

# **Directorate of Distance Education (DDE)**

## **Scheme of Examination and Syllabi**

**For the  
programme**

## **MA (Journalism and Mass Communication)**

as per

## **Choice Based Credit System (CBCS)**

DIRECTORATE OF DISTANCE EDUCATION,  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK

# **M.A. (JOURNALISM & MASS COMMUNICATION)**

## **PROGRAMME SPECIFIC OUTCOMES**

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

## **INTRODUCTION 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

## **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.

## **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.

## **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.

## **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 India.
- 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.

## **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.

## **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.

## **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.

## **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.

## **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 forms of mass media for environmental causes/ environment conservation.

## **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.

## **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.

## **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.

## **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.

## **CURRENT AFFAIRS**

### **Course Outcomes**

#### **Course Outcomes:**

- CO1: Students would be able to identify/ pin- point 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.

## **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.

## **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.

## **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.

## **CINEMA STUDIES**

### **Course Outcomes**

#### **Course Outcomes:**

- CO1: Students would gain knowledge about the history of Cinema, its developmental journey world- wide.
- 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 inter- relationship between cinema and society.

## **PRACTICAL PROFILE**

### **Course Outcomes**

#### **Course Outcomes:**

- CO1: Students would be able to prepare media contents for Print Media, Electronic Media, and New Media
- CO2: Students would be able to undertake, report and write about any topic of field media study done by them.
- CO3: Students would learn about the practical aspects of various topics of Journalism & Mass Communication.

**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

**SCHEME OF EXAMINATION  
Master of Arts (Journalism and Mass Communication)  
Two Year Programme (CBCS)  
First Year w.e.f. 2021-22  
First Semester**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature</b>	<b>Theory Marks</b>	<b>Assignment</b>	<b>Total Marks</b>	<b>Credit</b>	<b>Exam Time</b>
1	21MJM21C1	Introduction to Communication and Journalism	80	20	100	5	3 Hrs
2	21MJM21C2	Language Skills & Writing for Media	80	20	100	5	3 Hrs
3	21MJM21C3	Development of Media	80	20	100	5	3 Hrs
4	21MJM21C4	Computer Application in Communication	80	20	100	5	3 Hrs
5	21MJM21D2	Current Issues in Media	80	20	100	5	3 Hrs

Total Credit: 25

**Second Semester**

<b>Sr. No.</b>	<b>Paper Code</b>	<b>Nomenclature</b>	<b>Theory Marks</b>	<b>Assignment</b>	<b>Total Marks</b>	<b>Credit</b>	<b>Exam Time</b>
1	21MJM22C1	Communication Theories & Research	80	20	100	5	3 Hrs
2	21MJM22C2	Public Relations & Corporate Communication	80	20	100	5	3 Hrs
3	21MJM22C3	Media Laws & Ethics	80	20	100	5	3 Hrs
4	21MJM22C4	Advertising Principles & Practice	80	20	100	5	3 Hrs
5	21MJM22C5	Environment & Media	80	20	100	5	3 Hrs
6	20GENF1	Moral Education	40	10	50	2	2 Hrs
7	20JRMO1	Media & Society	80	20	100	3	3 Hrs

Total Credits: 30



**Second Year, 2022-23**  
**Third Semester**

Sr. No.	Paper Code	Nomenclature	Theory Marks	Assignment	Total Marks	Credit	Exam Time
1	22MJM23C1	Print Journalism - I (Reporting & Editing)	80	20	100	5	3 Hrs
2	22MJM23C2	Print Journalism - II (Editorial & Feature Writing)	80	20	100	5	3 Hrs
3	22MJM23C3	T.V. Journalism	80	20	100	5	3 Hrs
4	22MJM23D1	Political Communication	80	20	100	5	3 Hrs
5	22MJM23D3	Current Affairs	80	20	100	5	3 Hrs
6	21ENVO2	Disaster Management	80	20	100	3	3 Hrs

Total Credit : 28

**Fourth Semester**

Sr. No.	Paper Code	Nomenclature	Theory Marks	Assignment	External Marks	Total Marks	Credit	Exam Time
1	22MJM24C1	Online Journalism	80	20	--	100	5	3 Hrs
2	22MJM24C2	Media Management	80	20	--	100	5	3 Hrs
3	22MJM24C3	Radio Journalism	80	20	--	100	5	3 Hrs
4	22MJM24C4	Cinema Studies	80	20	--	100	5	3 Hrs
5	22MJM24C5	Practical Profile	--	--	100	100	4	3 Hrs

Total Credits : 24

**MA (JMC) - (Previous) SEMESTER – I**  
**P-01 (CORE)**  
**Paper Code 21MJM21C1**  
**Introduction to Communication and Journalism**

Time Allowed : 3 Hours

Max. Marks 100  
Theory Marks :80  
Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**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 Communication system in Indian context.
- 3.4 Mass Communication-the process and characteristics, Mass Society, Emergence of Mass Media.

**Unit 4**

- 4.1 Journalism- Definition, Nature, Scope
- 4.2 History of Journalism- Origin, Evolution as Profession.
- 4.3 Journalist- Definition, Duties & Responsibilities.
- 4.4 Journalistic Terminology.
- 4.5 Current issues & Emerging trends.

**M.A.(JMC) - (Previous) SEMESTER – I**

**P- 02 (CORE)**

**Paper Code 21MJM21C2**

**Language Skills and Writing for Media**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Elements of language, language as a skill
- 1.2 Importance of language in Communication Process
- 1.3 Language Skills & Media Writing
- 1.4 Essentials of good writing

**Unit 2**

- 2.1 Vocabulary- importance of right words.
- 2.2 Sentences- Types, use, etc.
- 2.3 Words & Phrases. Synonyms & antonyms
- 2.4 Media Terminology- words/ terms commonly used in media/ journalism & mass 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 Writing paragraph on contemporary issues.

**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
- 4.4 Media Writing- Basic features for writing for Print Media, Electronic Media, New Media, writing for P.R, etc.

**MA (JMC) - (Previous) SEMESTER – I**  
**P- 03 (CORE)**  
**Paper Code 21MJM21C3**  
**Development of Media**

Time Allowed : 3 Hours

Max. Marks 100  
Theory Marks :80  
Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Development of Print Media : Historical View
- 1.2 Indian Press; Post Independence
- 1.3 Origin of Indian News Agencies and their role
- 1.4 Management and ownership Pattern of Press

**Unit 2**

- 2.1 Development of Radio : Historical view
- 2.2 Development of Radio in India
- 2.3 Public and Private Radio Systems, FM, AM etc.
- 2.4 Organizational structure of the Radio

**Unit 3**

- 3.1 Development of Television : Historical view
- 3.2 Development of Television in India
- 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 in India
- 4.3 Characteristics of Hindi Cinema
- 4.4 Cinema as a powerful medium of Mass Communication

**MA (JMC) - (Previous) SEMESTER – I**  
**P - 04 (CORE)**  
**Paper Code 21MJM21C4**  
**Computer Application in Communication**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Definition, Origin & History
- 1.2 Classification of Computers
- 1.3 Introduction to input & output devices
- 1.4 Introduction to memory – Primary & Secondary

**Unit 2**

- 2.1 Introduction to graphical and user interface (GUI)
- 2.2 File and Folders – Flash, Directory
- 2.3 Creating, Copying, Moving, Deleting and Renaming
- 2.4 Applications & Setting : Desk top Management, tool box

**Unit 3**

- 3.1 MS-Word and Application –basics
- 3.2 Typing and editing, formatting text
- 3.3 Quark Express basics
- 3.4 Power Point – Introduction, presentation, graphics, creating presentation and slide shows

**Unit 4**

- 4.1 Introduction to Internet, definition, various activities
- 4.2 Tools and services on Internet
- 4.3 Internet protocols FTP, HTTP, TCP, IP
- 4.4 Major News Sites, E Magazines, online newspapers

**SEMESTER-I**  
**M. A. (Journalism & Mass Communication)**

**PAPER-05 (Core)**  
**Paper Code 21MJM21D2**  
**CURRENT ISSUES IN MEDIA**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit I**

- 1.1. Recent Trends in Media in India
- 1.2. Emergence of Regional Media
- 1.3. Emergence of Digital Media
- 1.4. Media and Current Social Issues

**Unit II**

- 2.1 Coverage of Current Rural Issues in Media
- 2.2 Media and Development Issues
- 2.3 Media and Coverage of Human Rights Issues
- 2.4 Media and Current Political Issues

**Unit III**

- 3.1 Coverage of Crime News in Media
- 3.2 Media and Current Investigative News Stories
- 3.3 Media and Current Gender Issues
- 3.4 Media and Current Sports Related News

**Unit IV**

- 4.1 Media and Life Style Journalism
- 4.2 Page 3 Journalism, Current Issues
- 4.3 Celebrities in News, Places in News
- 4.4 Positive News Stories, Inspiring News- Items

**MA(JMC) - (Previous) SEMESTER – II**  
**P- 01 (CORE)**  
**Paper Code 21MJM22C1**

**Communication Theories and Research**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 SMCR, Laswell Model
- 1.2 Osgood Model, Dance Model
- 1.3 Shannon and Weaver Model, Wilbur Schramm
- 1.4 Westley & Maclean, Gerbner Model

**Unit 2**

- 2.1 Theories of Communication
- 2.2 Two step and multi step
- 2.3 Commercial, Play Theory
- 2.4 Uses and Gratification
- 2.5 Perception and Retention Theory

**Unit 3**

- 3.1 Research : Meaning & Concept
- 3.2 Types of Research
- 3.3 Research Process
- 3.4 Research Approaches

**Unit 4**

- 4.1 Nature and Significance of Communication Research
- 4.2 Stages and types of Communication
- 4.3 Public Opinion Research
- 4.4 Quantitative & Qualitative research, content analysis

**MA(JMC) - (Previous) SEMESTER – II**  
**P- 02 (CORE)**  
**Paper Code 21MJM22C2**

**Public Relations and Corporate Communication**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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 it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

**Unit 1**

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

**Unit 2**

- 2.1 Role and functions of P.R., Image Management
- 2.2 Tools of P.R., P.R. Publics
- 2.3 Digital P.R., Crisis P.R. Management
- 2.4 Organizational Structure of P.R. Department/Organization

**Unit 3**

- 3.1 PR, Publicity, Propaganda, Public affairs, Lobbying etc.
- 3.2 Theories of PR, Symmetrical & Asymmetrical
- 3.3 Ethics of PR
- 3.4 PR in Public Sector, Private Sector, Multi nationals, Corporate Communication Sector, Industry, Educational Institutions etc.

**Unit 4**

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



**MA (JMC) - (Previous) SEMESTER – II**

**P- 03 (CORE)**

**Paper Code 21MJM22C3**

**Media Laws & Ethics**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Press Regulation : A Historical Perspective
- 1.2 Censorship and Media : A Historical Perspective
- 1.3 Emergency & Censorship : Indian Experience
- 1.4 Freedom of Speech and Expression in the Constitution of India

**Unit 2**

- 2.1 Media and Right to Information
- 2.2 Contempt of Court Act 1971
- 2.3 Defamation Law in India
- 2.4 Right to Privacy

**Unit 3**

- 3.1 Press and Registration of Books Act, 1867
- 3.2 Copy Right Act 1957
- 3.3 Consumer Protection Act 1986
- 3.4 Prasar Bharti Act 1996

**Unit 4**

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

**MA (JMC) - (Previous) SEMESTER – II**  
**P- 04 (CORE)**

**Paper Code 21MJM22C4**

**Advertising Principles & Practice**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

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

**Unit 2**

- 2.1 Objectives of Advertising : General & Specific
- 2.2 Legal and Moral aspects of Advertising
- 2.3 Advertising and Freedom of Expression
- 2.4 Social Advertising

**Unit 3**

- 3.1 Advertising Media : Print, Radio, TV and Internet
- 3.2 Outdoor Media, Alternative Media & tools
- 3.3 Advertising campaign, planning & managing
- 3.4 Role of Research in Advertising

**Unit 4**

- 4.1 Copy writing : Different process, Copy language
- 4.2 Different types of copy
- 4.3 Creative Brief and writing for different media, Copy testing
- 4.4 Graphic designing, Art and Layout

**MA (JMC) - (Previous) SEMESTER – II**  
**P- 05 (Core)**

**Paper Code 21MJM22C5**

**Environment & Media**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

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. As such, all question in Unit five shall be compulsory.

**Unit 1**

- 1.1 Environment Studies-Meaning & concept
- 1.2 Role & Relevance of Environment Studies
- 1.3 Impact of Development on Environment
- 1.4 Major Environmental issues: Global Warming, Pollution, etc.

**Unit 2**

- 2.1 Prominent Environmental Movements-World & India.
- 2.2 Environmental Protection & the Role of NGOs
- 2.3 Chipko Movement
- 2.4 Narmada Bachao Andolan

**Unit 3**

- 3.1 Nature & Coverage of Environmental issues/movements in media
- 3.2 Impact of Environmental Movements on Masses
- 3.3 Environment & Media – International Perspective
- 3.4 Green Peace & other International Environmental groups

**Unit 4**

- 4.1 Environmental crisis- Present state & Future Challenges
- 4.2 Various Government policies regarding environment
- 4.3 Environment related programmes in the media
- 4.4 Reports & features, film & documentaries on Environment, Prominent environment- activists.

**(Foundation Elective Paper)**  
**MORAL EDUCATION**  
**Paper Code: 20GENF1**

**TIME: 2 Hours**

**Max. Marks: 50**  
**Marks Theory: 40**  
Assignment: 10

**INSTRUCTIONS:**

There will be a total of five questions. Question No. 1 will be compulsory and shall contain eight to ten short answer type questions without any internal choice and it shall cover the entire syllabus. The remaining four questions will include two questions from each unit. The students will be required to attempt one question from each unit. The students will attempt three questions in all.

**UNIT I**

**Guiding principles for life Ethics**

- a. Guidelines set by society
- b. Changes according time and place

**Morals**

- c. Guidelines given by the conscience
- d. Always constant

**Ethics in the workplace**

- a. Respect for each other
- b. Obedience to the organization
- c. Dignity of labour
- d. Excellence in action

**UNIT II**

**Concept of Trusteeship**

- a. Everything belongs to society
- b. Man is only a caretaker
- c. Our responsibility to ensure welfare of all

**Importance of service**

- a. Responsibility of an individual
- b. Man is only a caretaker
- c. Our responsibility to ensure welfare of all

**Paper Code 20JRM01**  
**MEDIA AND SOCIETY**  
**Second Semester**

Time Allowed 3 hrs

Max. Marks 100  
Theory Marks 80  
Assignment 20

**UNIT I**

1. Media Definition
2. Relationship of Media in Society
3. Impact of Media on society – recent trends
4. Media and Social Development

**UNIT II**

1. Media Literacy
2. Impact of Media on children and youth
3. Media and gender issues
4. Media and Rural Society

**UNIT III**

1. Media and Violence
2. Media and Rising Crime
3. Media and Democracy
4. Media and development of Scientific temperament
5. Media and environmental issues

**UNIT IV**

1. Media Accountability.
2. Media and Economic development
3. Media and Nation Building
4. Popular culture and media

# MA (JMC) - (Final) SEMESTER – III

P- 01 (CORE)

Paper Code 22MJM23C1

## Print Journalism – I (Reporting & Editing)

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

### 1. Unit 1

1.1 News : Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants

1.2 Duties and responsibilities of journalist

1.3 News structure, Introduction, Types of News

1.4 Journalistic interview

### 2. Unit 2

2.1 News source, News coverage, news conferences, meetings, gatherings etc.

2.2 News beats, covering court, legislature and parliament

2.3 Covering crime, accident, disaster, writing obituary

2.4 Reporting : social, rural, art and culture sports, and development, etc.

### 3. Unit 3

3.1 Investigative approach, interpretation approach, indepth approach in news

3.2 Analyzing news from marginalised groups and gender point of view, conflicts and communal riots

3.3 News for peace and reconciliation

3.4 News for social justice and human rights

### 4. Unit 4

4.1 News Editing : Copy editor, responsibilities and tools, selection of news for publishing

4.2 Headlines- concept and types

4.3 Editing different copies, managing online desk, photo-editing.

4.4 Essentials of page make up, proof reading, photographic coverage of news

# MA (JMC) - (Final) SEMESTER – III

## P- 02 (CORE)

Paper Code 22MJM23C2

### Print Journalism – II (Editorial & Feature Writing)

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

#### Unit 1

- 1.1 Editorial : Meaning & concept
- 1.2 Editorial page : role and relevance
- 1.3 Types of editorial
- 1.4 Editorial conference/meeting

#### Unit 2

- 2.1 Editorial Department : role and functions
- 2.2 Various editions\_ 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 Assistant Editor, Associate Editor, Feature Editor- Role and Responsibilities
- 3.3 News Editor, Chief Sub Editor- Role and Responsibilities
- 3.5 Sub Editors, Cartoonist - Role and Responsibilities

#### Unit 4

- 4.1 Features : Meaning & concept
- 4.2 Types of features
- 4.3 Characteristics of features, Basics of writing features
- 4.4 Qualities of a feature writer

# MA (JMC) – (Final) SEMESTER – III

## P- 03 (CORE)

Paper Code 22MJM23C3

### Television Journalism

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

#### Unit 1

- 1.1 Television News, Meaning and concept
- 1.2 T.V. Newsroom operation, Basics of T.V. News
- 1.3 Structuring news story, News gathering, writing, integrating bytes, visualization of news
- 1.4 Headline writing, voice over, TV interviews, TV features & news analysis

#### Unit 2

- 2.1 Interview and TV production process
- 2.2 Pre production preparation
- 2.3 Post production: Overview of TV studio, master control room
- 2.4 Audio control room, vision mixture panel, floor lighting

#### Unit 3

- 3.1 Camera work : Different shots, movement & angles, common used terminology
- 3.2 Video tape formats, S-VHS, U-method, (low & high bend). Beta Cam SP, Digital Beta, DV Pro, Mini DV, DV etc.
- 3.3 Video Editing : Meaning & Significance
- 3.4 Process and principles of Video Editing

#### Unit 4

- 4.1 Duties and responsibilities of Director, Producer, Editor
- 4.2 Duties & responsibilities of Camera person, Floor manager and Production assistant
- 4.3 Duties and responsibilities of Sound recorder, Technical director, Set designer, Make up person
- 4.4 Prominent TV personalities, Qualities and functions of anchors & news readers



# **MA (JMC) - (Final) SEMESTER – III**

**P- 04 (Core)**

**Paper Code 22MJM23D1**

## **Political Communication**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

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. As such, all question in Unit five shall be compulsory.

### **Unit 1**

- 1.1 Political Communication as an emerging discipline, Definition.
- 1.2 Political Communication : its importance, scope and characteristics
- 1.3 Politics and Communication : relationship
- 1.4 Media as a source for new political power, Mass Media and Political Communication

### **Unit 2**

- 2.1 Political Communication – Recent, Trends, Theoretical approaches
- 2.2 Political participation, Movement, Elections, Voting behaviour
- 2.3 Media and Political leadership
- 2.4 Political Socialization & Media, Social Media & Political Communication.

### **Unit 3**

- 3.1 Channels of Political Communication : Press, radio, TV, Cinema, New Media
- 3.2 Political Campaigns, political marketing
- 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 hidden political agenda, national and international, Paid News
- 4.3 UNO and its political communication system
- 4.4 War, Terrorism, Diplomacy – the Indian experiences with media

**MA (JMC) - (Final) SEMESTER – III**  
**P- 05 (Core)**  
**Paper Code 22MJM23D3**  
**Current Affairs**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Major Political issues at National level
- 1.2 Major Current debates and issues in the Parliament
- 1.3 Major events, development in India and its Neighbouring countries
- 1.4 Major Current political issues covered in the media

**Unit 2 Regional Issues & Problems**

- 2.1 Social Issues & Problems
- 2.2 Communal Problems
- 2.3 Economic Issues & Problems
- 2.4 Political Issues & Problems

**Unit 3 Current Issues in Social Development**

- 3.1 Elementary Education and Higher Education
- 3.2 Health, Sanitation and Family Welfare
- 3.3 Girl Child & Women Development Issues
- 3.4 Inclusive Social Development, Social Development of Marginalized groups

**Unit 4 Current Issues in Economic Development**

- 4.1 Major Economic Issues of India
- 4.2 Major Economic policy initiatives, Economic development-Urban & Rural
- 4.3 Flagship economic programmes- Haryana, India, NITI Aayog
- 4.4 Green Economics, Economic Development & Environment Issues

# MA (JMC) - (Final) SEMESTER – III

## Disaster Management

Paper Code 21ENVO2

Time Allowed : 3 Hours

M. Marks = 100

Term End Examination = 80

Assignment = 20

### Note:

1. Seven questions will be set in all.
2. Question No. 1 will be objective covering the entire syllabus & compulsory. The remaining six questions will be set with two questions from each unit. The candidate will be required to attempt five in total, Question I and four by selecting at least one from each unit.

### UNIT- I

**Disaster-** Causes and phases of disaster, Rapid onset and slow onset disasters. Nature and responses to geo-hazards, trends in climatology, meteorology and hydrology. Seismic activities. Changes in Coastal zone, coastal erosion, beach protection. Coastal erosion due to natural and manmade structures.

### UNIT- II

**Floods and Cyclones:** causes of flooding, Hazards associated with flooding. Flood forecasting. Flood management, Integrated Flood Management and Information System (IFMIS), Flood control. Water related hazards- Structure and nature of tropical cyclone, Tsunamis – causes and physical characteristics, mitigation of risks.

### UNIT- III

**Earthquakes:** Causes and characteristics of ground-motion, earthquake scales, magnitude and intensity, earthquake hazards and risks, Volcanic land forms, eruptions, early warning from satellites, risk mitigation and training, Landslides.

**Mitigation efforts:** UN draft resolution on Strengthening of Coordination of Humanitarian Emergency Assistance, International Decade for Natural Disaster Reduction (IDNDR), Policy for disaster reduction, problems of financing and insurance.

### Reference Books:

1. Bolt, B.A. Earthquakes , W. H. Freeman and Company, New York. 1988
2. Carter, N,W. Disaster Management: A Disaster Manager's Hand Book, Asian Development Bank, Manila. 1992
3. Gautam Ashutosh. Earthquake: A Natural Disaster, Ashok Publishing House, New Delhi. 1994
4. Sahni, P.and Malagola M. (Eds.).Disaster Risk Reduction in South Asia, Prentice-Hall of India, New Delhi. 2003.
5. Sharma, V.K. (Ed.). Disaster Management, IIPA, New Delhi. 1995.
6. Singh T. Disaster management Approaches and Strategies, Akansha Publishing House, New Delhi. 2006

7. Sinha, D. K. Towards Basics of Natural Disaster Reduction, Research Book Centre, New Delhi. 2006
8. Smith, K. Environmental Health, Assessing Risk and Reduction Disaster, 3<sup>rd</sup> Edition, Routledge, London. 2001 21.

# **MA (JMC) - (Final) SEMESTER – IV**

## **P- 01 (CORE)**

### **Paper Code 22MJM24C1**

#### **Online Journalism**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

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. As such, all question in Unit five shall be compulsory.

#### **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 journalism and the globalized world, Status of Online Journalism today

#### **Unit 2**

- 2.1 Reporting, Writing and editing for online newspapers, e-magazines & Online Portals
- 2.2 Principles of news selection & news sources for Online Journalism
- 2.3 Format & style of writing, Digital Storytelling, Tools of Online Journalists
- 2.4 Language of news, specialized reports, profile etc. for Online Journalism

#### **Unit 3**

- 3.1 Open Source Journalism, Wikipedia, Wiki leaks
- 3.2 Online T.V., Important Online News Portals
- 3.3 Webcast, Podcast
- 3.4 Cyber Law- need & importance, Cyber Law in India, Cyber Crime-Definition and types

#### **Unit 4**

- 4.1 Reliability & Truth on Internet, Trolling on Social Media
- 4.2 Values & Ethics of Online journalism, Issues of Privacy
- 4.3 Online Citizen Journalism, Participatory Journalism, Blogging & Tweeting
- 4.4 Social Media-important platforms (Face book, Twitter, Linked in YouTube, etc) challenges & pressures of Online Journalism, Freedom of Expression issues vis-à-vis Online journalism

**M.A (JMC) (FINAL) SEMESTER – IV**  
**P- 02 (CORE)**  
**Paper Code 22MJM24C2**  
**Media Management**

Time Allowed : 3 Hours

Max. Marks 100  
Theory Marks :80  
Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1-**

- 1.1 Present Media Scenario, explanation of media in India
- 1.2 Emergence of Digital Media, Regional Media, etc.
- 1.3 Media as a Corporate Entity, Media as an Industry
- 1.4 Media- Mission, or Profession, emerging trends & challenges

**Unit 2**

- 2.1 Media Management- Principles, functions, significance
- 2.2 Ownership Pattern of Media- Individual Ownership, Trust, Society, Partnership, Private Ltd., Public Ltd.
- 2.3 Organizational structures of Media Organizations
- 2.4 New Trends in Media Management, Innovative practices.

**Unit 3**

- 3.1 Media Management- Different Management functions
- 3.2 Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, Material Management
- 3.3 H.R. Policies for Media personnel, Wage Board, etc.
- 3.4 Brand Building for Media

**Unit 4**

- 4.1 Media Economics- Management & financial aspects of Media organizations
- 4.2 Revenue generation strategy, budgeting & finance, capital costs, production costs
- 4.3 Production and Scheduling, Commercial Marketing policies for revenue generation, Creativity in marketing
- 4.4 Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

# MA (JMC) - (Final) SEMESTER – IV

## P- 03 (CORE)

### Paper Code 22MJM24C3

#### Radio Journalism

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

#### **Unit 1**

- 1.1 Radio : An oral medium, its strength and weaknesses, Radio writing
- 1.2 Radio and private service broadcasting
- 1.3 Radio for social change & development
- 1.4 Alternative radio : Community, Campus Radio, Online Radio

#### **Unit 2**

- 2.1 Radio programmes- brief introduction
- 2.2 Music, Spoken word, talks, discussions, interviews, dramas, documentaries, features & commentary
- 2.3 Audience specific programmes : Youth, women, children, senior citizens
- 2.4 Subject specific programmes : rural, educational, sports, science, health & family welfare

#### **Unit 3**

- 3.1 Radio Programmes : Planning & scheduling, Major Radio programmes of A.I.R.
- 3.2 Equipment for radio production : studio set up, transmission & related technical person, microphones
- 3.3 Radio Reporting, News Bulletins
- 3.4 Composition of programmes : News, Music and spoken words, radio features

#### **Unit 4**

- 4.1 Radio programmes, production elements : speech, narration, dialogue, sound effect, music silence
- 4.2 Presentation of radio programmes : job of presenter, delivery modulation and projection of the voice
- 4.3 Entertainment Radio broadcasting, Anchoring & Radio Jockey
- 4.4 Studio Etiquettes, feedback, interactive programmes

**MA (JMC) - (Final) SEMESTER - IV**

**P- 04 (Core)**

**Paper Code 22MJM24C4**

**Cinema Studies**

Time Allowed : 3 Hours

Max. Marks 100

Theory Marks :80

Assignment : 20

*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. As such, all question in Unit five shall be compulsory.*

**Unit 1**

- 1.1 Origin of Cinema as a medium of Mass Communication
- 1.2 Cinema in Modern Society
- 1.3 Entertainment Art in 20<sup>th</sup> Century, Cinema as a medium of entertainment
- 1.4 Relationship of Cinema with other media- Print, Radio Television, New Media; Cinema genres

**Unit 2**

- 2.1 Important stages in development of Cinema in India
- 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 film language, from image to idea, Film Scripting Process
- 3.2 Scene and shots, Camera distance
- 3.3 Movement and angles, Visual imagery in Cinema
- 3.4 Use of sound in films (Sound Effects), Animation Films

**Unit 4**

- 4.1 Censorship of films in India
- 4.2 Film Journalism, Prominent Cinema Personalities (India & Abroad)
- 4.3 Film Society Movement in India, FTII, NFAI
- 4.4 Impact of Cinema on Indian Society, Film Review



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

**P- 05 (PRACTICAL PROFILE)**

**Marks- 100**

**Students will be required to prepare a Practical Profile consisting of various aspects of Journalism and Mass Communication**

**The various topics of Practical Profile will be allotted by the Programme**

**Coordinator/ Academic Counsellor based on the entire syllabus of the programme.**

**This Practical Profile aims at testing the knowledge, understanding, learning and the skills acquired by the student during the two year MA(JMC) programme.**