

Course outline/Structure and scheme of examination

Choice Based Credit System M.A. (Programme) Journalism & Mass Communication

**Course outline/Structure and scheme of examination
of
M.A. Journalism & Mass Communication Four semesters course
with
Choice Based Credit System (CBCS)
from
the Session 2022-23 onwards.**

**M.A. Journalism & Mass Communication Course
shall be of
two years duration spread over six semesters.**



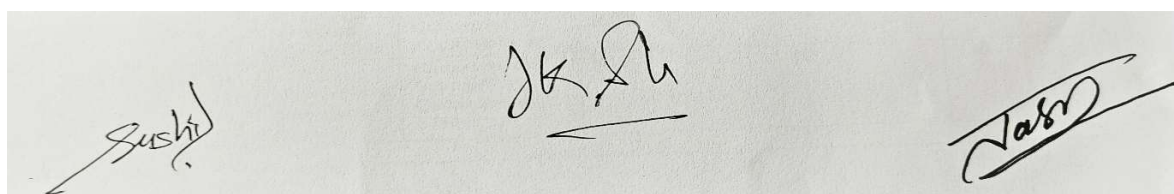
**Department of Journalism & Mass Communication
BABA MASTNATH UNIVERSITY
ASHTAL BOHAR-124021, ROHTAK(HARYANA)
2022**

Sushil *JK Su* *Nash*

SCHEME OF EXAMINATION
M. A (Journalism and Mass Communication)- CBCS [2022-23]

SEMESTER- I

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Mark	Credit			Credit Total
								L	T	P	
1	16MJM21C1	Core	Introduction to Communication & Journalism	80	20	-----	100	4	1	0	5
2	16MJM21C2	Core	Language Skills & Writing for 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 Application in Communication	80	20	-----	100	4	1	0	5
5	16MJM21D1 or 16MJM21D2	Discipline Specific Elective (DSE)	General Awareness Or Current Issues in Media	80	20	-----	100	4	1	0	5
				Core – 20 DSE - 05				Total Credits			
				= 25							



SEMESTER- II

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Mark	Credit			Credit Total
								L	T	P	
1	16MJM22C1	Core	Communication Theories & Research	80	20	-----	100	4	1	0	5
2	16MJM22C2	Core	Public Relations & Corporate Communication	80	-----	20	100	4	1	0	5
3	16MJM22C3	Core	Media Laws & Ethics	80	20	-----	100	4	1	0	5
4	16MJM22C4	Core	Advertising Principles & Practices	80	-- -	20	100	4	1	0	5
5	16MJM22D1 OR 16MJM22D2	Discipline Specific Elective (DSE)	Women & Media OR Environment & Media	80	20	-----	100	4	1	0	5
6	Foundation Elective (To be chosen from the list/ pool of foundation electives provided by the University)										2
7	Open Elective (To be chosen from the list of open electives provided by the University)										3
					Core - 20 DSE - 05 Foundation - 02 Open Elective - 03						30

SEMESTER- III

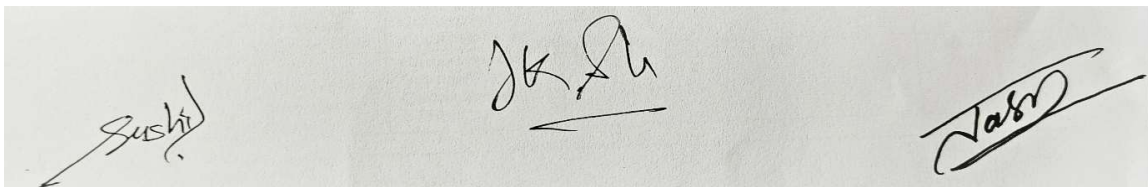
Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Marks	Credit			Credit Total	
								L	T	P		
1	17MJM23C1	Core	Print Journalism- I (Reporting & Editing)	80	-----	20	100	4	1	0	5	
2	17MJM23C2	Core	Print Journalism-II (Editorial & Features)	80	-----	20	100	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)	Current Affairs Or Indian Culture & Folk Media	80	20	-----	100	4	1	0	5	
6	Open Elective (To be chosen from the list provided by the University)											3
					Core – 15 DSE - 10 Open Elective - 03						28	

SEMESTER- IV

Sr. No.	Paper Code	Nature of Paper	Nomenclature	Theory Marks	Internal Assessment	Practical	Total Marks	Credit			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	Discipline Specific Elective (DSE)	Cinema Studies OR Travel Journalism	80	20	---	100	4	1	0	5		
5	17MJM24C4	Project Report & Comprehensive Viva- Voce											
		A.	Project Report				5	2	0	2	4		
		B.	Comprehensive Viva- Voce				50						
				Core – 15+4=19 DSE - 05									24

M.A. (JOURNALISM & MASS COMMUNICATION)⁷
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 8

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-₄ 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:

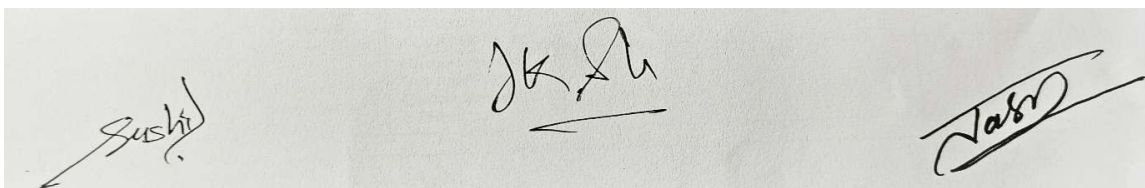
- CO1: Students would be able to gauge the importance of Freedom of Expression in India, and know the Constitutional provisions related to it.
- CO2: Students would gain knowledge about important Media Laws and Press regulations in India.
- CO3: Students would gain knowledge about the importance of Media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

10

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:

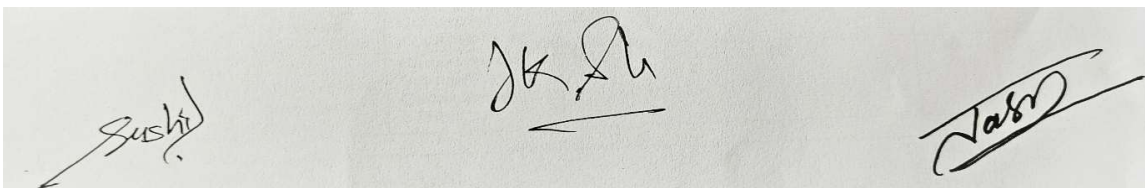
- CO1: Students would gain knowledge about role & importance of Editorial and Editorial Page.
- CO2: Students would be able to do editorial writing.
- CO3: Students would gain knowledge about functionalities of editorial department especially their duties and responsibilities.
- CO4: Students would gain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

11

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- 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.

ONLINE JOURNALISM

Course Outcomes

Course Outcomes:

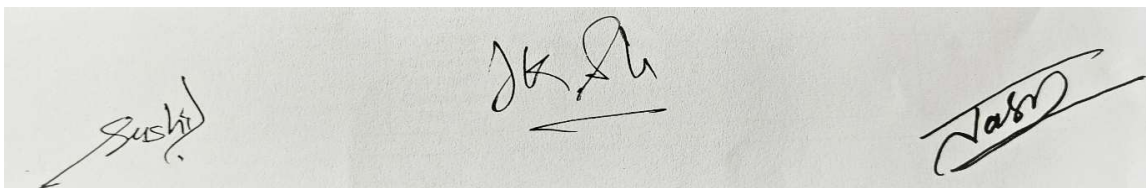
- CO1: Students would gain knowledge about Online Journalism as a discipline, and the process of Online Journalism.
- CO2: Students would gain knowledge about legal dimensions related to cyber- world i.e. cyber laws and about cyber crimes.
- CO3: Students would gain knowledge about ethical issues related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

12

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:

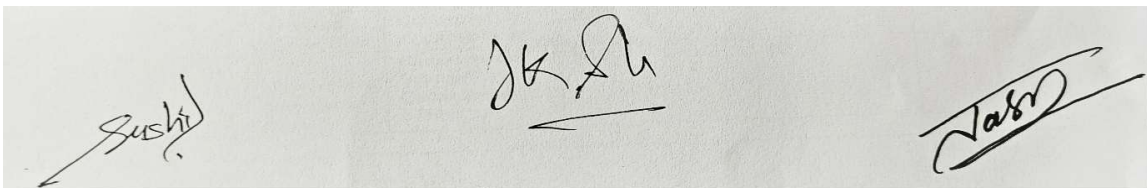
- CO1: Students would gain knowledge about the history of Cinema, its developmental journey world- wide.
- CO2: Students would be able to know and appreciate the technical aspects of Cinema.
- CO3: Students would be able to appreciate films, write film reviews, and gain knowledge about the inter- relationship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



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

Introduction to Communication and Journalism

Time allowed : 3 Hours

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. 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

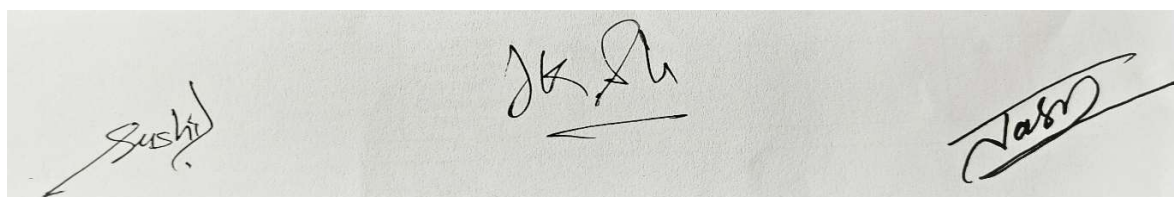
- 4.1 Journalism- Definition, Nature, Scope
- 4.2 History of Journalism- Origin, Evolution as Profession.
- 4.3 Journalist- Definition, Duties & Responsibilities.
- 4.4 Journalistic Terminology.
- 4.5 Current issues & Emerging trends.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |



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M.A.(JMC) - (Previous) SEMESTER – I

MJMC- 02 (CORE) – 16MJM21C2

Language Skills and Writing for Media

Time allowed : 3 Hours

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. 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

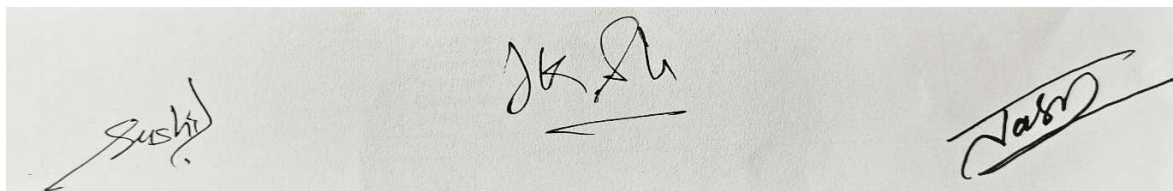
- 2.1 Vocabulary- importance of right words.
- 2.2 Sentences- Types, use, etc.
- 2.3 Words & Phrases. Synonyms & antonyms
- 2.4 Media Terminology- words/ terms commonly used in media/ journalism & mass communication

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
MJMC- 03 (CORE) – 16MJM21C3

Development of Media

Time allowed : 3 Hours

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. 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

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

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

Time allowed : 3 Hours

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. 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

Internal Assessment

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

Total Marks : 20

MA (JMC) - (Previous) SEMESTER – I

MJMC 05 (I) (DSE)- 16MJM21D1

General Awareness

Time allowed : 3 Hours

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

Unit 1

- 1.1 Goals and objectives of Indian Constitution, Parliamentary System of Democracy
- 1.2 Fundamental Rights and Directive Principles of State Policy, Fundamental Duties
- 1.3 Centre-State relationship; federal and unitary
- 1.4 Electoral Process, Emergency Powers & Amendment of Constitution

Unit 2

- 2.1 Parliamentary and Legislative procedure in India
- 2.2 Power and privileges of Parliament members
- 2.3 Indian Judicial System
- 2.4 Panchayati Raj Institutions

Unit 3

- 3.1 Indian History-Variou Stage, Important Historical Events
- 3.2 Salient features of Indian Culture, Cultural Diversity of India
- 3.3 Indian Economic Environment- Present State, Salient Features
- 3.4 Globalization and India, Introduction- Various Political systems of World

Unit 4

- 4.1 Indian Foreign Policy- Salient Features
- 4.2 UNO, SAARC, NAM, Commonwealth Group
- 4.3 India and its neighbouring countries
- 4.4 Current National and International events of importance

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

SEMESTER-I**M. A. (Journalism & Mass Communication)****PAPER-05 (II) [DSE]- 16MJM21D2
CURRENT ISSUES IN MEDIA****Time allowed : 3 Hours****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. 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

Internal Assessment**Total Marks : 20**

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA(JMC) - (Previous) SEMESTER – II
MJMC 06 (CORE) – 16MJM22C1

Communication Theories and Research

Time allowed : 3 Hours

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. 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

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA(JMC) - (Previous) SEMESTER – II
MJMC 07 (CORE) – 16MJM22C2

Public Relations and Corporate Communication

Time allowed: 3 Hours

Max. Marks: 80

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)

PRACTICAL

Marks : 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
MJMC 08 (CORE) – 16MJM22C3

Media Laws & Ethics

Time allowed : 3 Hours

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. 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.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

MA (JMC) - (Previous) SEMESTER – II
MJMC 09 (CORE) – 16MJM22C4

Advertising Principles & Practice

Time allowed : 3 Hours

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. As such, all questions 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

PRACTICAL

Marks : 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
MJMC 10 (I) (DSE) – 16MJM22D1

Women & Media

Time allowed : 3 Hours

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

Unit 1

- 1.1 Status of Women and Mass Media
- 1.2 Urban and Rural attitudes towards women prevailing in the society
- 1.3 Commodification of women
- 1.4 Projection of women's image by the media

Unit 2

- 2.1 Theoretical perspectives on Women studies
- 2.2 Classical
- 2.3 Marxist
- 2.4 Feminism, Emerging trends

Unit 3

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

Unit 4

- 4.1 Media & Gender consciousness, Gender Sensitization.
- 4.2 Media projection on Domestic Violence & Sexual Harassment
- 4.3 Image of Women in Advertisements
- 4.4 Communal riots, conflict situation & Women.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

MA (JMC) - (Previous) SEMESTER – II
MJMC 10 (II) (DSE) – 16MJM22D2

Environment & Media

Time allowed : 3 Hours

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. 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.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

MA (JMC) - (Final) SEMESTER – III

MJMC 11 (CORE) – 17MJM23C1

Print Journalism – I (Reporting & Editing)

Time allowed : 3 Hours

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

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

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.

Unit 3

- 3.1 Investigative approach, interpretation approach, indepth approach in news
- 3.2 Analyzing news from marganalised 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

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

PRACTICAL

Marks : 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

MJMC 12 (CORE) – 17MJM23C2

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

Time allowed : 3 Hours

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. 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

PRACTICAL

Marks : 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

MJMC 13 (CORE) – 17MJM23C3

Paper-04 Television Journalism

Time allowed: 3 Hours

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. 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

PRACTICAL

Marks : 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
MJMC 14 (I) (DSE) – 17MJM23D1

Political Communication

Time allowed : 3 Hours

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. 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

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

**MA (JMC) - (Final) SEMESTER – III
MJMC 14 (II) (DSE) – 17MJM23D2**

Business Journalism

Time allowed : 3 Hours

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

Unit 1

- 1.1 Business Journalism-Definition, Concept
- 1.2 Importance of Business Journalism, Global status
- 1.3 State of Business Journalism in India
- 1.4 General overview of Business Journalism, latest trends

Unit 2

- 2.1 History of Business Journalism in India, Development Journey
- 2.2 Major Business publications-Economic Times, Financial Express, Business Standard, Business India, Business World, Cconomica and Political Weekly Business Bhaskar etc.
- 2.3 Interpretation, investigation and in-depth reporting of business, commerce and economy related news.
- 2.4 News Analysis of Business/Commerce/Economic issues, Reporting about Corporate sector

Unit 3

- 3.1 Duties, responsibilities, qualities of Business Journalist
- 3.2 Tools for Business Journalists, Writing skills for Business Journalists
- 3.3 Scope, possibilities for Business Journalists
- 3.4 Challenges for Business Journalists

Unit 4

- 4.1 Business Journalism- on Radio, T.V., Social Media
- 4.2 Business Journalism- Emerging Issues/Trends, Future
- 4.3 Prominent Economic/Business Journalists
- 4.4 Current issues in Indian Economy, Business, Industry Corporate Sector, Govt. Economic Policies, Corporate Social Responsibility

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA (JMC) - (Final) SEMESTER – III

MJMC 15 (I) (DSE) – 17MJM23D3

Paper-05 Current Affairs

Time allowed: 3 Hours

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. 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

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA (JMC) - (Final) SEMESTER – III

MJMC 15 (II) (DSE) – 17MJM23D4

PAPER-15 (II) INDIAN CULTURE & FOLK MEDIA

Time allowed: 3 Hours

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

Unit I

- 1.1. Characteristic Features of Indian Culture
- 1.2. Society of India through ages- From Ancient period to Contemporary times
- 1.3. Main Religions of India
- 1.4. Indian Philosophy- Basic features

Unit II

- 2.1 Evolution of Script and languages in India
- 2.2 Religious and Spiritual Scriptures- Bhagvat Geeta, Guru Granth Sahib, etc.
- 2.3 Epics- Mahabharata and Ramayana- Basics
- 2.4 Vedas, Upanishads, Puranas, etc.

Unit III

- 3.1 Indian Art and Architecture- Basic Features
- 3.2 Indian Painting Tradition- from Ancient to Contemporary times
- 3.3 Important Performing Arts of India- Music, Dance, Theatre, Cinema, etc.
- 3.4 Indian Popular Culture- Emerging Trends, Bollywood, etc.

Unit IV

- 4.1 Folk Media in India- Basic Features
- 4.2 Traditional Forms of Oral and Visual Communication in Indian Society
- 4.3 Popular Traditional Dramatic Forms- Tamasha, Nautanki, Saang, etc. Traditional Oral Literature, Musical Forms
- 4.4 Importance/ Use of Folk Media in Rural/ Development Communication

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	10 Marks
2. Class Attendance	05 Marks
3. Term Paper/Assignment	05 Marks

MA (JMC) - (Final) SEMESTER – IV
MJMC 16 (CORE) – 17MJM24C1

Paper-01 Online Journalism

Time allowed: 3 Hours

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. 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

PRACTICAL

Marks : 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.

M.A (JMC) (FINAL) SEMESTER – IV
MJMC 17 (CORE) – 17MJM24C2

Paper- 05- Media Management

Time allowed : 3 Hours

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. 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.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA (JMC) - (Final) SEMESTER – IV

MJMC 18 (CORE) – 17MJM24C3

Paper-03 Radio Journalism

Time allowed : 3 Hours

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. 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

PRACTICAL

Marks : 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
MJMC 19 (I) (DSE) – 17MJM24D1

Cinema Studies

Time allowed : 3 Hours

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. 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 20th 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

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

MA (JMC)- (Final) SEMESTER - IV
MJMC 19 (II) (DSE) – 17MJM24D2

Travel Journalism

Time allowed: 3 Hours

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

Unit 1

- 1.1 Pioneers in Travel writing
- 1.2 Great travel narratives of Marco Polo
- 1.3 Travel narratives of Huientsang, Ibn Battuta, Al Beruni
- 1.4 Travel narratives of V.S. Naipaul, Rahul Sankratayan, William Darlymple

Unit 2

- 2.1 Travel Journalism : Meaning, concept
- 2.2 Travel journalism : Writing Skills
- 2.3 Types of Travel Writing, Travelogues (Travel Guides)
- 2.4 Articles on Travels

Unit 3

- 3.1 Travel & Tourism Features, Food Writing & review(s)
- 3.2 Creative Travel writing – Techniques of travel writing
- 3.3 Writing for travel magazines
- 3.4 Travel P.R. Writing, Travel promotional writing

Unit 4

- 4.1 Global Trends in Travel Writing
- 4.2 Travel & Tourism Blogging
- 4.3 Important Travel Magazines, noted books on Travel Writing
- 4.4 Prominent Current Travel Writers & Bloggers

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|--------------------------|----------|
| 1. House Test | 10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper/Assignment | 05 Marks |

M. A (JMC) - (Final) SEMESTER - IV**MJMC-20 - Project Report And Comprehensive Viva- voce [Core]
17MJM24C4****Marks- 100****(50+50)**

A. Students will be required to write a Field Project Report based on field media study of media trends/ habits/ developments or some important socio- cultural- political- educational- economic aspects vis-a-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 at testing 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).

(Open Elective) [for students of other Dept.] – 16JRM01**MJMC- 20****MEDIA & SOCIETY****L T P****3 0 0****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

INSTRUCTIONS FOR THE PAPER-SETTER

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.

Note 1 : The Criteria for awarding internal assessment of 20 marks shall be as under:

A) Class test	:	10 marks.
B) Assignment & Presentation	:	5 marks
C) Attendance	:	5 marks
<i>Less than 65%</i>	:	<i>0 marks</i>
<i>Upto 70%</i>	:	<i>2 marks</i>
<i>Upto 75%</i>	:	<i>3 marks</i>
<i>Upto 80%</i>	:	<i>4 marks</i>
<i>Above 80%</i>	:	<i>5 marks</i>

INSTRUCTIONS FOR PRACTICAL

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.