

M.A. Journalism and Mass Communication Curriculum and Syllabus 2021

PROGRAMME OUTCOMES (PO)

PO1 [Critical Thinking] - Develop a critical and scholarly thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PO2 [Effective written and oral communication] - Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PO3 [Societal and Environmental Awareness] - Understand the responsibility as a journalist, and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PO4 [Ethical Reasoning] - Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PO5 [Leadership] – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

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PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1 [Create] - Assimilate novel ideas and innovations and transform it into different journalistic forms

PSO2 [Evaluate] - Demonstrate the skill and ability to justify their stand or decision and emerge as a reporter, editor, entrepreneur and critique.

PSO3 [Analyze] - Demonstrate the ability to critically draw connections among ideas and analyze messages by comparing contrasting and organizing viewpoints.

PSO4 [Apply] - Demonstrate working knowledge of the process of transforming abstract/textual concepts into concrete news reports in any media form

PSO5 [Understand] -. Demonstrate highest level of ethical conduct; discuss professionalism and professional responsibility when involved in news gathering, advertising and public relation, program production and other activities at the work place.

PSO6 [Remember] - Develop the ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of Media and Communication

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CURRICULUM from 2021 June onwards

Course Code	Course Title	L T P	Cr	ES	CourseCode	Course Title	L T P	Cr	ES
SEMESTER 1					SEMESTER 2				
21JMC501	Media, Culture and Society	2 0 0	2		21FNA514	Research Methodology for Communication and Media Studies	2 1 0	3	
21JMC502	Print Journalism and Writing	2 1 0	3		21FNA519	Film Studies	3 0 0	3	
21FNA508	Communication and Media Theories	3 0 0	3		21FNA510	Media Laws, Ethics and Policies	3 0 0	3	
21JMC503	Writing for Print Media practice	0 1 2	2		21JMC511	Broadcasting for Radio and Television	3 0 0	3	
21FNA581	Audiography Lab	0 2 2	3		21JMC581	Info graphics and Layout Designing Lab	0 1 2	2	
21FNA572	Photography Practice	0 2 2	3		21FNA589	Programme Casting, Anchoring and Presentation Skills	0 1 2	2	
21FNA573	Videography Practice	0 2 2	3		21JMC582	Television News Production	0 1 2	2	
21FNA582	Graphic Design Lab	0 2 2	3		21FNA583	Digital Video Production Lab	0 2 2	3	
21CUL501	Cultural Education	2 0 0	P/F		21JMC583	Lab Journal 1	0 1 2	2	
					21AVP501	Amrita Values Programme	1 0 0	1	
	TOTAL		22			TOTAL		24	
SEMESTER 3					SEMESTER 4				
21JMC601	Media Analysis Techniques	2 1 0	3		21FNA69 3	Internship		2	
21JMC603	Corporate Communication and Public Relations	2 0 0	2		21FNA69 2	Comprehensive and Technical Viva-voce		4	
21FNA687	Public Relations Campaign Practical	0 1 2	2		21FNA69 7	Project in Media and Communication		4	
	Elective	2 1 0	3			TOTAL		10	
21JMC602	Introduction to Data Journalism and Visualization	3 0 0	3						
21FNA686	Web Designing and Content Management Lab	0 1 2	2						

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21JMC681	Online and Social Media Tools for Journalists	0	1	2	2									
21JMC682	Lab Journal 2	0	1	2	2									
21JMC691	Mini Project in Media and Communication				3									
21JMC690	Live-in-Lab.® / Open Elective*	2	0	0	2									
21SSK501	Life skills				P/F									
	TOTAL				24							Total for the Programme	80	
ELECTIVES (any one)														
21JMC531	Crisis Reporting	2	1	0	3	E		21JMC537	Science Journalism	2	1	0	3	E
21JMC532	Photo Journalism	2	1	0	3	E		21JMC538	Advertising theories and practices	2	1	0	3	E
21JMC533	Big Data Journalism	2	1	0	3	E		21JMC539	Business Journalism	2	1	0	3	E
21JMC534	Health and Environmental Communication	2	1	0	3	E		21JMC540	Sports Journalism	2	1	0	3	E
21JMC535	Global Communication	2	1	0	3	E		21JMC541	Psychology and Media	2	1	0	3	E
21JMC536	Approaches in Gender and Media Studies	2	1	0	3	E		21JMC542	Communication for Development	2	1	0	3	E

® Students undertaking and registering for a Live-in-Lab. project, can be exempted from registering for the Open Elective course in the third semester.

SEMESTER I

Communication and Media Theories		
Course Code	L T P	Credits
21FNA508	3 0 0	3

Objective:

- To provide an overview of various concepts and theories of Mass Media and Communication.
- To familiarize some important theories, issues that seek to explain how audience uses media and the effects of mass media in society.
- To bring understanding of the relationship between mass media and society.
- To expose students to traditional and contemporary theories of communication.

Course Outcomes:

- Understand the conceptual developments of mass communication theories.
- Develop significant expertise in their chosen sub-field.

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- It helps to engage with diverse theoretical, conceptual and empirical developments in media and communications research.

UNITS	MODULE	HOURS NEEDED (40)
1	Unit 1 Concepts of Communication Definition, nature and scope of communication - Communication variables - Process and functions of communication - Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication - Communication barriers - Mass communication - meaning of concept of 'mass' - definition, nature and scope.	6
2	Unit 2 Models of Communication Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Aristotle model, schramm model, Gerbner model, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication, New comb model, Westley & McLean model, Kincaid model, Dance model, Learner Model of Development, Rogers Basic Diffusion Model.	7
3	Unit 3 Theories of Communication Importance of communication theory, two step flop & multistep flow theory, individual deference theory - Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory - Authoritarian, libertarian, Communist media, social responsibility theory - Development media theory, democratic participation theory, communication convergence.	14
4	Unit 4 Communication Effects Theory Magic Bullet Theory, Uses and Gratification theory - Spiral of Silence, Cognitive Dissonance Theory - Agenda Setting Theory, Cultivation Analysis, Catharsis theory, Narcotic Disfunction Theory, Aggressive Cue Theory,	8
5	Unit 5 Mass Media and Audience An overview of media in India: Print media, Broadcast media, Status of Regional media; New media, Advertising/ PR, Traditional media, Mass media audiences- fans and anti-fans, and transforming audiences.	5

Activities

Assigned readings	Models and theories of Communication media effects and audience.
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Writing assignments	Based on the theoretical perspective on communication, importance of theory and its social implications.
Project	NA
Lab or workshop	Workshop on Communication and Society
Field work/experience	NA
Online activities	Models and theories of Communication media effects and audience.
Performance/creative activities	NA
Learning outcomes	Access to knowledge of conceptual developments towards mass communication theories.

Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference:

- Dennis McQuil: Mass Communication Theory: An Introduction
- Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
- Melvin L. De fleur and Evette Dennis: Understating Mass Communication
- Joshi P.: Culture, Communication and Social Change
- Wilbur Schramm: The process and Effects of Mass Communication
- Wilbur Schramm: Men, Message and Media

Photography Practice		
Course Code	L T P	Credits
21FNA572	0 2 2	3

Objectives:

- To explore the history of photography and emergence of technical equipment's.
- Understanding the basic operations and functions of a digital camera.
- To evolve practical knowledge on exposure, depth of field, selective shutter speeds and ISO.
- The course intends to make the students to observe and describe visual qualities that characterize the photographic image.

Course Outcome

- Understand technical and aesthetic differences between traditional and digital photography.
- Technical overview of Focusing and different Basic mode.
- Different camera settings will be trained.
- Make an idea in working with different camera lens.
- Understand types of Shots, Angle and Camera movements

UNITS	MODULE	HOURS NEEDED (40)
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1	<p>Bridging Session Introduction to photography, History of Photography, Camera principles. Anatomy of DSLR and mirror less camera. Working of camera. Handling the camera, explaining camera accessories, Explaining image formats – JPEG, RAW.</p>	8
2	<p>Camera & Mode: Auto focusing, AF mode in camera: One Shot AF, AI Servo, AI Focus, Manual controlling your point of focus. Basic mode: Landscape mode, portrait mode, sports mode, Low Light Portrait, close up mode. Creative Modes -Aperture Priority, Shutter Priority, Program Mode.</p>	8
4	<p>Composition Techniques: Lines in Photo Composition- Different Angle: Eye level angle, High angle shots, Birds eye view, Low angle shots, Worm’s eye, Dutch angle shot. Classification of shots: Extreme long shot, long shot, Mid long shot, Mid Shot, Mid close-up, Close up, big close-up, Extreme close-up, Head and Shoulders, Point-of-View Shot, Two-Shot Camera movements – panning for sharpness and blur, tilting</p>	8
4	<p>Camera Exposure: ISO, Aperture, and Shutter Aperture: F-Stop Numbers, Depth of field, shallow depth of field, Deep depth of field Shutter speed: understanding Shutter speed, slow shutter speed- Long Exposure, Light Painting, creative photography. Fast shutter speed - freezing the movement. ISO Values, Low vs High ISO Noise Visibility</p>	8
5	<p>Lens and Filters: White balance and its uses in different lighting situations. Classifications and purpose of Lenses and its uses. -normal lens, wide angle lens, fisheye lens, prime lens, telephoto lens. Focal Length and Angle of view. Choice of different camera Filters, UV Filters, Polarizing Filters, Neutral Density Filters</p>	8

Activities

Assigned readings	Explore newspaper and magazine photography Readings based on each unit
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Writing assignments	Different types of Photography Assignment based on each unit
Project	Photo album
Lab or workshop	Workshops on Understanding Lights, People and Photography, Nature and Lens, Art through Lens – Campaign
Field work/experience	Nature Photography
Online activities	The students should analysis other industrial photographer's work.
Performances/creative activities	Presentation of the projects
Learning outcomes	Portfolio preparation and electronic portfolios.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Beginners Photography Guide – by Chris Gatum.
- Understanding Exposure, Fourth Edition - by Bryan Peterson.
- How to Create Stunning Digital Photography- by Tony Northrup's
- Mastering Aperture, Shutter Speed, ISO and Exposure- by Al Judge
- Beginner's Digital SLR Crash Course- by Deep Cove.

Videography Practice Lab		
Course Code	L T P	Credits
21FNA573	0 2 2	3

Objectives:

- Learn to operate a Digital video camera and accessories.
- Practice basic lighting set-up.
- Introduction to professional DSLR cinematography and mobile cinematography.
- Practical knowledge to work for different social media platforms (Mobile gadget filming techniques)
- Training on use and store cameras, accessories and equipment in a safe manner.

Course Outcome (CO)

- Students will be given basic training on different types of digital cameras and accessories.
- Students will get practical training in camera accessories.
- Students will be introduced to DSLR cinematography.
- Students will be given training in both indoor and outdoor lighting.

UNIT	MODULES	Hours Needed(40)
1	Identify various parts, controls, and accessories of a Digital video camera. Resolution, frame rates, aperture, gain, audio settings, White	8

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	balancing. Care and maintenance of camera and accessories.	
2	Practicing different types of shots and angles, camera movements. Basics of audio and video editing	8
3	Introduction to professional DSLR cinematography	8
4	Introduction to three- point lighting: The key light, the fill light and back light. Bounce and diffused light. Understanding various types of daylight.	8
5	Basic principles of motion pictures - persistence of vision, phi – phenomenon, Basic history of motion pictures, broadcasting systems – PAL, NTSC, SECAM, various digital broadcasting standards -Transmission technologies - Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV- Working of different television systems, CRT, LED, LCD and technology, working of 3D television-Basic introduction about film making.	8

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5 minute short film (comedy, drama), short videos, and montage.
Lab or workshop	Hands-on-training on videography
Field work/experience	Shooting
Online activities	NA
Performance/creative activities	Presentation of the project
Learning outcomes	Short film, Promo videos

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

Audiography Lab		
Course Code	L T P	Credits

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21FNA581	0 2 2	3
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Objectives:

- To familiarize students with audio recording hardware.
- To introduce students to the audio recording procedure in an acoustic studio

Course Outcome (CO)

- Students will be able to do audio recording in a sound studio.
- Students will be able to plan proper audio production timeline for media.
- Students will be able to use audio production software for media production

Modules	MODULE	Outcome
Module 1	Working with different microphones, and audio mixers	8
Module 2	Software and hardware for audio editing and mixing.	8
Module 3	Recording and editing in a studio environment.	8
Module 4	Introducing advance audio editing techniques.	8
Module 5	Production – create soundscape for a short video	8

Assigned readings	NA
Writing assignments	NA
Project	Sound design for short film.
Lab or workshop	Hands-on Workshop on audio tools
Field work/experience	Outdoor recording practice
Online activities	Prepare a library of royalty free soundtracks
Performances/creative activities	Create multichannel audio track
Learning outcomes	Students will be able to plan and produce multichannel audio for media production

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- “Film Sound: Theory and Practice, Elizabeth Weis & John Belton
- “Sound for Film and Television”, Tomlinson Holman, Focal Press

Graphic Design Lab		
Course Code	L T P	Credits
21FNA582	0 2 2	3

Objectives:

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- To equip students to produce well-designed works using various graphic design principles,
- To equip students with producing advanced work with images, headlines, text, and graphs in single and multi-page publications as well as three dimensional layouts
- To develop understanding on design and layout techniques for producing high quality documents for print and on-screen delivery.
- To develop understanding on the use of illustrations in design work and how to select the most effective style.

Course Outcome (CO):

- Able to produce digital graphic works
- Develop knowledge on various software used in digital graphics field.
- Able to do photo editing in different software
- Able to use different coloring techniques
- Equipping the students to create special effects with Photography

Modules	MODULE	Hours Needed (40 hours)
1	Image and Phot editing Getting to know and customize the interface, Bitmap image editing basic facts and concepts, how to plan and think about pixel size and crop ratio, Understanding RGB and CMYK color models, Color contrast and color saturation in photos, Restoration and touch-up to improve images, Selection tools techniques for selecting pixels, Layers panel and layer manipulation, Painting and related tools and optional settings, and quick masks, Layer masking and blending techniques and clip groups, Advanced spot channel techniques.	8
2	Painting a color image to grayscale, designing with filters and/or Smart Filters, Tips for unsharp masking, Advanced use of the Curves dialog box, combining color and grayscale images, Creating the metal/steel look, Pixel selection with Quick Selection and Refine Edge, Understanding and creating the five kinds of custom brushes, Using, and editing an opacity mask in the Transparency panel, Using the Mesh tool for complex gradients.	8
3	Illustrations Making a custom Tool panel, understanding paths, views, selection tools, fills and strokes, setting up preferences and color settings, creating basic geometric shapes with the Shape tools, working with the Blend tool/command and its options, creating a compound	8

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	path, Transparency panel for blend modes and opacity, Creating clipping masks Applying warp effects and the envelope feature, Understanding the Appearance panel, Creating effects and saving Graphic Styles, Using multiple strokes and fills on one object	
4	Using Illustrators tools to create special effects, creating realistic shadows, creating repeating patterns for fills and borders, drawing 3-D artwork— isometric, dimetric, and trimetric views. Create graphics- and text-intensive publications. Working with layers for efficiency and organization, setting up expert pages in a document, building automatic page numbering and sections, Formatting text using paragraph and character styles, Flowing, threading, and spell-checking text in text frames, adding color using swatches, gradients, and tints.	8
5	Nesting character styles within paragraph styles, loading styles from one document to another, Placing, setting up color management for your publishing workflow, Transparency features including feathering, opacity, drop shadows, etc., Applying transparency settings to text.	8

Activities

Assigned readings	Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner (Author)
Writing assignments	Practical Assignment on Photo Retouching, Image Manipulation, Digital Illustration, Magazine front cover
Project	Print Publishing -Design Magazine to Print
Lab or workshop	Assignment
Field work/experience	NA
Online activities	create a library with Design Elements
Performances/creative activities	Creative posters and graphic works
Learning outcomes	<ul style="list-style-type: none"> • Demonstrate critical thinking and problem-solving skills for project planning, design, and creation. • Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.

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- Activities/Content with direct bearing on Employability/
Entrepreneurship/ Skill development

Reference

- Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner.
- A real-world guide to building pages in graphic design “Layout Workbook” by Kristin Gullen
- Cool infographics Effective Communication with data visualization and Design by Randy Krum

Media, Culture and Society		
Course Code	L T P	Credits
21JMC501	2 0 0	2

Objectives:

The course will provide students with the opportunity to critically analyze the influence and impact of the mass media on our culture and society to make them engaged media practitioner with relevant social and cultural perspective.

Course Outcome (CO)

1. Comprehend and critically analyze the development of media and culture from a sociological perspective.
2. Set contemporary phenomena within the broader problematic arena of modernity.
3. Identify social and cultural dimensions within contemporary media artefacts.
4. Make imaginative and critical use of ideas and concepts to develop arguments.
5. Demonstrate the ability to apply concepts to the analysis of case studies in India and the international scene as a ‘media literate’ person.

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media, Advocacy Journalism, Muckraking, Comparative socio-political perspective of media,	6
Unit2	Media and democracy: public sphere, media as a watchdog. Role of media in the democratization process. Tracing the roots of democracy. Modern day threats to democracy – media ownership, corporate interference and state control	6

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	mechanisms. Freedom of expression and media in transition.	
Unit3	Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news, Hate speech and censorship, Managing our social selves via media	6
Unit4	Mass media and culture: Media as a Cultural manufacturing industry, Cultural diversity and new and traditional media as the vehicle of intercultural communication, Impact, effect of media and new technology on culture, Crossing global boundaries, Cultural imperialism	6
Unit5	Media representation and social inequality: Racial and ethnic diversity in media content, Growing diversity amid audience fragmentation, Race, ethnicity and media roles, Controlling media images of race, Gender and media content, Social class and media content, Sexual orientation in media content	6

Activities

Assigned readings	Read newspapers daily Follow online news portal daily Watch news hour discussions
Writing assignments	<ol style="list-style-type: none"> 1. Critically analyze a media of your choice and identify instances of advocacy journalism 2. Identify the credibility issues in media 3. Identify some social responsible initiatives by media.
Project	<ol style="list-style-type: none"> 4. Case study on gender stereotyping in media 5. Case study on the role of media in influencing the culture of the readers'/viewers'
Lab or workshop	NA
Field work/experience	NA
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	Presentation of the projects

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Learning outcomes	Ability to apply concepts to the analysis of case studies in India and the international scene as a 'media literate' person
	<ul style="list-style-type: none"> • Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Media and culture an introduction to mass communication - Richard Campbell
- Mass media issues analysis and debate – George Oddman
- Media and Democracy in Asia - An AMIC compilation, 2000
- Dynamics of mass communication: Media in Transition - Joseph Dominick
- Conflict sensitive journalism - Ross Howard
- Media and Society - Arthur Asa Berger 8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
- Jan E. L. (2003)*Mass Media and Politics: A Social Science Perspective(New Directions in Political Behavior)*, Houghton Mifflin Company.

Print Journalism and Writing		
Course Code	L T P	Credits
21JMC502	2 1 0	3

Objectives:

- To introduce students to the history, evolution and the development of Print Media in India.
- To analyse different types of print media and different forms of writing.
- To understand the roles and duties of different people working with Newspapers.

Course Outcome (CO)

- An Understanding on the history of newspapers in India
- An Understanding on the newsroom set up of print media organizations
- An Understanding on the roles and responsibilities of different personnel in print media organizations
- An Understanding on different news writing styles, leads and headlines and enabling them to impart relevant skills for finding and creating story ideas.
- Students will be able to conduct various types of interviews.
- To equip students with work against deadlines.

UNITS	MODULE	HOURS NEEDED(40)
Unit1	History -A brief history of the Print Media in world, history of press in India- Pre-Independence period, Vernacular Press in India, Contribution of James Augustus Hickey, James Silk	10

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	<p>Buckingham, Serampore missionaries. Raja Rammohan Roy. History of print media in India- Post Independence Newspapers Major newspaper and magazine organizations: An analysis of major publications News Agencies- History of News agencies in India. Major Business news agencies, major international news agencies The organizational structure -Organizational setup of a newspaper and magazine. Different departments in a newspaper organization: Editorial department, Advertising department, Circulation department, Printing department, Administrative department., Stores department, T department. Kinds of newspapers: tabloid, broadsheet, financial and different styles specific to each - Compare and contrast different newspapers.</p>	
Unit2	<p>News writing: News: Definition, types, news value, techniques of newsgathering, interviewing skills, attribution, problem of planted stories, Sources of News: Traditional Sources, Media Sources, Cross Media Sources, ethical issues regarding sources, Gate-keeping and validation of news sources. Reporter-role, functions and qualities. Structure of a news report: Types of leads: inverted pyramid style, hour glass style and nut graph Covering beats, press conferences, speech reports seminars, press releases Reporting for a news agency, specialized reporting like investigative journalism, etc. Covering Speeches, Meetings and Press Conferences The workflow of the news</p>	9
Unit3	News Editing:	9

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	<p>Roles and responsibilities of editors; assistant editors; news editors; chief editor and sub-editors, Newsroom hierarchy ;</p> <p>Editing: Need and purpose;</p> <p>Sub-editor's kit: Style book, choice of spelling, titles, trade names, etc;</p> <p>Three C's of Editing: check, clarify and condense; Six R's of Subbing: read, remove, rectify, replace, rewrite and revise;</p> <p>Headlines and Captions: Headlines: Kinds, functions , Writing headlines and sub-heads ,Writing captions</p> <p>–Editor, News editor, Reporters, Columnists, Freelancers, Photojournalists, Bureau Chief, Sub-editors, Proof readers, etc.</p>	
Unit4	<p>Fundamentals of newspaper design : Typography: types and uses of fonts, white spaces, character count</p> <p>Layout: Importance, types; elements, contemporary styles vs traditional styles</p> <p>Technicalities: Paper sizes, grids, margins, columns, left and right flush, centering, justification, rulers, scaling, page numbering, texture, colour</p> <p>Selection and use of photographs: Dos and don'ts , selection of pictures, cropping of pictures, colour correction, visual ethics.</p>	8
Unit5	<p>Specialized Reporting: Different types of interviews: Preparation, types of interviews. Dos and Don'ts in interview</p> <p>Definition, characteristics, techniques of writing features. Types of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writing</p> <p>Difference between news and features, articles and feature, Photography for news and features.</p> <p>Magazine reporting: Current trends, style and future</p>	9

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Activities

Assigned readings	Readings will be given as per each unit Also reading different news stories and features in newspapers and magazines regularly. Students may keep a notebook for news analysis
Writing assignments	Lead Writing, headline writing, News writing using different formats
Project	Group Discussions on current events
Lab or workshop	Workshop by eminent news reporters and editors
Field work/experience	Reporting
Online activities	Page Layout
Performances/creative activities	Presentation of the projects
Learning outcomes	To understand about Print Media and its usage in daily life

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Editing: A Handbook for Journalists –T.S.George, IIMC, New Delhi, 1989.
- News Reporting and Editing –Shrivastava, K.M. (1991) Sterling Publishers, New Delhi
- Professional Journalism –M.V.Kamath, Vikas Publications
- Groping for Ethics in Journalism –Eugene H.Goodwin, Iowa State Press.
- Journalism: Critical Issues –Stuart Allan, Open University Press.
- Modern Newspaper Practice –Hodgson, F.W. Heinemann London, 1984.
- 7.Principles of Art And Production –N.N.Sarkar. Oxford University Press

Writing for Print Media Practice		
Course Code	L T P	Credits
21JMC503	0 1 2	2

Objectives:

- To develop the skill of reporting and writing different types of news- hard news, soft news, human interest stories, development stories, press releases, speech reporting
- To develop the skill on the news editing

Course Outcome (CO)

- Develop the news sense
- Develop the skill to identify news leads
- Develop the skill to draft a news story
- Develop interviewing skills.
- Develop the skill to translate the texts

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UNITS	MODULE	HOURS NEEDED(30)
Unit1	News lead writing- Developing news sense, identifying news values, developing leads	6
Unit2	News Writing- using different styles Headline writing- Developing headlines for news stories	6
Unit3	News Editing and translation- Editing the news copies- checking grammar, news values, sentence structures Translating news copies	6
Unit4	Interviews – Identifying the person, research, question framing, interviewing and drafting an interview	6
Unit5	Feature writing – Writing different types of features	6

Activities

Assigned readings	Reading newspapers and following TV channels
Writing assignments	Lead writing, headline writing, news writing, feature writing
Project	Interviewing
Lab or workshop	Workshop by eminent print journalist
Field work/experience	Reporting and interviewing
Online activities	Online newspaper reading, Page layout of newspapers and magazines
Performances/creative activities	Presentation of the projects
Learning outcomes	Newspaper making

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

Various Newspapers and Magazines.

Media Laws, Ethics and Policies		
Course Code	L T P	Credits
21FNA510	3 0 0	3

Objectives:

- To provide knowledge on basic principles of media laws and ethics

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- To provide awareness to students about media freedom and the laws governing mass media and communication.
- To provide an overview of the broad picture of control and regulation of media in India
- To enable the students to reciprocate to day- to- day legal and ethical dilemma in their professions by applying the knowledge on major legal constructs and court decisions.

Course Outcome (CO)

- Enhance student's awareness of the ethical responsibilities of mass media and communication professionals
- Apply ethical reasoning as a tool to deal with moral issues faced by media practitioners
- An understanding of the relevant provisions of Indian Constitution on media freedom/ rights of media professionals and the limitations set in a pluralistic state
- An understanding of the major laws and principles regulating and controlling media in India
- Educe personal and professional responsibility and accountability

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction: Introduction to law and legal system in India; An evolution of media laws in India; Constitution of India and Media Freedom: Media's role in a federal system; Social responsibility of media; Article 19(1) and (2); Right to information; Right to privacy as an aspect of right to life, Media censorship: Caution when reporting court proceedings, religious censorship, Film censorship and the Cinematograph Act 1952	8
Unit2	Relevant Provisions of Civil laws applicable to Media: The Law of Defamation; The Press Council of India Act 1978; The Prasar Bharati Act 1990; The Copy Right Act 1957; The Contempt of the Court Act 1971; The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act 1955; The Right to Information Act 2005	8
Unit3	Relevant Provisions of Criminal Laws applicable to Media: Virtual Publication Offences and the Information Technology Act 2000; Indecent Representation of Women by Media; Provisions of the Indian Penal Code as applicable to Media; The Official	8

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	Secrets Act 1923; The Whistle Blowers Protection Act 2011	
Unit4	Principles of Media Ethics: Ethics-Meaning, Basic concepts, Philosophy, Theoretical background; PCI Norms of Journalistic Conduct in brief; Advertising Standards Council of India and Principles of Advertising Ethics; Ethical principles relating to ethnic, linguistic, minority and gender-based representation in Media; Broadcasting Codes; Broadcasting Content Complaints Council; Editors Guild; Public broadcasting v. Private channels.	8
Unit5	Emerging Issues of Ethical Violations by Media: Trial by Media; Investigative Journalism and Sting Operations; Paid and Fake news; Conflict of Interest; Media bias; Page 3 reporting and Bad taste; Stereotyping; Obscenity and Vulgarity; Media Ownership and Crass commercialization; Marketing and Product Placement; Digital Media Ethics Violations: Blogging; Citizen journalism and Social media	8

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Case studies on ethical violation of Indian Media. Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments. This activity helps students' insight into real-life ethical issues and applications of media laws.
Lab or workshop	NA
Field work/experience	NA
Online activities	Referring international media contents and preparing case studies
Performance/creative activities	Presentation of the projects
Learning outcomes	Upon course conclusion, the students should be able to: <ol style="list-style-type: none"> 1. Analyze the moral dimensions of media ethics

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	problems in various dilemmas faced by media professionals 2. Apply ethical principles and legal constructs to resolve media dilemma 3. Formulate personal strategies and principles to confront ethical and legal challenges in media profession
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Dr. M.V.Pylee, An Introduction to Constitution of India, 2017
- M.Neelamalar, Media Law and Ethics, 2018
- Introduction to Media Laws and Ethics by Juhi P Pathak 2014
- Press Laws and Ethics of Journalism by P.K. Ravindranath, 2004
- Law of the Press by Durga Das Basu, 5th Edition, 2010
- Ursulla Smarrt, Media Law for Journalists, 2021

List of Websites:

- www.indiankanoon.org
- www.prasarbharathi.gov.in.
- www.lawzonline.com
- www.presscouncil.nic.in
- www.thehoot.org

SEMESTER II

Research Methodology for Communication and Media Studies		
Course Code	L T P	Credits
21FNA514	2 1 0	3

Objectives:

- To introduce basic principles of research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics.
- To introduce the concepts of research design and qualitative and quantitative methodological approaches to collecting and analyzing data.
- Given the nature of the discipline, the course provides some emphasis on participatory research methods.
- To develop new scientific tools, concepts and theories to solve and understand scientific and non scientific problems

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- To enrich the innovative framework of communication research with a multidisciplinary approach.

Course Outcome (CO):

- Essential understanding on the basics of research methodology for pursuing research
- Enabling researchers in writing various research reports, thesis, dissertation, research papers, articles, essays.
- Knowledge of Research Grants and how to write Research Proposals
- Enabling the researchers to approach grassroots level implications on social issues.

UNITS	MODULE	HOURS NEEDED (40 Hrs)
Unit 1	Research Framework and Literature Study Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review –Research Design - Execution of the research – Problem, Formation-Observation and data collection –Methods Qualitative – quantitative research in media studies	10
Unit 2	Research Design & Statistics Tools: Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures- Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data–content analysis–Case Study - non –parametric statistics –chi- square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.	10
Unit3	Theoretical Framework for Research Media theories – Philosophy of Research – Structurization of Research –Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media	10
Unit 4	Art of Research Writing Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and	6

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	Language of typical reports – Illustrations and tables - referencing and footnotes	
Unit 5	Research aids and Ethics Use of visual aids - Preparing Research papers for journals, Seminars and Conferences –Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement –Reproducibility and accountability.	4

Activities

Assigned readings	Practice & Seminar on formulating research problem – Presentation & analysis of Case studies
Writing assignments	In text Citation and APA Style Formulation Practice Identification of Research Problem and framing Objectives
Project	Review research article and presentation
Lab or workshop	<ul style="list-style-type: none"> • Hand on Workshop on using Tools and application for Statistical analysis • Seminar on Methods and Theories for Mass media research, perspectives and approaches • Workshop on Writing and structuring Research thesis • Seminar on Ethical issues, responsibilities on researchers, Publication standards
Field work/experience	Working on real-time issues related to Communication, Media and Society
Online activities	Understanding Online tools which support research to become effective
Performance/creative activities	N/A
Learning outcomes	Constructive ideas from overall learning process in the post-graduation which transfer the need for research in grass root level with participatory approach.

References:

- Mass Communication Theory – McQuail Denis (Sage Publication)
- Audience Analysis – McQuail Denis (Sage Publication)
- Mass Media Research – Roger Wimmer& Joseph Dominick
- Methods in Social Research – Kothari C.R
- Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
- Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.
- Visual Communication Theory and Research A Mass Communication Perspective SHAHIRA FAHMY, MARY ANGELA BOCK, AND WAYNE WANTA
- Visual Communication- Research Designs by Keith Kenney

MA Journalism and Mass Communication Curriculum and Syllabus 2021

- Social Media, Sociality, and Survey Research Edited by Craig A. Hill, Elizabeth Dean, Joe Murph
- Research Design- Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition- John W. Creswell, J. David Creswell

Film Studies		
Course Code	L T P	Credits
21FNA519	3 0 0	3

Objectives:

- This course will familiarize students with the form and language of cinema.
- Students will be introduced to the theoretical perspectives on cinema
- After completing this course, the student will understand the cultural, ideological, and theoretical standpoints of cinema.
- To encourage students to develop their faculties for critical thinking regarding the history of film.
- This course will help to develop students' ability to critically and theoretically discuss and analyze film and other media.

Course Outcome (CO)

- Students will be able to write reviews and analysis on cinema.
- Students will be able to create content for online and print media on cinema.
- Students will be equipped to incorporate the knowledge gained in making films

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Film and Other Arts: Film as Art and Business, Film and other Arts: Theatre, Photography and Painting, Novel.	7
Unit2	The Language of the Film: Mise-en-Scene- Pro-filmic Elements, Cinematography, Film Sound, Editing in Cinema	8
Unit3	Film and Narrative: Story and Plot, Time and Space in Filmic Narration, Modes of Narration- Classical Narration, Art-Cinema Narration, Other Modes of Narration	8
Unit4	Film and Authorship: Early Films ,Film as Collaborative Art, Auteur Theory, Problems with Auteur Theory, Authorship in the Digital Age.	9
Unit5	Introduction to Film Theory: Realism and Cinema, Feminist Theory, Structuralism, Psychoanalytic Film Theory, Marxist Film Theory, Post Modernism, Cognitive Film Theory	8

Activities

Assigned readings	Research articles on film theory
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Writing assignments	Film analysis on authorship, narrative and mise-en-scene.
Project	Detailed study report on film authorship
Lab or workshop	Periodical film screenings and discussions
Field work/experience	NA
Online activities	Referring online research articles on film studies, Publishing video essays
Performances/creative activities	NA
Learning outcomes	Film and Other Arts, Narrative of Film, Film Theory, Authorship, Film Language

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Film Art and Introduction: David Bordwell
- How to Read a Film: James Monaco
- In the Blink of an Eye: A Perspective on Film Editing: Walter Murch
- Cinema Studies: The Key Concepts: Susan Hayward
- What is Cinema? Vol1 and 2: Andre Bazin
- Film Theory and Criticism: Introductory Readings: Edited By Leo Brody and Marshal Cohen
- Film Form: Sergei Eisenstein
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Digital Video production Lab		
Course Code	L T P	Credits
21FNA583	0 2 2	3

Objectives:

- Students study advanced videography techniques.
- Makes students understand concepts in Digital video editing.
- Make students expert in digital video editing for film and television.
- Practice in Breaking down Script and shot division.

Course Outcome (CO)

- Students will be able to capture video and audio of the best quality.
- Will be capable to do professional short films, promotion videos with advanced script and story board.
- Students will get training in advanced lighting and studio workflow.
- Students will get professional training in digital video editing skills.

UNITS	MODULE	HOURS NEEDED (40)
Module 1	Practicing with lights (Additional lights and Natural lights)	8
Module 2	Breaking down the script and shot Division. Digital video and audio editing, titling, color correction, basic VFX.	8
Module 3	Advanced practice on professional DSLR cinematography	8

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Module 4	Working with DSLR's and its accessories, Track and Trolley, other advanced camera movement equipment's.	8
Module 5	Studio Visit, Crane Operations, and Training in Visual effects studio and News studio.	8

Activities

Assigned readings	Cinematography books, film, advertisement scripts
Writing assignments	Script and shot division
Project	5-minute short film (comedy, drama) 30 Sec advertisement, Promo video, News bulletin.
Lab or workshop	Hands-on-training on video editing and video production
Field work/experience	Shooting
Online activities	NA
Performance/creative activities	Presentation of the project
Learning outcomes	Short films, Promo videos, short videos, news studio experts

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition (Steven Ascher)
- Cinematography: Theory and Practice (Blain Brown)
- Motion Picture and Video Lighting (Blain Brown)
- Color correction handbook. (Alexis Van Hurkman)
- Editing Digital video: the complete creative and technical guide. (Patrick McGrath and Robert M Goodman)

Programme Casting, Anchoring and Presentation Skills		
Course Code	L T P	Credits
21FNA589	0 1 2	2

Objectives:

- To develop an understanding of presenting different news bulletins, and casting and anchoring television programmes (entertainment and current affairs).
- To develop an understanding of the voice tone needed for each news and programme
- To develop an understanding of the body postures facial expressions needed for each news and programme
- To develop an understanding of expressive use of movement- sense of pace, timing and style.

Course Outcome (CO)

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- Understanding on presenting different news bulletins, and casting and anchoring television programmes (entertainment and current affairs).
- Understanding on the voice tone needed for each news and programme
- Understanding on the body postures facial expressions needed for each news and programme
- Understanding of expressive use of movement- sense of pace, timing, and style.
- Understanding on presenting in front of camera.
- Practice in live programme presentation

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Building a foundation- Voice Grooming - Understanding your voice, tips and techniques for voice grooming Anchor styling- TV dress code for men and women, what to wear, make up Body Postures and facial expressions	6
Unit2	Different types of programme presentations - The who's who of TV anchoring share their secret mantras – presentation of news bulletins in television	6
Unit3	Different types of interviews - Ace your interview/screen test, how to better your anchoring skills	6
Unit4	News and programme presentation styles in Radio	6
Unit5	Live programme presentation and conducting chat shows.	6

Activities

Assigned readings	NA
Writing assignments	News anchoring, programme anchoring, radio commentary
Project	Editing of programmes
Lab or workshop	Editing of programmes and interviews
Field work/experience	Reporting and interviewing
Online activities	NA
Performance/creative activities	Live reporting
Learning outcomes	Television news presentation and television programme anchoring

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

Various programmes and interviews and news bulletins. (National and International)

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Broadcasting for Television and Radio		
Course Code	L T P	Credits
21JMC511	3 0 0	3

Objectives:

- To enable the students to understand the basics of radio and television, to nurture the skill of news production and postproduction, writing for broadcast.
- To create news shows in a multi camera setup.
- To train in the art and craft of TV and radio Journalism and equip them with skills and practices to readily take up journalistic and production jobs in TV Channels and Radio Stations.

Course Outcome (CO)

- Ability to distinguish, appreciate and realize radio and TV news elements.
- Create an understanding of the characteristics of radio and television as a mass media
- Understand the art of news gathering for broadcast media.
- Understand the various techniques involved in the News production and the process of post-production.
- Create awareness of the legal and ethical considerations while dealing with broadcast journalism in the public domain.

UNITS	MODULE	HOURS NEEDED (40)
Unit1	History – History of Radio in India and international, history of television, story of Indian Television, Outlines of Recommendations of different Committees including Chanda Committee 1966 – Verghese Working Group 1978 – Joshi Working Group 1983 – Vardan Committee 1992 – Paswan Committee 1996 – Sengupta Committee 1996 etc...). Community Radio, Vividh Bharati, SITE, CWCR	8
Unit2	Introduction to Radio: Radio Programme Formats- Radio Drama, Music, Radio Talks, Radio Discussions, Radio Features, Interviews, Live Commentaries, Radio News; Qualities of a news reader, Radio jockey. Transmission texture of broadcast techniques: SW -AM-FM-DTH-INTERNET-PODCAST-HAM, mojo, radio broadcasting in the digital era, AIR Codes	8

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Unit3	<p>Writing for Radio: Spoken language writing – writing for programmes-News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation. Various Sound Editing Software. Radio programme production process and techniques,- Aspects of sound recording – types of microphones and their uses – field recording skills -studio chain; live studio broadcast with multiple sources News production.-using sound bites and actualities - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events -Listenership survey-AIR Code, duties of a sub-editor in radio, functioning of desk, duties of Radio Commentator, Production of News Bulletins, Production of News Reels, Importance of single line statement,</p>	8
Unit4	<p>Introduction to Television: TV as a tool of mass communication: its characteristics- evolution and growth- television for development (SITE)-social and commercial impact (TAM-TRP-BARC). Advantages and characteristics of the medium, T.V--Formats of TV programmes – studio interview – studio discussion - studio shows with audience participation, Organizational structure of TV news channel: Input, Output and Planning divisions- Functional roles- Rundown and the panel production. functioning of desk-role of sub-editors-production of current affairs programme.</p>	8
Unit5	<p>Writing for TV: Television Journalism-Introduction, Collection and compilation of news, News Bulletin-different types of News Sources–writing style of a television news package-Structuring news story, News gathering, writing, integrating bytes, visualization of news, Headline writing, voice over, TV interviews, TV features & news analysis, P2CTV Reporting- members in a reporting crew- their role- OB Van, DSNG, PCR-Live coverage of important events, sensational subjects, Practice in live reporting</p>	8

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	Steps in producing Newscasts-steps for producing a news bulletin-role of a news producer-role of a sound engineer- role of online editor TV personalities: Qualities and functions of anchors & news readers	
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Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Radio Production - Drama /Documentary/interviews
Lab or workshop	Audio Lab and Editing - Workshop on Radio Production Workshop on Television journalism
Field work/experience	TV Reporting
Online activities	Referring international media contents and preparing case studies
Performance/creative activities	Presentation of the projects
Learning outcomes	Radio Production on Drama/ Documentary/interviews

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Techniques of Television Production by Bretz Rudy.
- Video Production Handbook by Schihl J. Robert.
- Indian Broadcasting by Luthra H.R.
- Radio and TV Journalism by Srivastva K.M
- Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
- Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.
- Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
- Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

Info Graphics and Layout Designing Lab		
Course Code	L T P	Credits
21JMC581	0 1 2	2

Objectives:

- To realize that infographics are a relatively new idea in journalism

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- To equip students with the designing, illustration and layout techniques.
- To learn the use of illustrations in design work and how to select the most effective style in infographics.

Course Outcome (CO)

- The student will understand the importance of visual story telling with data and data visualization.
- The student will understand tools and applications needed for data visualization and infographics.
- The student will understand and create online infographics optimized for online publishing.
- The student will understand and apply visualization to a professional résumé.
- The student will be able to design and create meaningful informational graphics from large data sets.

UNITS	MODULE	Hours Needed (30)
1	Designing Informational Graphics- Understand psychological responses related to visually displaying data. Use of graphics, symbols, colors, and text. Legality issues related to use of information. Visual elements – Various design elements such as color coding, pictures, arrows and signs, symbols, and even small cartoons or silhouettes.	6
2	Content elements – Timelines or dates, graphs, charts, and references to other studies. Review of current tools and applications used to create visual graphics related to data. Includes both desktop and online options.	6
3	Infographic Elements and Icons Knowledge elements – Factual information and empirical data. Info Graphics and the Internet- Types of use for infographics. Chart forms. Designing for the Internet including color, resolution, formats, layouts, navigation and Storytelling with datavisualizations	6
4	Pre-press Design Working with Pagination, Layout Design for Tabloid, Magazine, Brochures, Posters etc.	7
5	Techniques of designing Magazine, Newspaper Catalogue etc. to meet Industrial standards. Print Publishing Design Interactive Layout, Graphic Design Portfolio, Portfolio Creation.	5

Activities

Assigned readings	NA
Writing assignments	NA
Project	Portfolio Creation

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Lab or workshop	Infographic Workshop
Field work/experience	Reporting stories and articles for Tabloids and magazines.
Online activities	Referring different layout and designing works online
Performances/creative activities	Producing tabloids and magazines
Learning outcomes	This introductory course provides an overview for visual representation of data. It is designed to cover the differences between infographics and visualization. Through both theory and applied practice, the course covers specifics related to basic graphic design, online publishing, and producing tabloids and magazines as it relates to large amounts of data and visually representing data in creative and meaningful ways.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- The Thames and Hudson Dictionary of Graphic Design and Designers by Isabella Livingston, Alan W. Livingston

Television News Production		
Course Code	L T P	Credits
21JMC582	0 1 2	2

Objectives:

To develop an understanding of writing, reporting and producing news stories and preparing news bulletins

Course Outcome (CO)

- Understand the technological development affecting modes and methods of reporting.
- Develop an understanding of news sources and identifying news
- Demonstrate critical thinking skills necessary to approach the news story, breaking news story, interview, news feeds and P2C.
- Develop an understanding of writing and news story structure that is sufficient to write for broadcast media.
- Develop an understanding of preparing a rundown and producing a news bulletin

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Television News – challenges, risks and opportunities, developing news sources, identifying news stories	6
Unit2	Writing for hard news and soft news	6

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Unit3	Field Reporting- shooting stage	6
Unit4	Post Production, Preparing rundowns, Headlines, placing the stories	6
Unit5	TV programme production and TV interviews	6

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	TV news bulletin, TV programme Scripting
Lab or workshop	Audio Lab and Editing
Field work/experience	TV Reporting
Online activities	Referring international media contents and preparing case studies
Performance/creative activities	Presentation of the projects
Learning outcomes	TV News Bulletin

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Techniques of Television Production by Bretz Rudy.
- Video Production Handbook by Schihl J. Robert.
- Indian Broadcasting by Luthra H.R.
- Radio and TV Journalism by Srivastva K.M
- Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
- Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.
- Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
- Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

Lab Journal 1		
Course Code	L T P	Credits
21JMC583	0 1 2	2

Objectives:

- To equip the students with the general principles of editing and designing of a newspaper.
- Preparing a Lab Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

Course Outcome (CO)

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- To impart in students the practical knowledge of news reporting.
- To enable students to write impactful news for print media.
- To develop news senses in students and nurture them with the knowledge about various reporting fields.
- Make them aware of the principles of page makeup and designing.
- Introduce them to the new trends in headlining and typography and contemporary lab journal designs.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit 1	Concept and Principle of Reporting , Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability	3
Unit 2	Techniques of Reporting: Gathering News-Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System	10
Unit 3	Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline Type of News: Hard News, Soft News, Human Interest, PR News, Political News, Business News, Regional News, Entertainment News, Foreign News, Subject Oriented News Like Health, Science, Technology, Sports, Crime Etc.	4
Unit 4	Principles of page make-up and designing , mechanism of dummyming, making front and inside pages, copy fitting, types of make-up and design, newspapers special supplements Design, contemporary newspaper design. Page makeup software-In-Design, Adobe Page Maker.	10
Unit 5	Polishing and Proof reading: using proof checking tools	3

Activities

Assigned readings	Reading of Various tabloids and journals
Writing assignments	Write scripts for different beats
Project	Publishing of tabloids
Lab or workshop	Editing and designing of tabloids
Field work/experience	Field reporting and building sources
Online activities	Circulate the tabloids through different online media platforms

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Performances/creative activities	Building up of creative expression in languages preferred
Learning outcomes	Students will understand news reporting, their principles, and techniques. Students will be able to cover events and write news. Students will be able to develop creative ideas and develop creative content

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Jayapalan N.(2001) Journalism, Atlantic
- Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications
- Frost, C.(2001). Reporting for Journalists, Routledge, London.
- Garrison, B.(2000). Advanced Reporting, LEA.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication

SEMESTER III

Web Designing and Content Management Lab		
Course Code	L T P	Credits
21FNA686	0 1 2	2

Objectives:

To develop an understanding of designing websites and developing contents for online media

Course Outcome (CO)

- Learn to develop different types of websites according to the usage of both client and customer combination.
- Develop an understanding of writing and news story structure that is sufficient to write for online media.
- Preparing contents for different social media platforms

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Basics of HTML, basic web design concept, introduction of CSS, webpage layout.	6
Unit2	Online News Writing	6

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Unit3	Content Developing using mobiles	6
Unit4	Content developing for websites	6
Unit5	Reviewing different types of vlogs	6

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	TV news bulletin, TV programme Scripting
Lab or workshop	Audio Lab and Editing
Field work/experience	TV Reporting
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	Presentation of the projects
Learning outcomes	TV News Bulletin

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Techniques of Television Production by Bretz Rudy.
- Video Production Handbook by Schihl J. Robert.
- Indian Broadcasting by Luthra H.R.
- Radio and TV Journalism by Srivastva K.M
- Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.
- Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.
- Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
- Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

Public Relations Campaign Practical		
Course Code	L T P	Credits
21FNA687	0 1 2	2

Objectives:

- Apply strategic, creative thinking to develop a public relations campaign and collateral materials
- Develop a standard of excellence by analyzing real-life campaigns
- Analyze and develop communications programs to solve real-world problems

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- Manage a complex project and meet project deadlines and work effectively in a team
- Present your work with professionalism and confidence; and consult and advise clients on strategic public relations campaign development.

Course Outcome (CO)

1. To faster, improve and accomplish something more specific like increasing public support.
2. Communication activities that an organization undertakes, both within and outside the Organization will be practiced.
3. Create an Image Building and managing relationships by conducting PR Campaigns.
4. It discuss about the Crisis management which helps during conducting event management.
5. Conducting campaign create an industrial exposure to the students in various social themes.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit 1	Fundamentals of strategic communications: how to write a resume and cover letter that will catch the eye of potential employers. Overview of the public relations process. We'll dive into the public relations campaign process, reviewing the array of models for developing communications plans but with a focus on the ROPES model.	4
Unit 2	Brand platform and research: explore the elements of a vision/values statement (brand platform), review methods for managing projects and identifying communications problems based on research findings. Strategic planning: goals and objectives based on a situational analysis, meet the client! Teams will meet to draft a brand platform (vision/values/purpose) and outline the major challenges and issues to be addressed for the client.	4
Unit 3	Programming: Target audiences, messages and messengers, how to craft impactful messages, Programming: strategies, tactics and visuals, types of messaging strategies, review the difference between strategies and tactics, and learn what makes a visual compelling.	5
Unit 4	Media, traditional and digital: how to incorporate traditional and digital media into a campaign, as well as how to do media outreach. We meet with the client to review the brand platform and research plan. Field research week Teams collect data and begin to analyze it, discuss the research findings and insights. Teams draft a	7

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	research report. Teams meet to develop campaign objectives, strategies and tactics.	
Unit 5	Campaign plan production and execution: Teams receive feedback on key messages; media outreach ideas and ideas for visuals. Teams' draft timelines and budgets. Teams meet to finalize content for all sections of the campaign plan book. Teams start drafting their PowerPoint presentation for the client. Final presentations to the client. Approval for the campaign and action.	10

Activities

Assigned readings	Case studies for better field performance
Writing assignments	Include individual writing assignments and/or in-class assignments that will require you to apply the principles, techniques and skills you've learned to real-world scenarios and solve various problems.
Project	Students will work in teams to research and propose a public relations campaign for an actual client selected by the instructor, with a brand platform, objectives, strategies, tactics, evaluation methods and visuals.
Lab or workshop	Brochures and Posters for the campaign
Field work/experience	Work as a team in the field by conducting campaigns
Online activities	Online promotion of campaigns through various media platforms
Performances/creative activities	Interact with people in real life situations
Learning outcomes	The course is designed to help you master the elements of a strategic communications campaign through direct experience as a practitioner.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaign: A Team-Based Approach* 3rd ed. Upper Saddle River: Pearson.
2. Hallahan, K. (2017). *Organizing a Communications Campaign/Program at a Glance*. Retrieved from <https://kirkhallahan.files.wordpress.com/2017/02/organizerataglance0217.pdf>.

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3. Mundy, D. (2015). Diversity 2.0: How the Public Relations Function Can Take the Lead in a New Generation of Diversity and Inclusion (D&I) Initiative. Retrieved from <https://instituteforpr.org/diversity-2-0-public-relations-function-can-take-lead-new-generationdiversity-inclusion-di-initiative/>.
4. Smith, A., & Aaker, J. (2010). The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change. Jossey-Bass: A Wiley Imprint.

Continuing reading: Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political and social trends affect the communication profession.

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Media Analysis Techniques		
Course Code	L T P	Credits
21JMC601	2 1 0	3

Objectives:

This course will enable the students to critically analyze the media content using different approaches

Course Outcome (CO)

- Students will be able to get clear and concise explanations of basic perspective of qualitative media analysis
- Apply different media analysis approaches to a variety of artifacts including oral, written, media and performative texts

UNITS	MODULE	HOURS NEEDED (45)
Unit1	Semiotic Analysis of media: Semiotics, Saussure and Peirce definitions, Signifier and Signified, sign, social aspects of semiotics, Meanings are arbitrary, sign and meaning, meaning via relational differences, signs and advertising, meaningful differences signs in context, connotation and denotation, context, syntagmatic and paradigmatic analysis, synchronic and diachronic approach, criticisms on semiotic media analysis, Case study	8
Unit2	Sociological Analysis of media: Introduction, Emile Durkheim on social nature, Alienation, anomie, bureaucracy, class, social stratification, culture, deviance, elites and ethnicity, functionalism, life style, marginalization, mass	9

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	society, post modernism, race, role, sex, socialization, status, stereotypes, values, uses and gratification, Case study	
Unit3	Marxian Analysis of media: Introduction, materialism, Base and Superstructure, materialism, Base and Superstructure, False Consciousness and ideology, class conflict, Alienation, consumer society, Bourgeois Heroes, Hegemony, Limitations of Marxian analysis, Case study	10
Unit4	Psychoanalytic approach to media analysis: Introduction, unconsciousness, Freudian concepts and theory, id, ego, superego, psychosexual stage, defense mechanisms, dreams, aggression and humor, stereotypes and aggressive humor, limitations of Freudian approach, Neo-Freudian- Carl Jung, Case study	8
Unit5	Feministic approach to media analysis: Gender and Media: Industry, Audience, Text, Gender as Social Construction, Stereotypes, (In)Visibility, and the Gaze, Feminism and Ideology, Post feminism, Media Texts and Representations: Bodies and Objectification, sexuality, Consumer culture and selling feminism, Digital Culture: Gender and Self Presentation	10

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Case studies on each approach which can be developed as a research paper
Lab or workshop	Film Screening Lab
Field work/experience	NA
Online activities	Referring case studies and research papers
Performance/creative activities	NA
Learning outcomes	Clear and concise explanations of basic perspective of qualitative media analysis

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

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1. Berger Asa, Media Analysis Techniques, Sage Publications.
2. Gillian Rose, Visual Methodologies, Sage Publications, London 2001.
3. Berger J Ways of Seeing, London
4. Laura Mulvey, “Visual Pleasure and Narrative Cinema”

Introduction to Data Journalism and Visualization		
Course Code	L T P	Credits
21JMC602	3 0 0	3

Objectives:

- Think critically and deeply about the limitations of datasets and evaluate the strengths and weaknesses of data.
- Assess how institutions may be collecting and using data and the implications of these processes for the public.
- Use and manipulate datasets with ease and comfort, being able to ask interesting questions and explore various angles.
- Deploy basic software and applications of various kinds to analyze and visualize data in creative ways.
- Demonstrate a solid grasp of data storytelling techniques that can help broad audiences understand data.

Course Outcome (CO)

- Identify, gather, and communicate stories based on structured information using data journalism techniques and technologies for an identified audience.
- Understanding on the emerging trends changing scenario towards data journalism and visualization.
- Help to create an application of various kinds to analyze and visualize data in creative ways.
- Understanding on the ethical concerns related to emerging media and technologies.

UNITS	MODULE	HOURS NEEDED(40)
1	Visualization in Newsrooms History of data Visualization - emerging trends of data visualization in journalism –types of charts - graphical forms- “In the Newsroom” and “Getting Data” - “The Benefits of Computer-Assisted Reporting”.	8
2	Data and Visual Perception Finding data, Data sources, Finding the story in the data, different types of data-driven stories, Purpose of Data Visualization - Best practices of data visualizations in journalism - transforming data into information	8

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3	Structuring Data for Visualization Cleaning data – how to make the data make sense – Scraping data – Using the web as a data source – Mapping - Visualization - theories and concepts - designing news visualizations	8
4	Narrative Storytelling Techniques in Story telling – Narration – frameworks- cognition and memory in visualization – Evaluating data interpretations - Color Perception.	8
5	Ethics and Data Visualization Ethical issues - Visual storytelling – Reaching audience through Visualization. Humanity in data journalism and visualization, ethical concerns in immersive projects, future of virtual and augmented reality, 5G, Debates around emerging technologies, body, and technology	5

Activities

Assigned readings	Assigned reading will be given for each unit to present a seminar on data visualization
Writing assignments	Scraping and Cleaning, Analysis data for Visualization
Project	Preparing Data Visualization for Mass media.
Lab or workshop	<ul style="list-style-type: none"> • Workshop on Data Journalism and visualization • Misinformation and fact checking workshop with data. • Making sense of data
Field work/experience	NA
Online activities	International News Analysis and data
Performances/creative activities	Presentation of the projects
Learning outcomes	Data story & visualization

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Jonathan Stray, The Curious Journalist's Guide to Data, 2016.
- Brant Houston, Computer-Assisted Reporting: A Practical Guide, 2014.
- David Herzog, Data Literacy: A User's Guide, 2016.
- The Data Journalism Handbook, eds. Gray, Bonnegru, Chambers, 2012.
- Alberto Cairo, The Functional Art: An Introduction to Information Graphics and Visualization, 2013.

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- The Visual Display of Quantitative Information, and learn how to locate and articulate errors and deception in data visualization by by Edward Tufte.

Data resources:

- National Institute for Computer-Assisted Reporting (NICAR/IRE)
- Stanford Computational Journalism Lab
- Flowing Data
- Data is Plural. Sign up for <http://tinyletter.com/data-is-plural>. All datasets can be found in an updated master spreadsheet.
- Northeastern University Library’s visualization tip sheets
- Data Stories podcast
- Storybench.org “how-to’s”
- Data Is Beautiful, a community on Reddit

Corporate Communication and Public Relations		
Course Code	L T P	Credits
21JMC603	2 0 0	2

Objectives:

- To introduce the students to the concept of Public Relation
- Equip them to build a career according to the industry requirements.
- To provide a comprehensive introduction to corporate communications
- To enable students with an in-depth understanding about the growing importance of communication for corporations.

Course Outcome (CO)

- An understanding of the concepts of corporate communication and public relations
- An understanding of the various elements of corporate communication and considering their roles in managing organizations
- An understanding of various elements of corporate communication must be coordinated to communicate effectively
- An understanding of the different practices associated with corporate communication
- An understanding of the relevance and functioning of PR today.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit1	Foundation of Corporate Communication: Corporate Communication; Scope and Relevance Introduction, Meaning, Scope, Corporate Communication in India, Need and Relevance of Corporate Communication in Contemporary Scenario	5

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Unit2	Key Concepts in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation , Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI	7
Unit3	Fundamentals of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business, Emergence of Public Relations Tracing Growth of Public Relations	7
Unit4	Functions of Corporate Communication and Public Relations: Media Relations Introduction, Importance of Media Relations, Principles of Good Media Relations, Various PR Publics, Steps in Implementing an Effective Employee Communications Programme, Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building	7
Unit5	Writing for PR - Press release -Press Tour - Press conference - Electronic PR. How to be good PR Manager - Ethics in PR - Case studies.	4

Activities

Assigned readings	In depth reading and analysis of Case studies
Writing assignments	Writing PR proposals and different kind of releases for media
Project	Conduct PR Campaigns
Lab or workshop	Creating Brochures and posters for campaign
Field work/experience	PR Campaigns
Online activities	Conducting various PR Campaigns using different online media platforms
Performances/creative activities	Communication with people, work in field
Learning outcomes	Students will know that the corporate PR is to connect with various public using means such as press releases, social media, products and events to facilitate the building and managing

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	relationships.
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- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development.

Reference

- Public Relations The Profession and Practice - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L.Toth - Tata McGraw Hill, New Delhi(2012)
- . Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)
- . Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press
- The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directlyby David Meerman Scott
- Corporate Communication: A Guide to Theory and Practice by Joep P. Cornelissen
- A Handbook of Corporate Communication and Public Relations by Sandra Oliver

Online and Social Media Tools for Journalists		
Course Code	L T P	Credits
21JMC681	0 1 2	2

Objectives:

- To understand the application of communication concepts to understand the potential impact of online and social media.
- The students will basic online and social media tools for journalists

Course Outcome (CO)

- Develop a comprehensive understanding of what constitutes the culture of new media landscape
- Identify the key communication aspects that may apply to a study of digital culture
- Apply these communication concepts to understand the potential impact of online and social media
- Effectively use social media for newsgathering, distribution, and audience
- Research and locate reliable information from social media to enhance your reporting, and at the same time, identify misleading and unbalanced

Key Learning :

UNITS	MODULE	HOURS NEEDED (30)
Unit1	Introduction Theories of technology and society in a networked age (Castells, Lesig). Interactivity. Desire for immediacy. Hypermediacy and remediation.	6

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Unit2	Social Media: Earning and keeping trust, The Power of Credibility, The importance of accuracy, Finding balance in a world that tilts3m . Digital Public Sphere (Castells). Media and Democracy. Civic media Writing Online story	6
Unit3	Connecting with Audience: News Elements & Values, Point-of-view journalism, Identity, Culture and Community. Digital identity formation. Digital natives. Youth culture (Danah Boyd).Gaming. Digitization of race, class, genderStory structuring accoridng to the audience	6
Unit4	Navigating Change: Content Deveoping	6
Unit5	Digital media, power, and society: Restrictions on media freedom online. Digital infrastructure equality. Surveillance and privacy. Internet governance. Legal regulation. Collective action The Spread of Misinformation and Disinformation Blogging	6

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Blogging
Lab or workshop	Workshop on MOJO, Workshop on Online Content Developing
Field work/experience	News reporting
Online activities	Referring international media contents and preparing case studies
Performances/creative activities	Presentation of the project
Learning outcomes	Locate reliable information from social media to enhance your reporting, and at the same time, identify misleading and unbalanced

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

1. Techniques of Television Production by Bretz Rudy.
2. Video Production Handbook by Schihl J. Robert.
3. Indian Broadcasting by Luthra H.R.
4. Radio and TV Journalism by Srivastva K.M
5. Boyd, Andrew (2001). *Broadcast Journalism: Techniques of Radio and Television News*. Fifth Edition, Great Britain:Focal Press.

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6. Chapman, Jane and Kinsey, Marie (2009). *Broadcast Journalism: A critical introduction*. London: Routledge.
7. Ted White (2005). *Broadcast News Writing, Reporting and Producing*, Fourth Edition, USA: Elsevier.
8. Tim Crook (1998). *International Radio Journalism: History, theory and Practice*. London: Routledge.

Lab Journal 2		
Course Code	L T P	Credits
21JMC682	0 1 2	2

Objectives:

- To equip the students with the general principles of editing and designing of a newspaper.
- Preparing a Lab Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

Course Outcome (CO)

1. To impart in students the practical knowledge of news reporting.
2. To enable students to write impactful news for print media.
3. To develop news senses in students and nurture them with the knowledge about various reporting fields.
4. Make them aware of the principles of page makeup and designing.
5. Introduce them to the new trends in headlining and typography and contemporary lab journal designs.

UNITS	MODULE	HOURS NEEDED [Total hours needed-30 hours]
Unit 1	Concept and Principle of Reporting , Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability	3
Unit 2	Techniques of Reporting : Gathering News-Through Observation, Through Sources,By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System	10
Unit 3	Structure of News Report - Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline Type of News: Hard News, Soft News, Human Interest, PR News, Political News, Business News, Regional News, Entertainment News, Foreign News, Subject Oriented News Like Health, Science, Technology, Sports, Crime Etc.	4

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Unit 4	Principles of page make-up and designing. mechanism of dummies, making front and inside pages, copy fitting, types of make-up and design, newspapers special supplements Design, contemporary newspaper design. Page makeup software-In-Design, Adobe Page Maker.	10
Unit 5	Polishing and Proof reading: using proof checking tools	3

Activities

Assigned readings	Reading of Various tabloids and journals
Writing assignments	Write scripts for different beats
Project	Publishing of tabloids
Lab or workshop	Editing and designing of tabloids
Field work/experience	Field reporting and building sources
Online activities	Circulate the tabloids through different online media platforms
Performances/creative activities	Building up of creative expression in languages preferred
Learning outcomes	Students will understand news reporting, their principles and techniques. Students will be able to cover events and write news. Students will be able to develop creative ideas and develop creative content

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- Jayapalan N.(2001) Journalism, Atlantic
- Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications
- Frost, C.(2001). Reporting for Journalists, Routledge, London.
- Garrison, B.(2000). Advanced Reporting, LEA.
- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication

Mini Project in Media and Communication		
Course Code	L T P	Credits
21JMC691		3

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Objectives:

The course will be able to produce works of professional standards in film making or graphic designing. This enables students to put into practice all the skills they learned throughout the course.

Course Outcome (CO)

1. Students will be able to learn how Project management is important.
2. The final project enables the students to showcase their talent in the chosen area.
3. Students develop productions of professional standards in film making or graphic designing.
4. Projects are assigned to students so that they can use to secure appropriate job and kick start their career.
- 5 Doing the project also enables students to put into practice all the skills they learned throughout the course.

Every Student must produce a short film/documentary/social media video content as part of the mini project in media and communication.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Semester IV Comprehensive and Technical Viva

Course Code	LTP	Credit
21FNA692		4

Objectives:

- This course aims the students to recollect all the subjects taught in previous semesters. Questions will be asked from any course from any subject randomly by the expert panel.
- This intends to measure the subject knowledge and improvement of each students
- This course is an application based, where they apply the theories, models and statistics whatever they have learned in their research and communication classes and write a research paper and dissertation for fulfilling the course requirement

Course Outcome:

- Memorize the subjects learned during the programme
- Plan and engage in a critical investigation and evaluation of a chosen research topic
- Identify and engage with relevant theory and concepts, relate these to the agreed upon methodologies and evidence, and draw appropriate conclusions

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- Appropriately apply evaluation processes to methods of data collection
- Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources
- Communicate research concepts and contexts clearly and effectively both in writing and orally.

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Key Learning:

Students will be able to conduct research in various fields of mass communication and journalism and which can be published in reputed journals. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication.

Internship		
Course Code	LTP	Credit
21FNA693		2

Objectives

- To Provide opportunities for students to investigate first-hand knowledge and theories learned in the classroom in connection with the work world.
- To Provide opportunities for self-directed learning.
- To enable students to develop work competencies for specific professions and to explore career interests and form networks.
- To Provide opportunities to learn from an employer's evaluation of capabilities and talents.
- To Provide opportunities for students to develop a professional attitude toward appearance and behavior in the workplace, time management skills, and the ability to prioritize assignments.

Course Outcome

- Develop critical thinking ability and problem-solving ability
- Improve oral and written communication skills
- Improve digital technology know-how
- Improve the leadership skills of the students
- Develop professionalism and career management skills

Key-Learning

Students must undertake internship for one and half month in the industry. Student must produce an internship completion certificate and a daily work report with comments from the authorized person.

Project in Media and Communication

Course Code	LTP	Credit
21FNA697		4

Objectives:

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To enable the students to produce individual video project and experience various stages of production

Course Outcome

Students will produce fiction and nonfiction film by incorporating cinematography skills, direction skills, scripting skills which they have learnt in earlier semester.

2. Students get more updated to the industry standard
3. Students apply the theoretical experience during project
4. Students showcase their complete learning of media with project
5. It create an extensional opportunities for the students for their career

UNITS	MODULE
Unit1	Pre-Production-Idea Generation
Unit2	Pre-Production-Scripting and Discussions
Unit3	Production stage-Shooting
Unit4	Post Production
Unit5	Final Out and other promotions

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ELECTIVES

SEMESTER III

Crisis Reporting		
Course Code	L T P	Credits
21JMC531	2 1 0	3

Objectives:

- To introduce the students to the concept of Crisis Communication and management.
- Equip them to build a career in reporting crisis according to the industry requirements.
- This course provides a comprehensive introduction to crisis communication and managing conflicts for those who are seeking to understand the growing importance of communication in the time of crisis.

Course Outcome (CO)

1. Learn what constitutes a crisis – how it is distinct from day-to-day issues.
2. Understand the typical stages of a crisis, and how they are changing in the social media era.

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3. Identify the risk management plans and address the ethical issues presented by crisis situations.
4. Write a crisis communications plan, including a core set of strategic messages for each key stakeholder group (e.g., employees, customers, government officials, key opinion leaders, community leaders, etc.)
5. Understand the importance of Public Relations in crisis management.

UNITS	MODULE	HOURS NEEDED [40]
Unit1	Foundation of Crisis Communication: Crisis Communication: Scope and Relevance Introduction, Meaning, Crisis Communication in India, Need and Relevance of Crisis Communication in Contemporary Scenario	8
Unit2	Key Concepts in Crisis Communication Theories and Methods, Crisis Communication Impact of Crisis, Communicating before a crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building	9
Unit3	Fundamentals of Crisis reporting: Different approaches to crisis in field, covering crisis, embedded journalism, media strategy, Organizational network in disaster response, Reporting human error and technical error crisis, ethics in reporting crisis, Case Studies.	8
Unit4	Risk Management: Introduction and overview, Principles of Risk Management, 10 P's of risk management, different types of Risks	7
Unit5	Functions of PR during crisis: Parameters for Crisis Communication, Public Relations and reputation management in a crisis, New Media for crisis communication, opportunities for technical translation, Dialogue and Stakeholder Responses.	8

Activities

Assigned readings	In depth reading and analysis of Case studies
Writing assignments	Writing crisis reports for media
Project	NA
Lab or workshop	Creating Brochures and posters for campaign
Field work/experience	Field reporting
Online activities	Watching and analyzing different crisis reporting news in online media platforms
Performances/creative activities	Communication with people, work in field
Learning outcomes	

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

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- W. Timothy Coombs, Ongoing Crisis Communication: Planning, Managing, and Responding (5 th ed.). Thousand Oaks: Sage Publications (available online at Amazon, iBooks and other sites) ISBN: 9781544331959
- Global Crisis Reporting by Simon Cottle
- Crisis Communications: The Definitive Guide to Managing the Message by Fink Steven
- Crisis by Frank Gardner
- Crisis Communication by Diers-Lawson Audra

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Semester III

Photo Journalism		
Course Code	L T P	Credits
21JMC532	2 1 0	3

Objectives:

- To give an understandability on image and its importance on photojournalism.
- Relate ethical guidelines and boundaries in photojournalism
- Recognize, verbalize and employ the qualities of storytelling images

Course Outcome (CO) – subject out come

- Learn a good journalistic story is telling through photographs
- Learn how photographs are used to communicate in different media including: newspapers, magazines, books and online websites
- Learn to distinguish between the demands of journalistic photography and those of fine art photography
- Learn the journalistic ethics apply to photojournalism, especially in a world of digital photography where image altering has become so easy.
- Learn to write captions for the image without excluding the importance and the element of the fact.

UNITS	KEYWORDS	HOURS NEEDED [40]
1	Introduction to photojournalism - Telling stories with images. History and evolution. Prerequisites – equipment – cameras – flashes - lenses. Settings – balancing lighting – aperture - shutter speed - ISO. Depth of field. Image file formats. Photo editing – Photoshop – post processing – RAW image – colour correction – Print sizes – optimizing for web	8
2	Lighting – Natural light and artificial light. Using external flashes. Colour temperature and white balance. Low light photography – Night photography.	8
3	Types of photojournalism – Sports – War photojournalism – spot news – Travel photojournalism – wildlife photojournalism - Photographers between documentary and street photography - Composition and aesthetic value in press photograph	8
4	Text–image relations in news discourse - Analyzing intersemiotic relations- Approaches to the analysis of sequences of images- New technology – Online sharing – Social	8

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	media – Cloud storage. Recording videos using still cams – Online video streaming.	
5	Ethics – Rules and considerations. Victims of violence – Right to Privacy – Picture manipulations – Stereotyping – Advertising/Editorial Blurring - Contemporary photojournalism.	8

Activities

Assigned readings	Composition, Ethics and rule of journalism and Photojournalism.
Assignments	•Impact of tourism. • Artisans and traditional crafts. • Food culture. • Migration, multiculturalism, and integration. • The role of women in Italian contemporary society. • Special events (social, cultural, sport, etc).
Project	Spot news - photo stories - covering events.
Hands on workshop /Training	Hands on workshop on Photojournalism Seminar on Ethics in photojournalism
Field work/experience	Spot news - photo stories
Online activities	Analyze photos of photojournalist and their approach to photography.
Performances/creative activities	-
Overall Learning outcomes	Good journalistic story is telling through photographs

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference Text Books

- Photojournalism: A Social Semiotic Approach Helen Caple University of New South Wales, Australia
- Associated Press Guide to Photojournalism - Horton Brian. (ISBN 0071363874)
- Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)

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SEMESTER III

Big Data Journalism		
Course Code	L T P	Credits
21JMC533	2 1 0	3

Objectives:

- The course will introduce the students on how big data are changing the field of journalism.
- The students will be encouraged to engage critically with the key debates in the field and its implication for practicing journalists.
- Ethical concerns related to emerging media and technologies will be addressed.

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Course Outcome (CO)

- Identify, gather and communicate stories based on structured information using data journalism techniques and technologies for an identified audience
- Critically evaluate the professional, legal and ethical contexts surrounding data journalism and apply that to a specific project
- Understanding on the emerging trends changing scenario towards big data journalism.
- Understanding on the ethical concerns related to emerging media and technologies.

UNITS	MODULE	HOURS NEEDED [40]
Unit1	Evolution of Big Data journalism Introduction- What is big data- Types of Digital Data-Characteristics of Data – Evolution of Big Data - Definition of Big Data - Challenges with Big Data - The four Vs, ‘Maslow’s’ hierarchy of Big Data stages Structured vs. unstructured data of Big Data - Non-Definitional traits of Big Data - Business Intelligence vs. Big Data, Big data for journalism	8
Unit2	From Data to Stories Data Journalism-data-, Finding data, Data sources, Finding the story in the data, different types of data-driven stories, Purpose of Data Visualization, Matching Data and Graph Types, Visual Storytelling, Common Data Formats Enriching Stories with Data, Big Social Data Analytics.	8
Unit3	Automated Journalism Using big data in journalism and research, social media platforms and big data, data mining, question of accountability, politics of interpreting data, question of certainty and data in a ‘post-truth’ world. Introduction to artificial intelligence, artificial Intelligence in journalism, automated journalism	9
Unit4	Immersive Story telling Immersive worlds, experiential news, storytelling in immersive projects, Internet of things, Role of algorithms, case of Cambridge Analytica and its implications, Power and control in new platforms, surveillance society, ethical and legal issues, future of networks, journalism and future technologies	9
Unit5	Ethics and Social relationship	6

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	Ethics and big data- Humanity in data journalism and visualization, ethical concerns in immersive projects, future of virtual and augmented reality, 5G, Debates around emerging technologies, body and technology, new interfaces, Relationship between communication and technology, Possibilities and challenges for journalism in the new and emerging media landscapes	
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Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Scraping and Cleaning, Analysis and Visualization
Project	Preparing Data Visualization for Mass media.
Lab or workshop	<ul style="list-style-type: none"> • Workshop on Data Journalism. • Misinformation and fact checking workshop with data. • Making sense of data
Field work/experience	NA
Online activities	International News Analysis and data
Performances/creative activities	Presentation of the projects
Learning outcomes	Data story & visualization

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. nyu Press.
- Anderson, C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.
- Jenkins, H., & Deuze, M. (2008). Convergence culture. Manovich, L. (2001). The language of new media. MIT press.
- Visvizi, A., & Lytras, M. D. (Eds.). (2019). Politics and technology in the post-truth era. Emerald Publishing Limited.
- The Data Journalism Handbook - edited by Jonathan Gray, Lilian
- The Data Journalism Handbook, Produced by European Journalism Centre and Google News Initiative

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SEMESTER III

MA Journalism and Mass Communication Curriculum and Syllabus 2021

Health and Environmental Communication		
Course Code	L T P	Credits
21JMC534	2 1 0	3

Objectives:

- To develop a deep knowledge in the area of health communication.
- To enable the students to learn and report national and international health issues.
- To develop an in-depth knowledge about Environmental Journalism.
- To learn and report on national and international environmental issues.

Course Outcome (CO)

- To make the students aware of health reporting.
- To equip students with various writing styles of health news.
- To bring awareness on health journalism.
- To bring awareness on Environmental Journalism.
- To bring awareness on environmental laws.
- To examine the environmental issues through various case studies.

UNI TS	MODULE	HOU RS NEE DED [45]
Unit 1	Keyword: Concept of Health and Media Meaning and Definition of Health, Concept of Health and Media, Health & Journalism, Media of Health Communication, Scope of Health Communication. some important revolutions in the field of environment.	10
Unit 2	Keyword/Operational Term Concept of Environment and Media Meaning and Definition of Environment, Concept of Environment and Media, Environment & Journalism, Media of Environment Communication, Scope of Environment Communication. Environmental Revolution in India: History of Environment Revolution, Relation between Private Sector and the Govt., some important revolutions in the field of environment.	10
Unit 3	Impact of Health and Environmental Journalism in the World Scenario. Environmental Journalism and Development. To make aware about environment to public. Write articles and research about environment.	10
Unit 4	Write articles and research about health. Role of Journalist To make aware about health to public, Role of mass media in the area of rural health	10
Unit 5	Case Studies	5

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Activities

Assigned readings	As per Unit
Writing assignments	As per unit
Project	NA
Lab or workshop	NA
Field work/experience	Reporting of health and environment issues
Online activities	Editing of collected news matters
Performances/creative activities	Conducting campaign on environment and health related issues
Learning outcomes	Thorough knowledge on environment and health reporting and writing

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Greenberg, M., Lewis, J., Rogers, R., Sachsman, D., West, B. (2003). "The Reporter's Environmental Handbook." Rutgers University Press.
- Luechtefeld, L. (2004). "Covering Pollution: An Investigative Reporter's Guide." Investigative Reporters and Editors, and Society of Environmental Journalists. More information.
- Neuzil, M., Kovarik, B. (1996). "Mass Media and Environmental Conflict: America's Green Crusades." Sage.
- Neuzil, M. (2008). "The Environment and the Press: From Adventure Writing to Advocacy." Northwestern University Press.
- Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.

SEMESTER III

Global Communication		
Course Code	L T P	Credits
21JMC535	2 1 0	3

Objectives:

- This course on developing effective communication in, mass media and intercultural contexts—and explores the definition and impact of global communication.
- To provide students with an understanding of international and intercultural communications in a multimedia world.
- To cover a variety of global issues including: diversity of news and mass communications; emerging trends in global business communication and media; advances in technology; global sources and systems of communication; cultural contexts; theories of symbolic interaction, structuration, convergence, world-system and electronic colonialism.

Course Outcome (CO)

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- Understanding on verbal and nonverbal barriers to effective international communication.
- Understanding on developing effective communication in intercultural context
- Understanding on the definition and impact of global communication
- Obtained skills necessary for designing and implementing effective communications programs for global communication
- Understanding the connection between media systems and economic and political structures in various types of societies, and the role of the mass media in the functioning of economic and political systems.
- Understanding on the significance of regulatory frameworks of international communications

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Understanding global communications Discuss and define concept; global sources and systems of communication, international news agencies, MacBride Report. Its recommendations and impact, e New World Communication and Information Order [NWICO] - Role of the NAM	8
Unit2	Challenges in reporting from conflict zones - Personal risks - Trauma and burn out - Parachute journalism - Death knock syndrome - Changing role of war/foreign correspondents. • Global media's coverage of natural disasters - Comparison between coverage of First World and Third World Countries - Differences in focus between global and regional media. •Global media's coverage of terrorism - Bias: Western countries vis a vis Third World countries	8
Unit3	Global technologies and new media International Telecommunication Union; World Bank; World Trade Organization; NGOs; global entertainment; the Internet; blogs and social media; Popular Culture, Trans nationalization, and Identity	8
Unit4	Media imperialism vs. counterflows: Global media conglomerates and their impact on global news flow. Impact on national and regional media/market/politics. Ethnic, Minority, and Special-Interest Media Production, Democratic and Community Media, Global media's coverage of Third World countries -Quantitative bias, Qualitative bias, Cultural bias	8

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Unit5	Global media’s coverage of specific issues in India and International News Analysis: This would involve 4 or 5 specific case studies of current issues to be covered in detail. The case studies would vary from year to year and would be communicated to the faculty members during the semester.	8
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Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	International News Analysis
Lab or workshop	Workshop on Global Journalism by an Indian International Reporter
Field work/experience	NA
Online activities	International News Analysis: In order to understand the presentation and representation of current international incidents, news, and events, one must be aware of these events and their impact – locally and globally
Performances/creative activities	Presentation of the projects
Learning outcomes	Business News Stories

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Why NWICO Never had a Chance – Joseph Mehan, Columbia University.
- Global Media journal – spring 2013.
- New War Journalism Trends and Challenges, Stig A Nohrsedt.
- Dynamics of social media – David C. Coulson.
- Media Imperialism – Oliver Boyd – Barrett.
- Practising Global Journalism—John Herbert.
- International Journalism –Kevin Williams.

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SEMESTER III

Approaches in Gender and Media Studies		
Course Code	L T P	Credits
21JMC536	2 1 0	3

Objectives:

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- This course examines representations of race, class, gender, and sexual identity in the media.
- We will be considering issues of authorship, spectatorship, (audience) and the ways in which various media content (film, television, print journalism, and advertising) enables, facilitates, and challenges these social constructions in society.
- We will examine how gender and race affects the production of media, and discuss the impact of new media and digital media and how it has transformed access and participation, moving contemporary media users from a traditional position of "readers" to "writers" and/or commentators.
- Students will analyze gendered and racialized language and embodiment as it is produced online in blogs and vlogs, avatars, and in the construction of cyber identities.
- The course provides an introduction to feminist approaches to media studies by drawing from work in feminist film theory, journalism, cultural studies, queer studies, gender and politics, and cyber feminism.

Course Outcome (CO)

1. The course focuses on the introduction of understanding of gender roles.
2. The course deals with making students aware of the fact that gender roles are not only constructed socially but also legally and culturally.
3. This paper deals with the various forms of media and the representation of genders through media
4. The course aims to acquaint the students with the feminist theories which provide a different angle to the thoughts and perspectives and focuses on the tracing of the historical movement of the feminist movement in India and abroad.
5. This paper focuses on the skills required for gender mainstreaming, the tools required for the same and the policies related to it.

UNITS	MODULE	HOURS NEEDED [45 hours]
Unit1	Introduction to Gender Studies: Introduction, Gender Perspectives of Body, Social Construction of Femininity, Social Construction of Masculinity, Women's Studies and Gender Studies. Gender, Family and Economy, Gender Lens: Political and Legal Systems, Gender and Education, Social Dynamics of Gender	8
Unit2	Gender and Media: Introduction, Feminist Communication Theories, Gender Stereotyping in Media, Gender and Electronic Media, Gender and Alternative Media. Representations of race, class, gender, and sexual identity in the media, with a particular focus on new media and how digital technologies are transforming popular culture. the ways in which various media content (film, television, print journalism, blogs, video, advertising) enables, facilitates, and challenges	10

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	these social constructions in society, construction of cyber identities and cyber feminism.	
Unit3	Feminist movements and theories: Historical Overview of Feminist Movements, Feminist Movement in Europe and the US, the Women's Movement in pre-independent India, Women's participation in the movements in post-independent India, Grass root Movements. Liberal Feminism, Marxist and Socialist Feminism, Radical Feminism, Psychoanalytic and Existential Feminism, Other Feminist Thought.	10
Unit4	Queer studies: Representation of queer in media, misconceptions and misleads, gender power dynamics, portrayal politics, impact in queer community	8
Unit5	Gender Mainstreaming: Introduction, Steps in Gender Mainstreaming, Tools and Techniques, Engendering Policy and Programs, Political Participation of Women and other sexual minorities. Gender dimensions of poverty and livelihood of sexual minorities	9

Activities

Assigned readings	Read and critically analyze the representations in media.
Writing assignments	Write reviews on films, self-narrative texts and other media content portraying various gender roles.
Project	Case studies and surveys for further understanding of media influence in gender stereotyping.
Lab or workshop	NA
Field work/experience	NA
Online activities	Identifying various personal experiences and lives through online platforms
Performances/creative activities	NA
Learning outcomes	Develop an inclusive attitude among all

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

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Reference

- Dines, Gail and Jean M. Humez. Gender, Race and Class in Media. Sage: 1994.
- Goffman, Erving. Gender and Advertisement. Harpet and Row: New York, 1976.
- Laura, Mulvey. “Visual Pleasure and Narrative Cinema”. Screen 16.3 Autumn 1975.
- Macdonald, Myra. Representing Women. London: Arnold, 1995.
- Van Zoonen, Lisbet. Feminist Media Studies. New Delhi; Sage, 1994.
- Usha, V.T. Gender, Value and Signification. KRPLLD, CDS, 2003.
- Thakur B.S., Binod. C. Agarwal. Media Utilisation for the Development of Women and Children. New Delhi: Concept, 2004.

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SEMESTER III

Science Journalism		
Course Code	L T P	Credits
21JMC537	2 1 0	3

Objectives:

- To learn the mechanics of communicating science including research, sourcing, generating story ideas, fact-checking.
- To learn to appreciate the digital landscape within which science journalism exists today by understanding the value of the value of social networks and blogging for communicating science related news.
- To understand and appreciate the role science journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, industry, and politicians.

Course Outcome (CO) – subject out come

- Understanding the mechanics of reporting science news.
- Understanding the scope of digital media for covering science news
- Understanding the role science journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, industry, and politicians
- Understanding on how to communicate scientific information in a simple and effective manner
- Imparting basic journalistic skills for communicating scientific information

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Understanding Science Journalism- Why communicate scientific ideas? Communication as coproduction of meaning. The active audience. The role and relevance of science journalism, qualities of a science	8

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	journalist, finding news stories, 3Es of science-communication, examples of successful and not so successful practices, personalizing science-communication	
Unit2	Writing to inform. -Use of scientific data – accuracy in reporting S & T- Primary vs. secondary sources, – interpretation of scientific data – information on science and technology for common man	8
Unit3	The practice of science journalism- Rewriting scientific information, the pros and cons of jargon, gathering audience information, asking the right questions, gauging reactions. – features on S & T – ethics in science reporting, Preparing and conducting an Interview	8
Unit4	Communicating science in the various platforms- Online platforms, comparison of pros and cons, Pew data on social media audiences, science-related magazines, visualizing scientific information. PR for science.	8
Unit5	Specialized reporting – environmental journalism – reporting on agriculture, medicine, information, technology, biotechnology etc.Need for science journalism in society	8

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Reviewing research papers and converting it into science news, infographics etc.
Lab or workshop	Workshop on Reporting Science for society
Field work/experience	NA
Online activities	
Performance/creative activities	Presentation of the projects
Learning outcomes	Basic understanding on science journalism and the skills needed for the science beats

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- . Burkett D.W., Writing Science News for Mass Media
- · Hildenbrand Joel, Science in the Making · Vilanilam J.V. (1993),
- Science Communication and Development, New Delhi, Sage · Rahman, A. (1984),

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- Science and the Human Condition in India and Pakistan, New York, Rockefeller University Press · Bernal, J. D. (1971)
- Science in Hisoty (4 Volumes), Massachussetts, MIT Press · Mukherji, S. K. & B. V. Subbarayappa (1984),
- Science in India: A Changing Profile, New Delhi, INSA · Nelkin, D. (1987),
- Selling Science: How the Press Covers S & T, New York, Freeman & Co. · Cox Robert, Environmental Communication and the Public Sphere · Stuart Allan (2002),
- Media, Risk and Science, Open University Press

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SEMESTER III

ADVERTISING THEORIES AND PRACTICES		
Course Code	L T P	Credits
21JMC538	2 1 0	3

Objectives:

- To bring about an awareness of advertising to journalism students
- To bring about clarity and dispel doubts about advertising concepts and their practices.
- To make the students aware of the cardinal concepts of advertising
- To make the students aware of the practical aspects of advertising designing.
- To give an experience to students the methods of designing advertisements for various media

Course Outcome (CO) – subject out come

- Students will have a clear understanding of advertising in the media industry.
- Students will learn the planning of advertising campaign.
- Students will learn the procedures from ideation to designing.
- Students will learn about advertising and media planning according to various parameters.

UNITS	MODULE	HOURS NEEDED [40]
Unit 1	Fundamentals of Advertising, Advertising as mass media communication, Standard definition of advertising and its expansion and interpretation, Advertising as a business, advertising as a vocation, the advertising industry, History of advertising	5

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Unit2	The Concept of Advertising, Product analysis, Types of advertising, Functions of advertising, Advertising in the society, Types of advertising based on media. Focus on Print media: Indoor and Outdoor, Packaging and PoP, The Broadcast media, Internet advertising.	10
Unit 3	Unique selling Proposition, Brand positioning, Types of differentiation, The advertising pyramid, The consistency triangle, Consumer behaviour. The 5 P s of advertising, 5 W s of advertising. Market segmentation, Designing, Copy Platform: Headline, Baseline, Bodycopy, Voice overs.	10
Unit 4	Advanced concepts of Brand positioning: Brand image, Brand Personality, defining a personality for a brand and the resultant media planning. Benefit based positioning, Price-Quality Positioning. Advertising Message strategies.	10
Unit 5	Analysis of Print media advertising based on visual language, Copy platform, target audience, market segment and Consumer behaviour and Product positioning.	5

Activities

Assigned readings	Advertising Theory and Practice books
Writing assignments	Product analysis based on market segments
Project	Advertising analysis Print / TV commercial Seminar
Lab or workshop	NA
Field work/experience	Study on Shelf display in Pops - Visit Supermarkets
Online activities	Prepare for Advertising analysis.
Performances/creative activities	NA
Learning outcomes	Advertising, Media, Media planning, Advertising concepts, advertising procedure, Advertising ideation, Integrated Marketing Communications.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Strategic Brand Management, Kevin Lane Keller, M.G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.

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- Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
- Donald Miller, Building a Story Brand, HarperCollins Leadership; Illustrated edition (10 October 2017)
- Subroto Sengupta, Brand Positioning, McGraw Hill Education; 2nd edition (25 January 2005) Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

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SEMESTER III

Business Journalism		
Course Code	L T P	Credits
21JMC539	2 1 0	3

Objectives:

- To teach students the basic methods and tactics of a business journalist, regardless of what format the final story will be produced.
- Understand how a company is structured and the role of executives;
- Write basic business news stories such as earnings and executive compensation

Course Outcome (CO)

- Develop an understanding of the role of business
- Understand how a company is structured and the role of executives
- Analyze the relationship between business journalists and companies
- Write basic business news stories such as earnings and executive compensation and corporate press releases
- Explore the relationship between companies and the regulators that oversee them
- Understand the unique ethical issues of being a business journalist

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction : Who is a Business Journalist? · Skills for Business Journalism · Role of a Business Journalist · Careers and opportunities in Business and Financial Journalism · Analysis of Major Business and Financial media in Indi	8
Unit2	Financial communication :Business reporting, financial reporting, budget reporting, market reporting, foreign direct investment and CSR; Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs.	8
Unit3	Current business reporting issues , Ethics in Business Journalism, New trends in business	8

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	journalism, Investigative reporting in business sector. Satyam corporate fraud ,Cement scandal , 2G scam / Neera Radia Tapes , Ketan Parekh scam , The Coalgate scam , Adarsh Housing Society scam, ICICI Bank - Chanda Kochar, Kingfisher – Vijaya Mallaya, Nirav Modi Scam, Rafale deal	
Unit4	Social media advertising; business newspapers and magazines; Business news agencies, Consumer relations and media	8
Unit5	Research, reporting and writing techniques used by business journalists, coverage of companies and their employees and customers. Writing corporate press releases, writing business news stories	8

Activities

Assigned readings	Assigned reading will be given for each unit so as to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Preparing press releases and business news stories
Lab or workshop	Workshop on Business Journalism by a Reporter
Field work/experience	NA
Online activities	International News Analysis
Performances/creative activities	Presentation of the projects
Learning outcomes	Business news stories, press releases

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Business Communication Today - Boveen and Thill (1995), New York
- Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
- Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
- Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
- Communication Theory : Eastern and Western perspective- Lawrence D. Kincaid
- Business Communication – R.K. Madhukar 7. Business Communication Today – Sushil Bahl

SEMESTER III

Sports Journalism		
Course Code	L T P	Credits

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21JMC540	2 1 0	3
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Objectives:

- To fine-tune the journalism skills of the students in relation to sports.
- While focused specifically on sports it is designed to encourage students to develop their own unique style and to strengthen their analytical skills.
- Many of these skills are applicable across all areas of the sports media, be it print, radio television or the internet.
- To have the students put the tools learnt into practice

Course Outcome (CO)

- Demonstrating analytic skills in relation to reporting sporting events
- Producing several assignments that demonstrate own style and perception of events by the students.
- Pursue a career in sports journalism, with the basic essential tools required to enter that field.
- Report, interview, write bulletins compile and writing features in this field.
- Understanding the audience of sports niche
- Understanding the journalistic ethics related to sports journalism

UNITS	MODULE	HOURS NEEDED (40)
Unit1	Introduction to Sports Journalism- Organisation of sports departments and sports journalists, The sports editor, Forward planning, Media markets, Media influence on sport, Sport's influence on the media, The first sports page, Great sport writers Globalisation, Digitisation, Tabloidisation, Great sports writers, purpose of sport reporting	8
Unit2	Journalism Ethics and Sport- Media ownership and control, Conflicts of interest, Local bias or boosterism, Product placement, Perks and benefits Privacy, Manipulation, Gender and race, Favouritism and neutrality, Sports rights, Access to sports event, sources, contact books, The role of audience	8
Unit3	Sports Coverage in Print- Writing the intro, The five W's, News story structure, Writing style, Headlines, crossheads and body copy, NIBs – sports news in brief, sports features, editorials and columns, Role of stills photography	8

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	The role of the stills photographer, Use of graphics Copyright, Image rights	
Unit4	Broadcast Sport- The language of broadcast sport, Research and preparation, Story and structure, Writing and performing scripts, The “improvised” two way, Interviews, Outside broadcasts, Commentary, Sports news and sports bulletins	8
Unit5	Online Sport- Specialist sport websites – official Sports websites – unofficial and fan based, Adapting content for use on the web, Running reports on the web, Online writing styles, Role of blogs, Stills, graphics audio and video for the web The web as a research tool, modern approaches-UGC, Blogs and Texts	8

Activities

Assigned readings	Assigned reading will be given for each unit to present a seminar
Writing assignments	Assignment will be given for each unit
Project	Reviewing research papers and converting it into science news, infographics etc.
Lab or workshop	Workshops on Sports Journalism by a broadcast journalist and a print journalist
Field work/experience	NA
Online activities	Referring online portals to gauge the international sports updates
Performance/creative activities	Presentation of the projects
Learning outcomes	Business News Stories

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

Reference

- Prof. Bhupendar Singh Chouhan , Sports Journalism and Mass Media , Sports Publication
- “Best American Sports Writing” (Glenn Stout, series editor)
- Barnes, S. (2007). The Meaning of Sport. Short Books
- Wooldridge, I. (2008). Searching for Heroes: Fifty Years of Sporting Encounters.
- Hodder Payne, M. (2012). Olympic turnaround: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise. Infinite Ideas
- G. K. Puri: Journalism.
- James Glen Stevall: Writing for the Mass Media.

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- K. M. Srivastava: News Reporting and Editing

Semester III

Psychology and Media		
Course Code	L T P	Credits
21JMC541	2 1 0	3

Objectives:

- To identify and understand the psychological dimensions in reception processes.
- Knowledge to identify and understand psychological effects of media on human development concerning particular topics

Course Outcome (CO)

- Basic knowledge of psychological functions and mechanisms involved in communication processes
- Ability to identify the psychological dimensions in reception processes and effects of media on human development
- Introductory knowledge about mediations and the ecological system of mediations in human mind

Unit	Keywords	HOURS NEEDED
1	Introduction to Media Psychology Critical issues and Media Influence - Portrayal of Social Groups in Media: Gender, Minority Groups; Effect of Media Violence; Use & Abuse of Media: Internet Addiction; Role of Media in Social Change	5
2	Psychological Effects and Influences of Media Effects of Media Violence, Being Consumer- The Psychology of Consumer; Consumer Culture & Identity; Consumer Behavior	7
3	Developmental Issues in Media Psychology Children, youth and Media - Media and Adolescence, Cultural Function of media use - Social Psychology of the Media - representations of social groups, Disability, mental health.	9
4	Psychology and Mass Media New modes of perception in the digital era – Social Media and Social perception, psychology of human communication in digital era – Print, Radio, Television, New Media and Social Media.	9
5	Psychology and Media Audience Audience and research, Para social Interaction, fans an fandom, Academic - Media relationship,	8

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	Science in media, Social Science in media, Social aspects of new media and psychology	
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Activities

Assigned readings	<ul style="list-style-type: none"> • Women Psychology: Media Depictions of Women • Social Psychology • Effects of Media • How Do the Media Portray Applied Psychology • Looking at Social Media and the Personality Trait of Individual
Assignments	Relate to Assigned readings
Project	NA
Hands on workshop /Training	Seminar on Developmental Issues in Media Psychology Seminar on Psychology and Media Audience
Field work/experience	NA
Online activities	Study on Social Media and Psychology – User and Consumer Perceptions
Performances/creative activities	NA
Overall Learning outcomes	Psychological dimensions in reception processes.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Giles, D. (2003). Media Psychology. New Jersey: Lawrence Erlbaum Associates Publishers.
- The Oxford Handbook of Media Psychology(2013) , Edited by Karen E. Dill
- Media Psychology (2003), David Giles, Coventry University , Lawrence Erlbaum Associates, Publishers, London
- Freud, S.. Mourning and melancholia . Standard Editionof of The Complete Psychological Works (Vol. 14). Random House. 2001
- Freud, S.. The uncanny. Standard Editionof of The Complete Psychological Works (Vol. 17). Random House. 2001
- Freud, S.. The interpretation of the dreams. Standard Editionof of The Complete Psychological Works (Vol. 4). Random House. 2001

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SEMESTER III

Communication for Development		
Course Code	L T P	Credits
21JMC542	2 1 0	3

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Objectives:

To enable the students to understand development and the role of communication in development.

Course Outcome (CO)

- Positive journalism for social change.
- Developmental communication in human development.
- Understanding social issues and utilizing media to address various issues.
- Discuss the Knowledge on Alternative paradigms of Development and Development Communication.
- It make the students to Understand the social development and empowering the people.

UNITS	MODULE	HOURS NEEDED [Total hours needed-40 hours]
Unit1	Concept and genesis: Definition and Concept of development, characteristics of developing countries, Measuring development- Indicators of development, characteristics, differences between communication and Development Communication, Approaches to Development Communication, Constraints of development	9
Unit2	Theories of Development Communication: Modernization theories, Daniel Lerner, Rostow, Adam Smith, Ricardo, Malthus, Everett Rogers, Schramm	9
Unit3	Models of Development- Dominant Paradigm, Alternative Paradigm- Gandhian Model, Marxian Model	8
Unit4	Liberation Theology and Development: Sarvodaya Shramadana Movement, Base Ecclesial Community movement, Family life education in Ghana	7
Unit5	Media and development: Development support communication using various media as Development Communication tools. Issues for development journalism - SITE and Kheda Projects. Understanding of social development. Empowering people. SHGs.	7

Activities

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Assigned readings	Case studies of development communication initiatives and its success worldwide.
Writing assignments	Critically analyze Kerala model of development
Project	Conduct communication-based projects in college level
Lab or workshop	NA
Field work/experience	NA
Online activities	Watching documentaries and short videos related to communication for development.
Performances/creative activities	NA
Learning outcomes	Students would have acquired skill for developing communication material.

- Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development

References

- Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment, Sage Publications (2003)
- Development Journalism - What next? - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)
- . Uma Narula - Development Communication Theory and Practice - Har-Anand Publications (1999)
- The Handbook of Development Communication and Social Change: 4 (Global Handbooks in Media and Communication Research) by Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon
- Development Communication in Practice India and the Millennium Development Goals by J. V. Vilanilam