFolders–Flash, Directory
- **2.3** Creating, Copying, Moving, Deleting and Renaming
- **2.4** Applications & Setting: Desktop Management, toolbox

Unit 3

- 3.1 MS-WordandApplication—basics
- 3.2 Typingandediting, formattingtext
- **3.3** QuarkExpressbasics
- 3.4 PowerPoint–Introduction, presentation, graphics, creating presentation and slide shows

Unit 4

- **4.1** IntroductiontoInternet, definition, variousactivities
- **4.2** Toolsand servicesonInternet
- **4.3** Internet protocols FTP, HTTP, TCP, IP
- **4.4** Major NewsSites, EMagazines, online newspapers

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks

3. TermPaper/Assignment 05 Marks

MA(JMC)- (Previous) SEMESTER-I **MJMC05(I) (DSE)- 16MJM21D1**

General Awareness

Time allowed: 3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each Each of the First Four Units will contain two questions and the students shall be asked to attemptonequestionfromeachunit.UnitFiveshallcontaineightshortanswertypequestions Assuch, all question in Unit

Max. Marks: 80

GENERAL AWARENESS Paper-16MJM21D1 **Course Outcomes**

withoutanyinternalchoiceanditshallbecoveringtheentiresyllabus.

Course Outcomes:

fiveshallbecompulsory.

question.

- CO1: Students would develop knowledge about India's Constitution, parliamentary system, judiciary system, panchayati raj institutions.
- CO2: Students would develop understanding and knowledge about India's history & culture, economic scenario, foreign policy, etc.
- CO3: Students would develop knowledge about the important national and international events.

Unit 1

- **1.1** Goalsandobjectives of Indian Constitution, Parliamentary System of Democracy
- 1.2 FundamentalRightsandDirective Principles of StatePolicy, FundamentalDuties
- 1.3 Centre-State relationship; federal and unitary
- **1.4** ElectoralProcess, EmergencyPowers&Amendment of Constitution

Unit 2

- **2.1** ParliamentaryandLegislative procedureinIndia
- **2.2** Power and privileges of Parliament members
- 2.3 IndianJudicialSystem
- 2.4 PanchayatiRajInstitutions

Unit 3

- 3.1 IndianHistory-VariousStage, ImportantHistoricalEvents
- 3.2 Salientfeatures of Indian Culture, Cultural Diversity of India
- 3.3 IndianEconomic Environment- PresentState, SalientFeatures
- 3.4 GlobalizationandIndia, Introduction- VariousPolitical systems of World

Unit 4

- **4.1** IndianForeignPolicy- SalientFeatures
- 4.2 UNO, SAARC, NAM, Commonwealth Group
- 4.3 India anditsneighbouring countries
- CurrentNationalandInternationaleventsof importance 4.4

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks

2. Class Attendance 05 Marks

3. TermPaper/Assignment 05 Marks

Max. Marks: 80

SEMESTER-I

M.A.(Journalism&MassCommunication)

PAPER-05(II)[DSE]-16MJM21D2 CURRENTISSUESINMEDIA

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each andthestudentsshallbeaskedto Each of the First Four Units will contain two questions attemptonequestionfromeachunit.UnitFiveshallcontaineightshortanswer typequestions withoutanyinternalchoiceanditshallbecoveringtheentiresyllabus. Assuch, all question in Unit fiveshallbecompulsory.

Paper-16MJM21D2

CURRENT ISSUES IN MEDIA Course Outcomes

Course Outcomes:

- CO1: Students would be able to pin-point the emerging trends in media in India.
- CO2: Students would develop knowledge and understanding about various coverage areas of media in
- CO3: Students would learn about Media and its relationship vis- a vis rural sector news, regional media, development news, human rights, gender issues, etc.
- CO4: Students would gain knowledge about trending news vis- a vis Life Style Journalism, Celebrities, Page 3 news, Positive News- Stories, etc.

UnitI

- 1.1. RecentTrendsin MediainIndia
- 1.2. Emergenceof Regional Media
- 1.3. Emergence of Digital Media
- 1.4. MediaandCurrentSocialIssues

UnitII

- **2.1** Coverageof CurrentRuralIssuesinMedia
- 2.2 MediaandDevelopmentIssues
- 2.3 MediaandCoverageof HumanRightsIssues
- 2.4 MediaandCurrentPoliticalIssues

UnitIII

- 3.1 Coverageof CrimeNewsinMedia
- 3.2 MediaandCurrentInvestigativeNewsStories
- 3.3 MediaandCurrentGenderIssues
- 3.4 MediaandCurrentSportsRelatedNews

UnitIV

- 4.1 MediaandLifeStyleJournalism
- 4.2 Page3Journalism, CurrentIssues
- 4.3 Celebrities in News. Places in News
- 4.4 PositiveNewsStories,InspiringNews-Items

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks

2. Class Attendance 05 Marks

3. TermPaper/Assignment

05 Marks

MA(JMC)-(Previous)SEMESTER-II MJMC06 (CORE) – 16MJM22C1

Communication Theories and Research

Time allowed :3Hours Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and its hall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-16MJM22C1 COMMUNICATION THEORIES & RESEARCH Course Outcomes

Course Outcomes:

- CO1: Students would develop understanding about models & theories of communication.
- CO2: Students would develop understanding about the basis of research, especially communication research.
- CO3: Students would gain knowledge about various theories of communication.
- CO4: Students would be able to understand the significance of Communication Research.

Unit 1

- 1.1 SMCR, LaswellModel
- **1.2** OsgoodModel, Dance Model
- 1.3 ShannonandWeaverModel, WilburSchramm
- **1.4** Westley& Maclean, Gerbner Model

Unit 2

- **2.1** Theories of Communication
- 2.2 Two stepandmultistep
- **2.3** Commercial, PlayTheory
- 2.4 UsesandGratification
- **2.5** PerceptionandRetentionTheory

Unit 3

- 3.1 Research: Meaning & Concept
- 3.2 Typesof Research
- 3.3 ResearchProcess
- **3.4** ResearchApproaches

Unit 4

- **4.1** Nature and Significance of Communication Research
- **4.2** Stagesand types of Communication
- **4.3** Public OpinionResearch
- **4.4** Quantitative & Qualitative research, contentanalysis

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks
2. Class Attendance 05 Marks

3. TermPaper/Assignment

05 Marks

MA(JMC)-(Previous)SEMESTER-II MJMC07 (CORE) – 16MJM22C2

Public Relationsand Corporate Communication

Max. Marks: 80

Time allowed: 3Hours

Not: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and its hall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-16MJM22C2 PUBLIC RELATIONS & CORPORATE COMMUNICATION Course Outcomes

Course Outcomes:

- CO1: Students would develop knowledge and skills about Public Relations as a profession.
- CO2: Students would be able to perform Public Relations related tasks and assignments.
- CO3; Students would be able to appreciate the importance of corporate communication and perform assignments related to this domain area.

Unit 1

- **1.1** PR :Meaning, Definition, Concept
- **1.2** Historyof PR
- **1.3** PR Programmes
- **1.4** Qualities of PRProfessional, Duties& Responsibilities of P.R.O.

Unit 2

- **2.1** Role and functions of P.R., Image Management
- 2.2 Toolsof P.R., P.R.Publics
- **2.3** DigitalP.R., CrisisP.R. Management
- **2.4** OrganizationalStructureof P.R. Department/Organization

Unit 3

- **3.1** PR, Publicity, Propaganda, Public affairs, Lobbyingetc.
- 3.2 Theories of PR, Symmetrical & Asymmetrical
- 3.3 Ethicsof PR
- **3.4** PRinPublicSector, PrivateSector, Multinationals, CorporateCommunication Sector, Industry, EducationalInstitutionsetc.

Unit 4

- **4.1** Corporate Communicationmeaningandconcept, applications
- **4.2** Significance and objectives of Corporate Communication
- **4.3** Designing communication plans and understanding publics for Corporate Communication
- **4.4** Tools &skills forCorporate Communication, Corporate Social Responsibility (CSR)

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)- (Previous)SEMESTER-II MJMC08 (CORE) – 16MJM22C3

MediaLaws&Ethics

Time allowed: 3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-16MJM22C3 MEDIA LAWS AND ETHICS Course Outcomes

Course Outcomes:

- CO1: Students would be able to gauge the importance of Freedom of Expression in India, and know the Constitutional provisions related to it.
- CO2: Students would gain knowledge about important Media Laws and Press regulations in India.
- CO3: Students would gain knowledge about the importance of Media Ethics in Journalism.

Unit 1

- **1.1** PressRegulation: A Historical Perspective
- 1.2 CensorshipandMedia: A HistoricalPerspective
- 1.3 Emergency& Censorship:IndianExperience
- 1.4 Freedomof SpeechandExpressionintheConstitutionof India

Unit 2

- **2.1** Media and Rightto Information
- 2.2 Contempt of CourtAct1971
- 2.3 DefamationLaw inIndia
- 2.4 RighttoPrivacy

Unit 3

- **3.1** PressandRegistration of BooksAct,1867
- **3.2** CopyRightAct1957
- **3.3** Consumer ProtectionAct1986
- **3.4** Prasar BhartiAct1996

Unit 4

- **4.1** Media Ethics Meaning and Concept
- **4.2** Media Ethics –A Historical perspective
- **4.3** Code of ethicsfor Media Professionals
- **4.4** Ombudsmen–Definition, Role & Responsibility.

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks3. TermPaper/Assignment05 Marks

MA(JMC)- (Previous)SEMESTER-II MJMC09 (CORE) – 16MJM22C4

AdvertisingPrinciples& Practice

Max. Marks: 80

Time allowed: 3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-16MJM22C4 ADVERTISING PRINCIPLES & PRACTICES Course Outcomes

Course Outcomes:

- CO1: Students would be able to acknowledge the role and importance of Advertising as a profession.
- CO2: Students would gain knowledge about varied aspects of Advertising, including planning and managing advertising campaign.
- CO3: Students would gain skills about applied aspects of advertising, including copy writing, art and layout of advertising.

Unit 1

- **1.1** Advertising: Meaning and Concept
- 1.2 Historical perspective of advertising in India
- **1.3** Advertising:NatureandTypes
- **1.4** Role of Advertising:Social, Cultural, Economic

Unit 2

- **2.1** Objectives of Advertising: General & Specific
- 2.2 LegalandMoralaspectsof Advertising
- **2.3** AdvertisingandFreedomof Expression
- 2.4 SocialAdvertising

Unit 3

- 3.1 AdvertisingMedia: Print, Radio, TVandInternet
- 3.2 Outdoor Media, Alternative Media &tools
- 3.3 Advertisingcampaign, planning&managing
- **3.4** Role of ResearchinAdvertising

Unit 4

- **4.1** Copywriting:Differentprocess,Copylanguage
- **4.2** Differenttypes of copy
- 4.3 Creative Brief andwritingfor differentmedia, Copytesting
- 4.4 Graphicdesigning, ArtandLayout

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)- (Previous)SEMESTER-II MJMC10(I) (DSE) – 16MJM22D1

Women & Media

Time allowed :3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-16MJM22D1 WOMEN AND MEDIA Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the prevalent scenario related to women in society, and the role of media thereof.
- CO2: Students would gain knowledge about important issues related to women, and the institutions/ organizations related to women's issues/ cause.
- CO3: Students would become gender sensitized especially in terms of their future role as media persons.

Unit 1

- **1.1** Status of WomenandMassMedia
- 1.2 UrbanandRuralattitudes towardswomenprevailinginthesociety
- **1.3** Commodification of women
- **1.4** Projection of women's image bythe media

Unit 2

- **2.1** Theoretical perspectives on Women studies
- 2.2 Classical
- 2.3 Marxist
- **2.4** Feminism, Emergingtrends

Unit 3

- **3.1** Role of Media inWomen development&welfare.
- **3.2** Women professionalsinMedia
- **3.3** Women&Media:Opportunities&Challenges
- **3.4** National Commission for Women-structure, role, Important Women organizations

Unit 4

- 4.1 Media & Genderconsciousness, Gender Sensitization.
- 4.2 Media projectionon Domestic Violence & Sexual Harassment
- 4.3 Image of Women in Advertisements
- **4.4** Communalsriots, conflictsituation&Women.

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks3. TermPaper/Assignment05 Marks

MA(JMC)- (Previous)SEMESTER-II **MJMC10(II)** (DSE) – 16MJM22D2

Environment & Media

Time allowed :3Hours

Max. Marks: 80 Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each EachoftheFirstFourUnitswillcontaintwoquestions andthestudentsshallbeaskedto attemptonequestionfromeachunit.UnitFiveshallcontaineightshortanswertypequestions without anyinternalchoiceanditshallbe covering the entire syllabus. As such, all question in Unitfiveshallbe compulsory.

Paper-16MJM22D2 **ENVIRONMENT AND MEDIA Course Outcomes**

Course Outcomes:

- CO1: Students would be able to realize the importance of Environmental Studies, its role and importance in today's world.
- CO2: Students would be able to identify/pin-point the major environmental issues at national/ international level.
- CO3: Students would be able to use and utilize various firms of mass media for environmental causes/ environment conservation.

Unit 1

- 1.1 EnvironmentStudies-Meaning&concept
- 1.2 Role & RelevanceofEnvironmentStudies
- Impactof Development on Environment 1.3
- **1.4** Major Environmental issues: Global Warming, Pollution, etc.

Unit 2

- 2^v1 ProminentEnvironmentalMovements-World&India.
- 202 Environmental Protection & the Role of NGOs
- 2^v3 ChipkoMovement
- 2¹4 Narmada Bachao Andolan

Unit 3

- **3.1** Nature & Coverage of Environmentalissues/movementsinmedia
- 3.2 ImpactofEnvironmentalMovementsonMasses
- 3.3 Environment& Media–InternationalPerspective
- **3.4** GreenPeace &otherInternationalEnvironmental groups

Unit 4

- **4.1** Environmentalcrisis-Present state &Future Challenges
- VariousGovernment policiesregardingenvironment 4.2
- 4.3 Environmentrelated programmes in the media
- Reports &features, film &documentaries on Environment, Prominent 4.4 environment- activists.

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks 2. Class Attendance 05 Marks 05 Marks

3. TermPaper/Assignment

MA(JMC)- (Final)SEMESTER-III MJMC11 (CORE) – 17MJM23C1

Print Journalism-I(Reporting&Editing)

Max. Marks: 80

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and its hall be covering the entire syllabus.

Assuch, all question in Unit five shall be compulsory.

Paper-17MJM23C1 PRINT JOURNALISM- I Course Outcomes

Course Outcomes:

- CO1: Students would be able to define news, and would be able to perform the tasks of news collection.
- CO2: Students would gain knowledge about conceptual and practical aspects of reporting and undertake reporting assignments.
- CO3: Students would gain knowledge about theoretical aspect of editing, and would be able to undertake editing assignments.

Unit 1

- **1.1** News:Definition,MeaningandConcept,fairness,clarity,brevity,verification, truthfulness, newsslants
- **1.2** Dutiesandresponsibilities of journalist
- **1.3** News structure, Introduction, Types of News
- **1.4** Journalistic interview

Unit 2

- **2.1** News source, Newscoverage, newsconferences, meetings,gatheringsetc.
- 2.2 News beats, covering court, legislature and parliament
- **2.3** Coveringcrime, accident, disaster, writingobituary
- **2.4** Reporting:social, rural, artandculturesports, anddevelopment, etc.

Unit 3

- **3.1** Investigative approach, interpretationapproach, indepthapproachinnews
- **3.2** Analyzingnewsfrommarganlisedgroupsandgenderpointofview,conflictsand communalriots
- **3.3** Newsforpeace and reconciliation
- 3.4 Newsfor socialjustice and human rights

Unit 4

- **4.1** News Editing : Copy editor, responsibilities and tools, selection of news for publishing
- **4.2** Headlines- conceptandtypes
- **4.3** Editing differentcopies, managing online desk, photo-editing.
- **4.4** Essentialsof page make up, proof reading, photographic coverage of news

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)- (Final)SEMESTER-III

MJMC12 (CORE) – 17MJM23C2

Paper-02 Print Journalism—II(Editorial& Feature Writing)

Max. Marks: 80

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hortans werty pequestions without any internal choice and its hall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-17MJM23C2 PRINT JOURNALISM- II (Editorial and Feature) Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page.
- CO2: Students would be able to do editorial writing.
- CO3: Students would gain knowledge about functionaries of editorial department especially their duties and responsibilities.
- CO4: Students would gain conceptual knowledge of feature, and would be able to do feature writing.

Unit 1

- **1.1** Editorial: Meaning & concept
- **1.2** Editorial page:role andrelevance
- **1.3** Typesof editorial
- **1.4** Editorial conference/meeting

Unit 2

- **2.1** EditorialDepartment:role and functions
- 2.2 Variouseditions_regular, special& emergency
- **2.3** Editorial policy, concept of editorial independence
- **2.4** Relationship of Editorial Department with other departments

Unit 3

- 3.1 Editor–Responsibility& functions
- 3.2 AssistantEditor, Associate Editor, FeatureEditor- Role andResponsibilities
- 3.3 NewsEditor, Chief SubEditor- Role andResponsibilities
- 3.5 SubEditors, Cartoonist- Role and Responsibilities

Unit 4

- **4.1** Features: Meaning & concept
- **4.2** Typesof features
- **4.3** Characteristics of features, Basicsof writingfeatures
- **4.4** Qualities of a featurewriter

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)-(Final)SEMESTER-III MJMC13 (CORE) - 17MJM23C3

Paper-04Television Journalism

Time allowed: 3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17MJM23C3

TELEVISION JOURNALISM

Course Outcomes

Course Outcomes:

- CO1: Students would develop understanding about TV Journalism, including the process of creation of TV News, and production work.
- CO2: Students would gain knowledge about technical aspects of camera work and editing related to TV Journalism.
- CO3: Students would learn about role and functions of TV professionals and eminent TV journalists/professionals.

Unit 1

- 1.1 TelevisionNews, Meaningandconcept
- **1.2** T.V. Newsroomoperation, Basics of T.V. News
- 1.3 Structuringnewsstory, Newsgathering, writing, integrating bytes, visualization of news
- **1.4** Headline writing, voice over, TVinterviews, TVfeatures&newsanalysis

Unit 2

- 2.1 InterviewandTVproductionprocess
- **2.2** Pre production preparation
- 2.3 Postproduction: Overview of TV studio, master control room
- **2.4** Audiocontrolroom, visionmixture panel, floorlighting

Unit 3

- **3.1** Camera work:Differentshots, movement& angles, common usedterminology
- **3.2** Videotapeformats,S-VHS,U-method,(low&highbend).BetaCamSP,Digital Beta, DVPro, MiniDV, DVetc.
- 3.3 VideoEditing:Meaning&Significance
- 3.4 Processandprinciples of Video Editing

Unit 4

- 4.1 Dutiesandresponsibilities of Director, Producer, Editor
- 4.2 Duties & responsibilities of Camera person, Floor manager and Production assistant
- 4.3 DutiesandresponsibilitiesofSoundrecorder,Technicaldirector,Setdesigner, Makeup person
- **4.4** ProminentTVpersonalities, Qualitiesandfunctions of anchors&newsreaders

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)- (Final)SEMESTER-III MJMC14(I) (DSE) – 17MJM23D1

PoliticalCommunication

Time allowed :3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17MJM23D1 POLITICAL COMMUNICATION Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the discipline Political Communication, and realize its scope and importance.
- CO2: Students would learn about the process of Political Communication, especially use of Mass Media for Political Communication.
- CO3: Students would be able to understand the myriad dimensions of Political Communication, including its national-international dimensions.

Unit 1

- **1.1** PoliticalCommunicationasanemerging discipline, Definition.
- **1.2** PoliticalCommunication:its importance, scope and characteristics
- **1.3** PoliticsandCommunication:relationship
- **1.4** Media as a source for new political power, Mass Media and Political Communication

Unit 2

- **2.1** PoliticalCommunication—Recent, Trends, Theoretical approaches
- 2.2 Political participation, Movement, Elections, Votingbehaviour
- 2.3 Media and Political leadership
- 2.4 PoliticalSocialization&Media, SocialMedia & PoliticalCommunication.

Unit 3

- 3.1 Channels of PoliticalCommunication: Press, radio, TV, Cinema, NewMedia
- **3.2** PoliticalCampaigns,politicalmarketing
- **3.3** Political rallies, Innovative styles of Political Communication
- **3.4** Political surveys, pre-election surveys, Exit Polls, Opinion Polls, Psephology-Definition

Unit 4

- 4.1 Political communication & International Relations
- 4.2 Media and hiddenpolitical agenda, national and international, Paid News
- 4.3 UNOanditspoliticalcommunication system
- **4.4** War, Terrorism, Diplomacy– the Indianexperienceswithmedia

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

- 1. HouseTest 10 Marks
 2. Class Attendance 05 Marks
- 3. TermPaper/Assignment 05 Marks

MA(JMC)- (Final)SEMESTER-III MJMC14(II) (DSE) – 17MJM23D2

BusinessJournalism

Time allowed :3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17MJM23D2

BUSINESS JOURNALISM

Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the discipline of Business Journalism including it's functioning.
- CO2: Students would gain understanding & knowledge about the process of Business Journalism especially working of Business Journalist.
- CO3: Students would be able to identify and write about important/ emerging news/ trends/ issues related to Business Journalism.

Unit 1

- 1.1 Business Journalism-Definition, Concept
- **1.2** Importance of Business Journalism, Global status
- **1.3** State of BusinessJournalisminIndia
- **1.4** GeneraloverviewofBusinessJournalism, latest trends

Unit 2

- **2.1** Historyof BusinessJournalisminIndia, DevelopmentJourney
- 2.2 Major Business publications-Economic Times, Financial Express, Business Standard, Business India, Business World, Cconomica and Political Weekly BusinessBhaskar etc.
- **2.3** Interpretation, investigation and in-depthreporting of business, commerce and economyrelated news.
- **2.4** News Analysis of Business/Commerce/Economic issues, Reporting about Corporatesector

Unit 3

- **3.1** Duties, responsibilities, qualities of Business Journalist
- 3.2 Toolsfor BusinessJournalists, Writingskillsfor BusinessJournalists
- **3.3** Scope, possibilities for Business Journalists
- 3.4 Challengesfor BusinessJournalists

Unit 4

- 4.1 BusinessJournalism-onRadio, T.V., SocialMedia
- 4.2 BusinessJournalism-EmergingIssues/Trends, Future
- 4.3 ProminentEconomic/BusinessJournalists
- 4.4 CurrentissuesinIndianEconomy,Business,IndustryCorporateSector,Govt. Economic Policies, Corporate SocialResponsibility

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks

2. Class Attendance 05 Marks

3. TermPaper/Assignment 05 Marks

MA(JMC)- (Final)SEMESTER-III

MJMC15(I) (DSE) – 17MJM23D3

Paper-05Current Affairs

Max. Marks: 80

Time allowed: 3Hours

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17MJM23D3

CURRENT AFFAIRS Course Outcomes

Course Outcomes:

- CO1: Students would be able to identify/pin-pointy major contemporary political issues/ events.
- CO2: Students would gain knowledge about important socio- economic- political issues.
- CO3: Students would gain knowledge about socio- economic developmental issues, especially related to public policy planning.

Unit 1

- **1.1** Major PoliticalissuesatNational level
- **1.2** Major Current debates and issues in the Parliament
- **1.3** Major events, development inIndia andits Neighbouringcountries.
- **1.4** Major Current politicalissuescovered in the media

Unit 2RegionalIssues& Problems

- 2.1 SocialIssues& Problems
- **2.2** CommunalProblems
- **2.3** EconomicIssues&Problems
- **2.4** PoliticalIssues & Problems

Unit 3Current Issues in SocialDevelopment

- **3.1** ElementaryEducationandHigher Education
- 3.2 Health, Sanitation and Family Welfare
- **3.3** GirlChild&WomenDevelopmentIssues
- 3.4 Inclusive SocialDevelopment, SocialDevelopment ofMarginalized groups

Unit 4Current Issues in Economic Development

- **4.1** Major EconomicIssues of India
- 4.2 Major Economic policyinitiatives, Economic development-Urban& Rural
- 4.3 Flagshipeconomic programmes- Haryana, India, NITI Aayog
- 4.4 GreenEconomics, Economic Development&EnvironmentIssues

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks3. TermPaper/Assignment05 Marks

MA(JMC)- (Final)SEMESTER-III

MJMC15(II) (**DSE**) – **17MJM23D4**

PAPER-15(II)INDIANCULTURE&FOLKMEDIA

Time allowed: 3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eights hort answer type questions without any internal choice and its hall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-17MJM23D4

INDIAN CULTURE & FOLK MEDIA

Course Outcomes

Course Outcomes:

- CO1: Students would be able to appreciate the salient features of Indian Culture, Arts and Architecture.
- CO2: Students would gain knowledge about India's important scriptures, epics, etc.
- CO3: Students would learn about Folk Media, and its role and importance in rural/development communication process.

UnitI

- 1.1. CharacteristicFeaturesof IndianCulture
- 1.2. Societyof Indiathroughages-FromAncientperiodtoContemporarytimes
- 1.3. MainReligionsof India
- 1.4. IndianPhilosophy-Basicfeatures

UnitII

- 2.1 Evolution of Scriptandlanguages in India
- **2.2** ReligiousandSpiritualScriptures-BhagvatGeeta,GuruGranthSahib,etc.
- 2.3 Epics-MahabharataandRamayana-Basics
- **2.4** Vedas, Upanishads, Puranas, etc.

UnitIII

- 3.1 IndianArtandArchitecture-BasicFeatures
- 3.2 IndianPaintingTradition-fromAncienttoContemporarytimes
- **3.3** ImportantPerformingArtsof India-Music,Dance,Theatre,Cinema,etc.
- **3.4** IndianPopularCulture-EmergingTrends,Bollywood,etc.

UnitIV

- 4.1 FolkMediainIndia-BasicFeatures
- 4.2 TraditionalFormsof OralandVisualCommunicationin IndianSociety
- 4.3 PopularTraditionalDramaticForms-Tamasha,Nautanki,Saang,etc.TraditionalOral Literature.MusicalForms
- 4.4 Importance/Useof FolkMedia in Rural/DevelopmentCommunication

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest	10 Marks
2. Class Attendance	05 Marks
3. TermPaper/Assignment	05 Marks

MA(JMC)- (Final)SEMESTER-IV MJMC16 (CORE) – 17MJM24C1

Paper-01OnlineJournalism

Time allowed: 3Hours Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-17MJM24C1

ONLINE JOURNALISM Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about Online Journalism as a discipline, and the process of Online Journalism.
- CO2: Students would gain knowledge about legal dimensions related to cyber- world i.e. cyber laws and about cyber crimes.
- CO3: Students would gain knowledge about ethical issues related to online journalism, and learn about various social media platforms.

Unit 1

- 1.1 Online journalism, Definition, meaning& concept, Brief History
- **1.2** Principles and Objectives of Online Journalism
- **1.3** Elements of Online Journalism
- **1.4** Online journalismandthe globalizedworld, StatusofOnline Journalismtoday

Unit 2

- **2.1** Reporting, Writing and editing for online newspapers, e-magazines &Online Portals
- 2.2 Principles of newsselection & newssources for Online Journalism
- **2.3** Format&style of writing, DigitalStorytelling, Tools ofOnline Journalists
- **2.4** Languageof news, specializedreports,profile etc.for OnlineJournalism

Unit 3

- **3.1** OpenSourceJournalism, Wikipedia, Wikileaks
- **3.2** Online T.V., ImportantOnline NewsPortals
- 3.3 Webcast, Podcast
- **3.4** CyberLaw-need&importance,CyberLaw inIndia,CyberCrime-Definitionand types

Unit 4

- 4.1 Reliability&Truth onInternet, TrollingonSocialMedia
- **4.2** Values&EthicsofOnline journalism, Issues of Privacy
- **4.3** Online CitizenJournalism, ParticipatoryJournalism, Blogging&Tweeting
- **4.4** SocialMedia-importantplatforms(Facebook,Twitter,LinkedinYouTube,etc) challenges&pressuresofOnlineJournalism,Freedom ofExpresionissuesvis-àvisOnline journalism

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Max. Marks: 80

MJMC17 (CORE) – 17MJM24C2

Paper-05- MediaManagement

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and its hall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Paper-17MJM24C2 MEDIA MANAGEMENT Course Outcomes

Course Outcomes:

- CO1: Students would be able to identify and pin- point the emerging media trends in India, and know about the complete media scenario.
- CO2: Students would gain knowledge about various facets of Media Management.
- CO3: Students would gain knowledge about the economic/ financial/ commercial aspects of Media industry.

Unit 1-

- **1.1** PresentMedia Scenario, explanation of mediainIndia
- **1.2** Emergenceof DigitalMedia, RegionalMedia, etc.
- 1.3 Media asa CorporateEntity, Media asanIndustry
- **1.4** Media- Mission, or Profession, emerging trends&challenges

Unit 2

- 2.1 Media Management-Principles, functions, significance
- **2.2** OwnershipPatternofMedia-IndividualOwnership,Trust,Society,Partnership, Private Ltd., Public Ltd.
- **2.3** Organizational structures of Media Organizations
- **2.4** New TrendsinMediaManagement, Innovative practices.

Unit 3

- **3.1** Media Management-DifferentManagementfunctions
- **3.2** Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, MaterialManagement
- 3.3 H.R. Policies for Mediapersonnel, Wage Board, etc.
- **3.4** BrandBuildingfor Media

Unit 4

- **4.1** Media Economics- Management& financial aspects of Media organizations
- **4.2** Revenue generation strategy, budgeting&finance, capitalcosts,productioncosts
- **4.3** Production and Scheduling, Commercial Marketing policies for revenue generation, Creativityinmarketing
- **4.4** Media organizations-IndianNewspaper Society(INS), RNI, ABC, DAVP, etc.

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

- 1. HouseTest 10 Marks
- 2. Class Attendance3. TermPaper/Assignment05 Marks

Max. Marks: 80

MA(JMC)- (Final)SEMESTER-IV MJMC18 (CORE) – 17MJM24C3

Paper-03RadioJournalism

Time allowed :3Hours

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. Assuch, all question in Unit five shall be compulsory.

Paper-17MJM24C3 RADIO JOURNALISM Course Outcomes

Course Outcomes:

- CO1: Students would learn about the role and importance of radio as a medium of mass communication.
- CO2: Students would gain knowledge about various types of radio programmes, and learn the basics of programme.
- CO3: Students would gain knowledge about presentation and anchoring of radio- programme and learn the basic skills thereof.

Unit 1

- 1.1 Radio: Anoralmedium, its strengthandweaknesses, Radiowriting
- **1.2** Radioand private service broadcasting
- **1.3** Radioforsocial change & development
- **1.4** Alternative radio:Community,CampusRadio, Online Radio

Unit 2

- **2.1** Radioprogrammes- briefintroduction
- **2.2** Music, Spoken word, talks, discussions, interviews, dramas, documentaries, features&commentary
- 2.3 Audience specific programmes: Youth, women, children, senior citizens
- **2.4** Subjectspecificprogrammes:rural,educational,sports,science,health&family welfare Unit 3
- 3.1 RadioProgrammes:Planning&scheduling, Major Radioprogrammes of A.I.R.
- **3.2** Equipmentforradioproduction:studiosetup,transmission&relatedtechnical person, microphones
- **3.3** RadioReporting, NewsBulletins
- **3.4** Composition of programmes: News, Music and spokenwords, radio features

Unit 4

- 4.1 Radio programmes, production elements : speech, narration, dialogue, sound effect, musicsilence
- 4.2 Presentationofradioprogrammes : jobofpresenter,deliverymodulationand projection of the voice
- 4.3 EntertainmentRadiobroadcasting, Anchoring & RadioJockey
- **4.4** StudioEtiquettes, feedback,interactive programmes

PRACTICALMarks: 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

MA(JMC)- (Final)SEMESTER- IV **MJMC19(I) (DSE) – 17MJM24D1**

CinemaStudies

Time allowed: 3Hours

Max.Marks: 80

Note: The question paper will be divided into Five Units carrying equal marksi.e. 16 marks for each *EachoftheFirstFourUnitswillcontaintwoquestions* andthestudentsshallbeaskedto attemptonequestionfromeachunit. Unit Fiveshall containeights hortanswerty pequestions withoutanyinternalchoiceanditshallbecoveringtheentiresyllabus. Assuch, all question in Unit fiveshallbecompulsory.

Paper-17MJM24D1

CINEMA STUDIES

Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the history of Cinema, its developmental journey world-
- CO2: Students would be able to know and appreciate the technical aspects of Cinema.
- CO3: Students would be able to appreciate films, write film reviews, and gain knowledge about the interrelationship between cinema and society.

Unit 1

- 1.1 Originof Cinema asamedium of MassCommunication
- 1.2 Cinema inModernSociety
- 1.3 EntertainmentArtin20thCentury, Cinema as a medium of entertainment
- RelationshipofCinemawithothermedia-Print, RadioTelevision, NewMedia; Cinema 1.4 genres

Unit 2

- 2.1 Importantstagesindevelopment of Cinema inIndia
- 2.2 Cinema in USA
- 2.3 Cinema in Western Europe, Russia and Eastern Europe
- 2.4 Cinema in Asia, Africa and Latin America

Unit 3

- 3.1 Evolution of filmlanguage, from image to idea, FilmScriptingProcess
- Scene andshots, Camera distance 3.2
- 3.3 Movementandangles, Visual imageryinCinema
- Use of sound in films (Sound Effects), Animation Films 3.4

Unit 4

- 4.1 Censorshipof films inIndia
- 4.2 FilmJournalism, ProminentCinema Personalities(India & Abroad)
- FilmSocietyMovementinIndia, FTII, NFAI 4.3
- 4.4 Impactof Cinema on Indian Society, Film Review

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest 10 Marks 2. Class Attendance 05 Marks 05 Marks

3. TermPaper/Assignment

MA(JMC)-(Final)SEMESTER- IV MJMC19(II) (DSE) – 17MJM24D2

TravelJournalism

Time allowed: 3Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt on equestion and its hall be covering shall be covering such, all question in Unit five shall be compulsory. It is a such, all question in Unit five shall be compulsory.

Paper-17MJM24D2 TRAVEL JOURNALISM Course Outcomes

Course Outcomes:

- CO1: Students would gain knowledge about the genre of Travel Writing, Travel Writers, and Travel Journalism.
- CO2: Students would be able to undertake assignments on Travel & Tourism Writing.
- CO3: Students would be able to do blogging on Travel & Tourism related topics.
- CO4: Students would learn to do Food Review(s) and Food/ Cuisine related topics.

Unit 1

- **1.1** PioneersinTravelwriting
- **1.2** Great travel narratives of MarcoPolo
- **1.3** Travel narrativesofHuientsang, IbnBattuta, AlBeruni
- 1.4 Travel narratives of V.S. Naipaul, RahulSankratayan, WilliamDarlymple

Unit 2

- 2.1 TravelJournalism:Meaning,concept
- 2.2 Traveljournalism: Writing Skills
- **2.3** Typesof TravelWriting, Travelogues(TravelGuides)
- **2.4** ArticlesonTravels

Unit 3

- **3.1** Travel&TourismFeatures, FoodWriting& review(s)
- **3.2** CreativeTravelwriting –Techniques oftravelwriting
- **3.3** Writingfor travelmagazines
- **3.4** TravelP.R. Writing, Travel promotional writing

Unit 4

- 4.1 GlobalTrends inTravelWriting
- 4.2 Travel&TourismBlogging
- 4.3 ImportantTravelMagazines, notedbooks onTravelWriting
- 4.4 ProminentCurrentTravelWriters&Bloggers

InternalAssessmentTotalMarks: 20

Note: The Breakup of 20 marks for Internal Assessment (Theory Paper) is a sunder:

1. HouseTest10 Marks2. Class Attendance05 Marks3. TermPaper/Assignment05 Marks

M.A (JMC)-(Final) SEMESTER- IV

MJMC-20- ProjectReport and Comprehensive Viva-voce[Core] 17MJM24C4

Marks- 100

(50+50)

Paper-17MJM24C4 PROJECT REPORT AND COMPREHENSIVE VIVA Course Outcomes

Course Outcomes:

- CO1: Students would be able to do Field Media Study on Media Habits/ Trends/ developments, etc.
- CO2: Students would be able to undertake write and report about any topic of field media study done by them.
- CO3: Students would be able to use preliminary research tools for the purpose of Field Media Study.
- CO4: Students would learn practical aspects of collecting facts, figures, and do ground level/ grass root level media study.
- A. Students will be required to write a Field Project Report base done field media study of media trends/habits/developments or some important socio-cultural-political- educational- economic aspects vis-à-vis media studies, etc.

[Topics may be like Media Literacy in Schools, Media Habit Studies, Role of Media in Water Conservation (study of a particular village, any other topic related to media, etc]

The project topic will be allotted by the HoD/Dept.

B. Comprehensive Viva-voce

This comprehensive viva-voce will be aimed attesting the knowledge, understanding, learning and the skills acquired by the student during the two year MA(JMC) programme.

The examination of paper will be based on Viva-voce conducted by the HOD, one External Examiner, and one Internal Examiner (nominated by HOD).