

Department of Communication & Journalism

School of Arts & Information Science



Curriculum Framework

MA-JMC (Master of Journalism & Mass Communication)

Based on National Education Policy- 2020

Date of BoS: 12/09/2022

Doctor Harisingh Gour Vishwavidyalaya

(A Central University)

Sagar-Madhya Pradesh-470003

About the Department

The Department of Communication & Journalism was established in 1983. It is the prestigious department of the University. Since its inception the department is maintaining its sustainable growth. The alumni of the department are working in various international, national and regional reputed mass media institutions and other Govt. and private agencies. The department is conducting [BJ Bachelor of Journalism \(One Year Course\)](#), [MA \(JMC\) Master of Journalism & Mass Communication \(2 Years Course\)](#) & [PhD Mass Communication](#).

Curriculum Framework based on National Education Policy-2020

NEP-2020 has conceptualized the idea to develop wellrounded competent individuals for making the nation a self-reliant and global leader. In the same spirit, we at Department of Communication & Journalism have developed a curriculum framework to encompass the goals of NEP 2020. To this end, we have incorporated choice of subject/disciplines of study, creating academic pathways having constructive combinations of disciplines for study with multiple entry and exit points as well as focus on **experiential learning** for students by introducing **multidisciplinary and skill enhancement courses** and actual Hands on training in the recent and trending aspects of the area concern.

Post Graduate Curriculum Framework for MA-JMC(Master of Journalism & Mass Communication)

1. **Name of the Programme :** MA-JMC (Master of Journalism & Mass Communication)
2. **About the Programme:** The course introduces the significance and role of communication in human life. It provides a wide range of communication and different forms of mass media. It trains the students according to requirement of communication and media industry, other institutions of repute in field of journalism and mass communication and several other sectors related to it. The course includes the almost all disciplines of humanities and social sciences to provide the interdisciplinary scope of their employment. The One-year study consists of two semesters, covering theory papers and practical. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.
3. **Objectives of the Programme**
 - a. To train professionals in media and communication who will assume leadership positions in presenting news and communication materials in a transparent, unbiased, purposeful, and ethical manner for the benefit of the community.
 - b. To develop a journalist of the highest calibre, with a commitment to social responsibility, morality, and social equality, in order to actualize the fourth pillar of democracy.
 - c. To give students a skill-based education and arm them with cutting-edge industrial and research updates that will promote their independence
4. **Programme Learning Outcomes :**

The Students will learn fundamental and advanced information in a variety of fields related to journalism and mass communication, allowing students to improve their analytical, critical thinking, and research skills to overcome challenges.

 - a. The Students will acquire high-quality practical training in a variety of disciplines of mass communication, allowing students to create startups and work as entrepreneurs in the new media sector.

- b. The Students will develop knowledge of the important links between society and the media and will be able to demonstrate the professional abilities and competences that have obtained during the academic programme.

5. Structure of the Programme

Level: 8 Semester I				
Nature of Course	Course Code	Course Title		Credits
Discipline Specific Major-1	CMJ-DSM-121	Press History	Theory	4
	CMJ-DSM-122	Field work and Presentation	Practical	2
Discipline Specific Major-2	CMJ-DSM-123	Communication Theories	Theory	4
	CMJ-DSM-124	Reporting and Editing	Practical	2
Multi-Disciplinary Major-3	CMJ -MDM-125	Advertising and Public Relations	Theory	4
	CMJ -MDM-126	Ad Creation and Presentation	Practical	2
Skill Enhancement Course (SEC)	CMJ-SEC-127	Radio Journalism	Theory	3
	CMJ-SEC-128	Radio Program Production	Practical	1

Semester II				
Nature of Course	Course Code	Course Title		Credits
Discipline Specific Major-1	CMJ-DSM-221	Communication Research	Theory	4
	CMJ-DSM-222	Dissertation Project	Practical	2
Discipline Specific Major-2	CMJ-DSM-223	Media Management	Theory	4
	CMJ-DSM-224	Field Visit	Practical	2
Multi-Disciplinary Major-3	CMJ-MDM-225	Television Journalism	Theory	4
	CMJ-MDM-226	TV Program	Practical	2
Skill Enhancement Course (SEC)	CMJ-SEC-227	Writing for Mass Media	Theory	3
	CMJ-SEC-228	Art of Interview	Practical	1

1. Exit:with PG Diploma

8. Teaching Learning Approach:

Mainly this programme will transact the under given pedagogic approach-

- a. Lecture/ Seminar format
- b. Demonstration
- c. Readings/written assignments and Field Projects
- d. Group discussions/tutorial
- e. Community visit
- f. Project work
- g. Field Visit/Survey/Dissertation

9. Assessment

The learner in the programme will be assessed throughout the duration of the programme in a formative and summative evaluations i.e. Mid (I&II) and End Semester examinations. To be eligible to appear in End semester examination a student must appear in Mid semester examinations along with 75 per cent attendance in classroom processes.

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CMJ-DSM-121 – Press History Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-121	Press History	3	1	0	4	IA(Mid)-40 EA(End Sem)- 60

Lectures/Hrs.

1. Learning Objectives:

- To teach about the evolution of media in India and the role of Press in Indian Freedom Struggle.
- To teach about the evolution of Press in world and India.
- To introduce leading journalists and prominent personalities in media.
- To teach about new trends in Indian journalism.

2. Course Learning Outcomes:

- Students will learn the history of media in India and world.
- Students will learn about the role of Press in Indian Freedom movement.
- Students will acknowledge the work of journalists in development of Indian media.
- Students will learn the evolution of Indian media from pre independence period till today.

Unit – I:Evolution of Press

- Origin of Printing Press In Europe, UK andUSA
- Brief History Printing Press In India
- Indian Vernacular Press
- Role of Indian Press In Freedom Movement
- Indian Press Pre-Independence, Post-Independence

Unit - II: Press History in India

- Origin of Indian News Agencies and Their Role
- Bengal Gazette and UdantMartand
- Bengal and Hindi Journalism
- Hindi Journalism In Non-Hindi State

Unit - III:Various Features of Indian Press

- British Government and Indian Press
- Brief History of Journalism In M.P. U.P and Bundelkhand
- Other Indian Languages and Press History
- Leading Indian Journalist and Editor of Indian Press
- Freedom of Press

Unit - IV: Leading Newspapers

- History of Today's Leading News Paper •

- Danik Bhaskar, Patrika•DainikJagaran
- The Times of India
- Amar Ujala and Hindustan
- MalayalaManorma and Enadu

Unit –V: Journalism through Magazines

- Literary Magazines
- India Today, Sarita, The Week
- Saras Salil, Women's Era
- Publication of Indian Government
- Publication of M.P. Government

Suggested Readings-

- Hindi Patrkrita. Krishnbihari Mishra, Bhartiya Gyanpeeth, New Delhi 2011
- Hindi Patrkrita Vivid Aayam. Dr.Ved Prakash Vaidik, National Publishing House, New Delhi
- Hindi Patrkrita Ka AlochnatamkItihaas.Dr.Ramesh Kumar
- Journalism in India. R. Parthasarathy, Sterling Publishers, 2000

3. Unit wise Learning Outcomes :

- UO 1. Learn about the Evolution of Press, Printing and its role in freedom movement.
- UO 2. Learn about the history Indian Press and news agencies.
- UO 3. Learn about the vernacular press and its history.
- UO 4. Learn about the leading newspapers in India.
- UO 5. Learn about the magazine journalism and its history.

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CMJ-DSM-122 – Field Work & Presentation Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-122	Field Work & Presentation	0	0	2	2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To Introduce students to the

2. Course Learning Outcomes :

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CMJ-DSM-123 Communication Theories Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-123	Communication Theories	3	1	0	4	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To build a conceptual understanding of the basics of Communication, its process, and elements.
- To teach them various models of communication and its development.
- To teach them different theories of communication.
- To build an understanding of the role of communication and its development in society.

2. Course Learning Outcomes :

- Students will learn Communication and public speaking skills with knowledge of barriers to communication and various elements.
- Students will learn about the role of communication as an art of persuasion through various theories.
- Students will develop a perception to analyze the role of channelized media content in society.
- Students will develop an insight into the functions of mass media in promoting, directing, and influencing society.

UNIT-I Introduction to Communication

- Communication: Concept, Definition, Process, Scope, Elements & Functions
- Nature of Human Communication, Verbal & Non-Verbal Communication
- Types of Communication
- Barriers of Communication

UNIT-II Models of Communication

- Lass well Model of Communication, Shannon & Weaver Model
- Wilber-Schramm Model of Mass Communication
- Osgood & Schramm Model, De' Fleur Model

UNIT-III Different Theories of Communication

- Bullet Theory, Hypodermic Needle Theory
- Cognitive Consistency, Agenda Setting, Cultivation Theory
- Media System Dependency Theory
- Selective Perception, Selective Retention, Selection Exposure

UNIT-IV Normative Theories of Communication

- Authoritarian Theory
- Libertarian Theory
- Soviet Communist Theory

- Social responsibility Theory
- Democratic Participation Theory

UNIT-V Mass Media & Society

- Communication & Public Opinion
- Media Audiences
- Information technology & Society
- Mass Communication & Culture

Suggested Readings-

- Mc Quail, Denis. Mass Communication Theory, 4 th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. A History of Communication Study, New York, Free Press, 1997.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. Communication Theory – Eastern and Western Perspectives, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval. Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.)
- Rajgadhiya, Vishnu. Jansanchar : Siddhant Evam Anuprayog, Radhakrishna Publication, NewDelhi

3. Unit wise Learning Outcomes :

- UO 1. Learn about the basics of communication, its types and barriers.
- UO 2. Learn about the models of communication process.
- UO 3. Learn about the theories related to communication and media.
- UO 4. Learn about the normative theories of media.
- UO 5. Learn about the media and its relation with society.

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CMJ-DSM-124 – Reporting and Editing Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-124	Reporting and Editing	1	1	0	2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To introduce the basic concept of Reporting and editing in news media.
- To develop a news sense for professionalism.
- To introduce various types of reporting and their narratives.
- To develop competency of editing for news media.

2. Course Learning Outcomes :

- Students will learn the various types of reporting and field work.
- Students will learn the importance of sources in reporting.
- Students will learn the basics of editing in news media organisations.
- Students will develop professional sense of a reporter and editor.

UNIT-I Reporting: An Introduction

- Concept of Reporting
- News-Definition, Concept
- Element of News
- News Values
- Sources of News

UNIT-II Various Features of Reporting

- Lead Writing
- Kinds of lead
- Reporting:- Crime, Weather City live, Speech, Accident

UNIT-III Special Reporting

- Reporting
- Accident
- Disaster
- Court
- Election
- Interview-Kinds, Purposes, Techniques
- Interpretative Reporting

UNIT-IV Editing

- Meaning, Purposes
- News Desk

- Step of Editing Department
- News
- Headline

UNIT-V Branches of News Editing

- Local News Editing
- Regional News Editing
- National News Editing
- International News Editing
- Aspects of News/Views/Editing

Suggested Readings-

- News Writing: George .A. Hough, Boston Hough miffin company.
- News culture: Allen Stuart, Buckingham open university press.
- Modern Journalism and News writing: Savita Chadda
- Basic Journalism: RangaswamiParthasarathi, Macmilan India Ltd.
- Editing design and book production: Foster Charles, Journy London
- News Editing Theory and practice :Sourin Banerji: K.P. Bagchi and company New Delhi.
- Samachar Feature lekhanavumSampadan, Harimohan, TakshilaPrakashan
- Sampadan Kala. K.P.Narayan
- Print Media Lekhan, Ramesh Jain

3. Unit wise Learning Outcomes :

- UO 1. Learn about the concept of news and reporting.
- UO 2. Learn about the various features of reporting.
- UO 3. Learn about the types of reporting.
- UO 4. Learn about the basis of news editing and editorial department functioning.
- UO 5. Learn about the branches of news editing.

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CMJ-MDM-125 – Advertising and Public Relations Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-MDM-125	Advertising and Public Relations	3	1	0	4	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To introduce the basics of advertising and public relations.
- To build creativity necessary for advertisement as in copywriting, layout, and design.
- To build an understanding of various functions of public relations and its agencies.
- To introduce the writing format of press notes and other publications.

2. Course Learning Outcomes :

- Students will learn creative skills like copywriting, Layout, and design for advertisement along with different functions and planning of advertising in different media.
- Students will learn Communication skills and techniques necessary for Good Public relations and corporate communication practice.
- Students will know the Organizational structure of Advertising agencies and public relations departments.
- Students will inculcate necessary skills and qualities required for public relations Practitioner and advertisement.

UNIT- I Advertising: An Introduction

- Advertising as a tool of communication
- Role of Advertising
- Marketing mix
- Types of Advertising
- Advertising as a career

UNIT- II Planning of Advertising

- Advertising Agency
- Construction of effective Advertising
- Advertising creativity
- Advertising Planning & Campaign

UNIT- III Advertising Reach and Effect

- Advertising Psychology
- Types of Media
- Media for advertising
- Media Research

- Product Research

UNIT- IV Advertising Research

- Advertising Research
- Advertising Budget
- Role of Research
- Social aspects of Advertising

UNIT- V Public Relation: An Introduction

- Concept of Public Relations.
- Brief History of PR in India
- PR in Government & Private sector
- Publication of house journal, annual report and news letter
- Exhibition, Press Conference, Press release

Suggested Readings-

- Aadhunika Vigyan By Dr. Premchand Patanjali, Vanee Prakasan, New Delhi
- Advertising Theory and Practice By S.A. Chunawala, Keval J Kumar and K.C. Sethia
- Public Relation By J. Jethawane, N.D. Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur.
- The Public Relation Handbook, Alison Theaker, Routledge
- Sage Handbook of Public Relations, Robert L. Heath
- Public Relation By J. Jethawane, N.D. Phinix, New Delhi
- Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch

3. Unit wise Learning Outcomes :

- UO 1. Learn about the basic concept and types of advertising.
- UO 2. Learn about the advertising planning and role of agency.
- UO 3. Learn about the reach and effect of advertisement in different media
- UO 4. Learn about the research in advertising.
- UO 5. Learn about the basic concept of Public relations.

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CMJ-MDM-126 – Development Communication Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-MDM-126	Development Communication	1	1		2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To impart basic concepts meaning and models of development
- To make students aware about problems and issues of the development.
- Inculcate knowledge of development communication and relations with media and society.
- Know the functioning of media in development coverage.
- Understanding the rural India and its problems.

2. Course Learning Outcomes :

- Students will learn the concept of development and its dichotomy.
- Students will learn the issues of development in India.
- Students will Learn the role of mass media in development.
- Students will learn the role of development communication for development.

Unit -I Development communicationan Introduction

- Development communication: concept, evolution, historical perspective debates
- Models of development : capitalist model, neo-liberal model, socialist model
- Alternative models of development
- Development and marginal communication
- Areas of development

Unit-II Mass Media and development

- Use of media in development communication
- Mass media and modernization
- Prominent Theoreticians : Daniel Lerner, Everett Rogers, Wibur Schramm
- Media and national development
- Experiences from developing countries with special emphasis on India

Unit-III Development Communication and Agencies

- Development coverage in India: Print, Electronics and New Media
- Role of Government Other agencies in development communication

Unit-IV Development Concept and Parameters

- Developing countries: Goals, characteristics
- Concept of Participatory Development Communication
- Indicators of Developments
- MDG's and SDG's
- Hurdles and prospects in development communication

Unit-V Development Communication in India

- Rural Communication, concepts and meaning
- Media and rural communication
- Women, child, health & family structure and problems in India
- Writing for development communication
- Use of Traditional media and new media in development communication

Suggested Readings:

- Sachar Avomvikas, Dr. B.R. Gupta. VishvavidyalayaPrakashan Varanasi
- Mass Communication In India, Kewal J. Kumar. Jaico Publication.
- Learner D, Passing Of Traditional Society
- Communication for Development, Kiran Prasad
- Vikas Patrakarita, Radhe Shyam Sharma

3. Unit wise Learning Outcomes :

- UO 1. Learn aboutthe Development concept..
- UO 2. Learn about the role of mass media in development communication.
- UO 3. Learn about the role of agencies in development communication.
- UO 4. Learn about the different paradigm of development.
- UO 5. Learn about the scope of development Journalism in India.

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CMJ-SEC-127 – Radio Journalism Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-SEC-127	Radio Journalism	0	0	3	3	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To bring awareness about the development of Radio as a medium and its history.
- To enhance knowledge related to working, the organizational structure of AIR, and its role in nations' development.
- To build skills required for radio script writing and program presentation in various formats.
- To introduce new trends in Radio Production.

2. Course Learning Outcomes :

- Students will learn about the evolution of radio and its production techniques.
- Students will enrich the skills required to become a radio broadcaster and scriptwriter according to various formats.
- Students will learn about the evolution of All India Radio and its role in the development of the nation.
- Students will learn the basic setup required for radio production and new trends like podcasting and community radio for their use.

UNIT-I Introduction of Radio

- General Characteristics of Radio
- Development of Radio Broadcasting in Europe and America
- Development of Radio Broadcasting in India (Pre Independence Era)
- Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II All India Radio

- Development of All India Radio
- Organizational Structure and Functions of AIR
- AIR Services
- AIR and Nation's Development

UNIT-III Writing for Radio

- Radio Language
- Radio Scripting and its Formats
- Non Fiction Radio Writing
- Fiction Radio Writing

UNIT-IV Radio Program Production

- Ideation and Format of Radio Program
- Scripted and Unscripted Program
- Pre Production & Post Production
- Art of Presentation

UNIT-V New Trends in Radio

- FM Radio
- Community Radio
- Satellite Radio
- POD casting

Suggested Readings-

- Radio Journalism By A.K.Singh
- Electronic Madhyam Radio Evam DoordarshanBy Prof. Ram MohanPathak
- Radio Prasaran Ki Nai Technique ByDr. Kishor Sinha
- Radio aur DoordarshanPatrakaritaBy Prof. Harimohan
- Mass Communication in India, Kewal J. Kumar

3. Unit wise Learning Outcomes :

- UO 1. Learn about evolution of Radio.
- UO 2. Learn about the structure, functioning and evolution of AIR.
- UO 3. Learn about the writing style for radio.
- UO 4. Learn about the Programme production in Radio.
- UO 5. Learn about the new trends in radio.

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CMJ-SEC-128 –Social media Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-SEC-128	Social Media	0	0	1	1	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To provide an understanding of the basic concept of social media landscape.
- To gain knowledge about the specific uses of various types of social media platforms.
- To make students learn how to create own presence on social media professionally. 5.
- To develop an understanding about the basic strategies of brand Management on social media.

2. Course Learning Outcomes :

- Students will learn to use different social media platforms.
- Students will learn use of social media for monetization.
- Students will learn the impact of social media content.
- Students will learn the effect of social media in society.

UNIT- I Social Media: An Introduction

- Growth & Development of Social Media
- Social Media Concept, Evolutionand Characteristics
- Usage of Social Media.
- Impact of Social Media
- Social Media: Risks and Challenges

UNIT II Social Media and Society

- Relationship and use of Social Media in Society
- Social Media as Mirror of Society
- Role of Social Media in Building Relations,
- Social Media and Inter-Personal Communication

UNIT IIISocial Networking sites introduction

- Twitter & Facebook
- Instagram&Snap chat, WhatsApp, You Tube etc.
- Story generation, development and monetization through social media.
- Dynamic of social media networks: novelty, strengths and weakness

3. Unit wise Learning Outcomes :

- UO 1. Learn about evolution of social media.
- UO 2. Learn about the social media and its effect on society
- UO 3. Learn about the various social media sites.

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CMJ-DSM- 221Communication Research Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-212	Communication Research	3	1	0	4	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To develop a basic understanding of Research in communication and media.
- To develop a basic understanding of research methodology.
- To introduce Research methodology in mass media.
- To teach them the basic research tools and preparation of research report.

2. Course Learning Outcomes :

- Students will learn research methodology.
- Students will learn various tools of research.
- Students will learn scope of research in communication and media
- Students will learn academic writing and presentation of research findings.

UNIT-I Communication Research: An Introduction

- Concept of Research
- Nature and Scope of Research
- Importance of Communication Research
- Aims and Objectives of Research
- Qualities of Researcher
- Basis of Research

UNIT-II Pre-Research Preparation

- Steps of Research
- Research Hypothesis
- Research Designs
- Sources of Data
- Data Collection

UNIT-III Research Methodology in Mass Media

- Types of Research
- Observation
- Interview
- Schedule
- Questionnaire

UNIT-IV Tools & Techniques of Research

- Case Study
- Sampling
- Scaling

- Content Analysis
- Classification and Tabulation of data

UNIT-V Presentation & Report Writing

- Analysis and Interpretation of data
- Diagrammatic Presentation of data
- Graphic Presentation of Data
- Result Forecasting and Preparing of The Report
- Research Reference and Bibliography, Indexing

Suggested Readings-

- Understanding The Research Process By Paul Oliver, Sage Publication
- Introducing Communication Research By Donald Treadwell, sage Publication
- Sanchar Shodh By Dr. Manoj Dayal
- ShodhPravidhi, Vinay Mohan Sharma

3. Unit wise Learning Outcomes :

- UO 1. Learn about the communication research.
- UO 2. Learn about the basics of research and its development.
- UO 3. Learn about the research methodology in mass media
- UO 4. Learn about the tools and techniques of research.
- UO 5. Learn about the Presentation of Report.

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CMJ-DSM-222 – Magazine Journalism Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-222	Magazine Journalism	1	1	0	2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To introduce magazine journalism and historical significance of magazines.
- To build an insight about the magazine as a medium of communication.
- To teach the various types of magazine genres.
- To build an outlook for content creation in magazines.

2. Course Learning Outcomes:

- Students will learn magazine content creation and designing.
- Students will learn the structure and functioning of magazine organization.
- Students will learn writing style as per different types of magazines.
- Students will learn about the reading interests of different reader groups.

UNIT-I Magazine: Introduction

- Concept of Magazine and Historical Perspective
- Importance and Significance of Magazine
- Cover Page and Its Importance
- Magazine Design
- Sales Promotion

UNIT-II Characteristics of Magazine

- Challenges In Magazine World
- Eye Catching Stringier
- Headline last Minute Change
- Typography and Magazine
- Magazine For Various Class and Age Groups

UNIT-III Magazines of Different Groups

- Magazines For Women
- Magazines For Youth
- Magazines For Children
- Magazines For Health

UNIT-IV Magazine on various issues

- Human Rights Issue
- Environment Issue
- Political Issue
- Women's Issue
- Caste Issue

- Communal Issue

UNIT-V Content of Magazine

- Editorial Team
- Cover Page Story
- Editorial
- Photo Feature
- Book Reviews
- Other Content and New Trends in Magazine

Suggested Readings-

- Sampadan Kala. K.P.Narayan
- Sampadan Kala. Dr.SanjivBhanavat
- News Reporting and Editing K.N. Srivastva
- Print Media Lekhan aur Sampadan, Ramesh Jain

3. Unit wise Learning Outcomes :

- UO 1. Learn about Magazine history, importance of its design and layout.
- UO 2. Learn about the characteristics of magazines and its various features.
- UO 3. Learn about the magazines for different groups.
- UO 4. Learn about the types of magazines on different issues.
- UO 5. Learn about the content of magazine.

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CMJ-DSM-223 –Television Journalism						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-223	Television Journalism	0	0	3	3	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To teach about evolution television as a medium of mass communication.
- To teach about programming skills and programme formats of TV.
- To teach television news production.
- To teach broadcasting ethics, guidelines, and rights.

2. Course Learning Outcomes :

- Students will learn production techniques and process.
- They will acquire theoretical knowledge of using production equipments.
- They will learn to differentiate between different types of TV programme and how they are produced.
- Students will learn ethical behaviour in television production.

UNIT-I Understanding Television

- Evolution And Development Of TV
- History Of TV in India
- Television : Characteristics as a Medium of communication
- TV industry in India

UNIT-II Television Program Formats

- Concept, Ideation and Formatting
- Fiction and Non-Fiction
- Scripted and Unscripted TV Program
- TV Genres

UNIT-III Television Program Production

- Pre Production
- Post Production
- In House Production and Outdoor Production
- SFX and Visual Effects

UNIT-IV Television News

- Television News Reporting
- Bulletin, Live Program, Talk Show
- Docudrama and Documentary

UNIT-V Broadcasting Ethics

- Broadcasting Guidelines of Prasar Bharti
- Freedom of Broadcaster
- Viewer's Right
- Different Regulatory Bodies

Suggested Readings-

- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, RobertsB. Musburger, Focal Press, Oxford, 2007
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi,2010
- Television and Popular Culture India: A Study of the Mahabharata, Ananda Mitra, Sage,Delhi

3. Unit wise Learning Outcomes :

- UO 1. Learn about the journey of evolution of TV.
- UO 2. Learn about the various TV program formats.
- UO 3. Learn about the TV Program Production.
- UO 4. Learn about theTV News.
- UO 5. Learn about the Broadcasting Ethics.

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CMJ-DSM-224 – Alternative Journalism Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-DSM-224	Alternative Journalism	1	1	0	2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To introduce learners with the concept of alternative media.
- To build an insight of citizen journalism among learners.
- To develop an outlook for analysing media in alternative paradigm.
- To inculcate potential skills for building own alternative platforms.

2. Course Learning Outcomes:

- Students will learn to differentiate between mainstream media and alternative media objectives.
- Students will learn to recognise and analyse media content in alternative paradigm.
- Students will develop entrepreneurial skills for start-up.
- Students will learn to recognise different alternative narratives in films, new media platforms, print and electronic media.

UNIT-I Alternative Journalism: Introduction

- Concept of Alternative Journalism
- Need of Alternative Journalism
- Aim of Alternative Journalism
- Mainstream vs Alternative Journalism
- Alternative Journalism in Ancient Age

UNIT-II Print Media and Alternative Journalism

- Small-Scale Newspaper Movements
- Small-Scale Magazines on Different Issues
- Mass Movements and role of Alternative Journalism
- Poster, Banner, Pamphlet, Handbill

UNIT-III Alternative Journalism through Films

- Evolution of Short Films
- Parallel or Arts Films
- Communication Through Documentary
- Films with feminist lens
- Voices through Films

UNIT-IV New Media: A Tool of Alternative Journalism

- Origin of Blogs
- Social Networking Sites

- Freedom of Speech Through New Media
- Role of Internet in producing Alternative Content

UNIT-V Citizen Journalism

- Citizen Journalism
- Journalism of Social Concerns
- Identity & Politics of Change
- Questions of Credibility & Reliability

Suggested Readings-

- Media Vimarsh, Ramsharan Joshi
- The Alternative Media Handbook, Kate Coyer, Routeledge
- Alternative Media, Chris Atton, Routeledge
- Understanding Alternative Media, Olga Bailey, Open University Press

3. Unit wise Learning Outcomes :

- UO 1. Learn about the aim of alternative journalism and its concept.
- UO 2. Learn about the print media as an alternative media.
- UO 3. Learn about the alternative paradigm of films.
- UO 4. Learn about the emerging new media platforms for alternative journalism.
- UO 5. Learn about the citizen journalism.

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CMJ-MDM-225 – Broadcast Production Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-MDM-226	Broadcast Production	3	1	0	4	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To develop an understanding of how and what goes in Television -video production process.
- To make student aware about the production techniques.
- To make students learn the use of camera.
- To introduce students different stages of production from pre production to post production.

2. Course Learning Outcomes:

- Students will learn about the broadcast production process.
- Students will learn applications of lighting for production.
- Students will learn editing as a part of production process.
- Students will learn camera use, movements, shots etc.

UNIT 1:Television Studio

- The basic and expanded Television systems: the studio, the control room.
- the television production team, camera person, the vision mixer,
- the audio engineers, lighting engineers.

UNIT 2:The camera

- The camera: parts of a camera,how the camera works,
- types of cameras camera mounts, camera movements,
- the lenses,
- choice of camera movement,
- purpose or function of the shoot.

UNIT 3:Composition

- principles of composition based on rule of thirds,
- purpose of good composition,
- basic shoots, depth of composition,
- perspective, cross shooting, matching shoots.

UNIT 4: Lighting

- Lighting: kinds of illumination,
- mounting devices, controlling lighting,
- controlling intensity,
- special lighting techniques, typical light sources,
- studio lighting instruments, lighting plot.

UNIT 4:The Director:

- what the director must be, cues given at the opening of a shoot,
- cues related to the shoot or camera movement, audio cues, switching cues,
- floor manager's hand and arm's signal,
- planning sheet, the directors workshop

Suggested Readings:

- Sister Mary Peter Claver and Sister Mary Jyosita (1992). First Step to TV –Video Production, Bharati Bhawan, Patna.
- Herbert Zettle (2006). Television Production Handbook. Thomson Wadsworth, USA.
- Video Production: Vasuki Belavadi.Oxford University Press, India.
- Film and Video Editing: Roger Crittenden.
- Grammar of the Edit: Roy Thompson.
- Video Editing: A Production Premier: Brownie SE.
- Video Editing and Post Production: James R. Caruso& Maris E Arthur.

3. Unit wise Learning Outcomes :

- UO 1. Learn about the Television program production.
- UO 2. Learn about the use of camera for effective shots.
- UO 3. Learn about the basics of compositions of shots.
- UO 4. Learn about the basics of lighting in production.
- UO 5. Learn about the role of director.

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CMJ-DSM-226 – Media Management Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-MDM-226	Media Management	1	1	0	2	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To teach functioning of media organisations and its management.
- To introduce the structure of a media organization.
- To teach applications of ICT in media management
- To develop an understanding about the evolution of media industry.

2. Course Learning Outcomes :

- Students will learn the basic concept of media management.
- Students will develop an understanding about the structure of management of Newspaper organization.
- Students will develop an understanding about the media convergenc.
- Students will learn ICT application in media management.

UNIT-I Introduction of Media Management

- Concept of management
- Functions and Principles of good management
- Models of Media management
- Development of media organizations as an Industry in India

UNIT-II Media Ownership

- Ownership Patterns

- Ownership Issues: Monopoly & Cross Ownership
- Media Financing • Revenue Generation

UNIT-III Product and Consumerism

- Media Product
- Branding
- Media Consumption
- Audience Profiling

UNIT-IV Media Market

- Demography, Psychography and Geography
- Market Segmentation and Clusters
- Measurement Methods
- Market Profiling

UNIT-V New Trends in Media Management

- Use of ICT in Media Management
- Issues and Challenges of Globalization
- Media Convergence and Divergence
- Social Responsibility v/s Profitability

Suggested Readings-

- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani
- The Indian Media Business By Vanita Kohali – Khandekar, Sage Publication
- Samachar Madhyam Ka sangthan Evam Prabandhan By Dr. Sanjeev Bhanawat
- Excellence in Business Communication By Thill, Book Base, Mumbai
- Essentials of Operations Management By Scott T Ypoung, Sage Publication
- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani

3. Unit wise Learning Outcomes :

- UO 1. Learn about the basic concepts of management.
- UO 2. Learn about the ownership patterns and its effect on functioning of media.
- UO 3. Learn about the media as a product and its audience.
- UO 4. Learn about the media research methods.
- UO 5. Learn about the new trends in media management.

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CMJ-SEC-227 – Dissertation & Viva voice Semester 2						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-SEC-227	Dissertation & Viva voice			3	3	IA(Mid)-40 EA(End Sem)- 60

Learning Objectives:

- to prepare a dissertation on a topic decided with the consultation of concerned teacher related to the field of journalism and mass communication. After submission of the dissertation there will be an open viva voice.

1. Course Learning Outcomes :

- Students will learn about the basics of a research methodology.
- Students will develop critical thinking and problem solving approach.
- Students will learn the importance of research for innovation.
- Students will develop an understanding of various applications of research in society.

Some of the broader areas of the research are given below-

- Growth and Development of Journalism
- Literary Journalism
- Communication and Language
- Communication and Culture
- Gender and Communication
- Public Relations
- Advertising
- New Media communication

- Topics related to various Means of Communication (Film, Radio, Television, and Internet) Other areas as decided by concerned teacher and students after consultation

2. Unit wise Learning Outcomes :

- UO 1. Learn about the growth and development of Journalism.
- UO 2. Learn about the Literary Journalism, culture and Language.
- UO 3. Learn about the Advertising and Public Relations area in Journalism.
- UO 4. Learn about the Gender and Communication.
- UO 5. Learn about the New Media Communication.

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CMJ-SEC-228 – Script Writing Semester 1						
Course Code	Title of the Course	Credits				Marks
		L	T	P	C	
CMJ-SEC-228	Script Writing	0	0	1	1	IA(Mid)-40 EA(End Sem)- 60

1. Learning Objectives:

- To understand the art and craft of scriptwriting for Film and Television media, and to creatively write and evolve scripts for different media.

2. Course Learning Outcomes :

- Students will learn the different elements of writing.
- Students will develop their writing style for TV, films and ad copy.

UNIT I Script format

- Script Format & Story Board
- Dialogue/Monologue
- Analyzing the situation
- Scripting

UNIT II Script Writing

- The proposal outline
- the sequence outline
- the shooting script

- writing narration.

Learning Outcomes :

- UO 1 Learn the basics of writing a script.
- UO 2 Learn to write the script for TV programs, films and ad copy.

