

CHAUDHARY RANBIR SINGH UNIVERSITY



Scheme of Examination for Post Graduate Programme M.A. Mass Communication

as per NEP 2020
Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF
With effect from the session 2024-25 (in phased manner)

DEPARTMENT OF MASS COMMUNICAITON
Faculty of Commerce and Management

Programme Learning Outcomes(PLOs) for PG Programmes as per NEP-2020

PLOs	M.A. Mass Communication
	After the completion of Master degree in Journalism and Mass Communication the student will be able to:
PLO-1: Knowledge and Understanding	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques, related to Mass Communication.
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Mass Communication.
PLO-3: Technical/ Professional Skills	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks in different domains of Mass Communication.
PLO-4: Communication Skills	Effectively communicate the attained skills of Mass Communication in well-structured and productive manner to the society at large.
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Mass Communication or otherwise.
PLO-6: Critical thinking and Research Aptitude	Attain the capability of critical thinking in intra/inter-disciplinary areas of Mass Communication enabling to formulate, synthesize, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
PLO-7: Constitutional, Humanistic, Moral Values and Ethics	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
PLO-8: Capabilities/qualities and mindset	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.
PLO-9: Employability and job-ready skills	Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.




CHAUDHARY RANBIR SINGH UNIVERSITY

Scheme of Examination for Postgraduate Programme M.A. Mass Communication
 as per NEP 2020 Curriculum and Credit Framework for Postgraduate
 Programmes (CBCS LOCF) with effect from the session 2024-25
 (in phased manner)

**Framework-1
 Scheme-P**

Semester	Course Type	Course Code	Nomenclature of course	Theory (T)/ Practical (P)	Credits		Contact hours per week				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours
						Total	L	T	P	Total				
1	CC-1	M24-MMC-101	Communication: Theory and Practice	T	4	22	4	0	0	4	30	70	100	3
	CC-2	M24-MMC-102	Writing Skills	T	4		4	0	0	4	30	70	100	3
	CC-3	M24-MMC-103	Growth and Development of Media	T	4		4	0	0	4	30	70	100	3
	PC-1	M24-MMC-104	News Writing	P	4		0	0	8	8	30	70	100	4
	PC-2	M24-MMC-105	Computer Applications in Journalism	P	4		0	0	8	8	30	70	100	4
	SEM IN AR	M24-MMC-106	Seminar	S	2		0	0	0	2	0	50	50	1
2	CC-4	M24-MMC-201	Media Laws and Ethics	T	4	22	4	0	0	4	30	70	100	3
	CC-5	M24-MMC-202	Reporting & Editing	T	4		4	0	0	4	30	70	100	3
	CC-6	M24-MMC-203	Broadcast Journalism	T	4		4	0	0	4	30	70	100	3
	PC-3	M24-MMC-204	Current Affairs, Article, Feature and Editorial Writing	P	4		0	0	8	8	30	70	100	4
	PC-4	M24-MMC-205	Field Reporting	P	4		0	0	8	8	30	70	100	4
	CHM	M24-	Constitutional	T	2		2	0	0	2	15	35	50	3

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		CHM-201	Human and Moral Values, and IPR																
	Internship	M24-INT-200	An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IIInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.								50	50	100						
3	CC-7	M24-MMC-301	Development Communication	T	4	22	4	0	0	4	30	70	100	3					
	CC-8	M24-MMC-302	Advertising and Public Relations	T	4		4	0	0	4	30	70	100	3					
	DEC-1(Choose any one)	M24-MMC-303	Photo Journalism	T	4		4	0	0	4	30	70	100	3					
		M24-MMC-304	Media Marketing	T	4		4	0	0	4	30	70	100	3					
		M24-MMC-305	Data Journalism	T	4		4	0	0	4	30	70	100	3					
		M24-MMC-306	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3					
	PC-5	M24-MMC-307	Ad & PR LAB	P	4		0	0	8	8	30	70	100	4					
	PC-6	M24-MMC-308	Photography Portfolio	P	4		0	0	8	8	30	70	100	4					
	OEC	M24-OEC-325	Media literacy Skills (For students of other departments)	T	2		2	0	0	2	15	35	50	3					
	4	CC-9	M24-MMC-401	Communication Research	T		4	22	4	0	0	4	30	70	100	3			
CC-10		M24-MMC-402	Digital Journalism	T	4	4	0		0	4	30	70	100	3					
DEC-2(Choose any one)		M24-MM C-403	Health & Science Communication	T	4	4	0		0	4	30	70	100	3					
		M24-MM C-	Media and Gender	T	4	4	0		0	4	30	70	100	3					

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	404												
	M24-MM C-405	Regional Journalism	T	4		4	0	0	4	30	70	100	3
	M24-JMC-406	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3
PC-7	M24-MM C-407	Newspaper Designing and Production	P	4		0	0	8	8	30	70	100	4
PC-8	M24-MM C-408	Electronic Media Production	P	4		0	0	8	8	30	70	100	4
EEC	M24-MM C-409	Employment Opportunities and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3

OR DISSERTATION

NOTE: IF A CANDIDATE OPTS FOR DISSERTATION, HE/SHE WILL STUDY CC-9, DEC-2 AND EEC COURSES ALSO IN THE 4TH SEMESTER

CC-9	M24-MMC -401	Communication Research	T	4		4	0	0	4	30	70	100	3
DEC-2 (Choose any one)	M24-MMC -403	Health & Science Communication	T	4		4	0	0	4	30	70	100	3
	M24-MMC -404	Media and Gender	T	4		4	0	0	4	30	70	100	3
	M24-MMC -405	Regional Journalism	T	4		4	0	0	4	30	70	100	3
	M24-MMC -406	MOOC course from Swayam Portal or other approved portals	T	4		4	0	0	4	30	70	100	3
EEC	M24-MM C-409	Employment Opportunities and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3
Dissertation/Project Report	M24-MM C-410		D	12		0	0	0	0	0	300	300	

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Syllabi for Post Graduate Program in Communication Theories and Practice

Semester: 1st

Session: 2024-25

Name of Program	Post Graduate in Mass Communication	Program Code	M24-MMC
Name of the Course	Communication Theories and Practice	Course Code	M24-MMC-101
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will be able to explain the key components and functions of various communication models, including their relevance in understanding the communication process.
2. Students will demonstrate an understanding of major communication theories and their implications for media influence, audience behavior, and communication processes.
3. Students will be able to design and conduct effective communication research, including selecting appropriate research methods, analyzing data, and interpreting findings.
4. Students will gain proficiency in applying both quantitative and qualitative research methods to investigate communication phenomena, analyze data, and draw meaningful conclusions.
5. Students would develop competencies to undertake media research.

Unit 1:

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

Unit 2:

- 2.1 Theories of Communication
- 2.2 Direct Media effect theories, Limited Media effect theory etc.
- 2.3 Cultivation Theory, Framing Theory etc.



- 2.4 Uses and Gratification, Spiral of Silence Theory, Play Theory etc.
- 2.5 Perception and Retention Theory

Unit 3:

- 3.1 Research: Meaning & Concept
- 3.2 Types of Research, Descriptive, Historical, Action Research etc.
- 3.3 Research Process, Research Methodology.
- 3.4 Research Approaches, Positivism and Post Positivism.

Unit 4:

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

References:

- Uma Narula- Handbook of Communication Models, Perspectives, Strategies
- Uma Narula-Mass Communication Theory and Practice
- Denis McQuail-Mass Communication Theory
- John Fiske-Introduction to Communication Studies
- Manoj Dayal- Media Metrics
- Roger D. Wimmer & Joseph R. Dominick- Mass Media Research: An Introduction

Syllabi for Post Graduate Program in Writing Skill

Semester: 1st

Session: 2024-25

Name of Program	Post Graduate in Mass Communication	Program Code	M24-MMC
Name of the Course	Writing Skill	Course Code	M24-MMC-102
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. To make students acquainted with various forms of print media.
2. To train students with existing various technologies widely in use in print journalism.
3. To enhance journalistic skills of students.
4. To augmenting the knowledge of various news agencies.

Unit 1:

- 1.1 Different stages of scripting - idea - research - Synopsis - Outline-treatment - story
- 1.2 Fiction Script writing - Dramatic structure - Rising action - Falling action
- 1.3 Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats – Non - fiction script writing
- 1.4 Rhetorical and Expository structure - Short Nonfiction forms and formats

Unit 2:

- 2.1 News writing (Style and Structure), Words and Terms or used in Journalism
- 2.2 Media, News Values, News Sources
- 2.3 Writing Feature and Article,
- 2.4 Writing Reviews & Criticism: Books, Films, Television Programmes,

Theatre, Art exhibition

Unit 3:

- 3.1 Script organization - target audience consideration
- 3.2 scripting for science/development program
- 3.3 scripting for educational program
- 3.4 scripting for women's program

Unit 4:

- 4.1 Reporting skills, Interview, Various types of Reporting, Editing practice
- 4.2 Translation practice, News Writing, Picture Editing
- 4.3 Writing Features, Article, Editorial, Reviews for various media
- 4.4 Preparation of Newspaper, Layout Design, Dummy Preparation, Page Make-Up.

References:

1. Shrivastava K. M., *News Reporting and Editing*, Sterling Publishers Pvt. Ltd.
 2. Ahuja Charanjit, *Print Journalism: A Complete Book of Journalism*, Partridge India
 3. Hodgson F. W., *Modern Newspaper Practice: A primer on the press (Journalism Media Manual)*, Routledge; 4th ed.
 4. Kamath M.V., *The Journalist's Handbook*, Vikas Publishing House Pvt. Ltd.
 5. Mohan Sumit, *Media Lekhan*, Vani Prakashan.
 6. Hough George A., *News Writing*, Gaurav Book Centre.
- Goyal B. S., *Principles and Practice of news Writing*, Shree Publishers & Distributors.

Syllabi for Post Graduate Program in Growth and Development of Media

Semester: 1st

Session: 2024-25

Name of Program	Post Graduate in Communication	Program Code	M24-MMC
Name of the Course	Growth and Development of Media	Course Code	M24-MMC-103
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:
Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):
Learning Outcomes:

1. Students will explore the historical evolution of print media, radio, television, and cinema.
2. Students will know the origins and roles of Indian news agencies in shaping media content and dissemination, emphasizing their significance in the media landscape.
3. Students will learn about the ownership and management structures within the press, radio, television, and cinema industries.
4. Students will learn the characteristics and impact of cinema journalists.
5. Students would develop holistic understanding about evolution of media in India.

Unit 1:

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

Unit 2:

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



Unit 3:

- 3.1 Development of Television: Historical Journey
- 3.2 Development of Television in India
- 3.3 Public and Private T.V. Channels
- 3.4 Organizational structure of the Television Industry, New Trends

Unit 4:

- 4.1 Cinema: Historical perspective
- 4.2 Development of Cinema in India
- 4.3 Characteristics of Hindi Cinema
- 4.4 Cinema as a medium of Mass Communication, Current Status, Emerging Trends

References:

- Kewal J Kumar -Mass Communication in India.
- Ranga Swamy, Parthasarthy -Journalism in india.
- Natrajan J.- History of Indian Journalism.
- Jeffrey Robin- India's News Paper Revolution.
- Seema Hasan- Mass Communication: Principles and Concept
- Handbook of Journalism & Mass Communication- Aggarwal, Vir Bala & Gupta, V. S.



Syllabi for Post Graduate Program in

News Writing

Semester: 1st
Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	M24-MMC
Name of the Course	News Writing	Course Code	M24-MMC-104
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

- Students would be able to know the basic skills required for writing for media.
- Students would be able to comprehend the difference between journalistic writing and creative writing.
- Students would understand and identify the different genres of writing.
- Students would be able to develop requisite skills for writing for different types of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

Unit 1:

- Writing-An introduction, purpose, scope and relevance
- Basic Elements of writing
- Skills required for writing, Tools for Writing
- Essential for good writing

Unit 2:

- Journalistic writing, Genres of Journalistic Writing
- News Writing -Basics
- Writing for Print Media, Electronic Media, New Media ; Characteristic Features for Writing for Media
- Writing Articles, Opinion Pieces, Editorial, Letter to Editor

Unit 3:

- Creative writing -Basic, Various Genres of Creative Writing
- Personal creative expression –Poetry & Prose , fiction writing
- Features, Writing features
- Writing Travel Reports, Writing on Arts & Culture

Unit 4:

- Writing Book Reviews, Film Reviews
- Writing on Food, Fashion, Lifestyle
- Writing on Social issues ,Human Interest, Community issues
- Writing on Science, Environment and Health issues.

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

Syllabi for Post Graduate Program in Computer Application in Journalism

Semester: 1st

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	M24-MMC
Name of the Course	Computer Application in Journalism	Course Code	M24-MMC-105
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours
<p>Note:</p> <p>Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO):</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Students would be able to know the basic skills required for writing for media. • Students would be able to comprehend the difference between journalistic writing and creative writing. • Students would understand and identify the different genres of writing. • Students would be able to develop requisite skills for writing for different types of media. • Students would appreciate the importance of media writing, and built apt competencies for media writing. 			
<p>Unit 1:</p> <p>1.1 Definition, Origin & History</p> <p>1.2 Classification of Computers</p> <p>1.3 Introduction to input & output devices</p> <p>1.4 Introduction to memory – Primary & Secondary</p>			
<p>Unit 2:</p> <p>2.1 Introduction to graphical and user interface (GUI)</p>			



2.2 File and Folders – Flash, Directory

2.3 Creating, Copying, Moving, Deleting and Renaming

2.4 Applications & Setting : Desk top Management, tool box

Unit 3:

3.1 MS-Word and Application –basics

3.2 Typing and editing, formatting text

3.3 Quark Express basics

3.4 Power Point – Introduction, presentation, graphics, creating presentation and slide shows

Unit 4:

4.1 Introduction to Internet, definition, various activities

4.2 Tools and services on Internet

4.3 Internet protocols FTP, HTTP, TCP, IP

4.4 Major News Sites, E Magazines, online newspapers

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

Syllabi for Post Graduate Program in Media Law and Ethics

Semester: 2nd

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Media Law and Ethics	Course Code	M24-MMC-201
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will understand the historical context of press regulation and its impact on media freedom, enabling informed analysis of media practices.
2. Students will recognize the significance of the right to information in media, empowering them to engage with transparency, accountability, and citizen empowerment.
3. Students will interpret the provisions of the Press and Registration of Books Act, equipping them with knowledge about legal aspects relevant to publishing and journalism.
4. Students will understand media ethics, explore ethical principles, and apply them to real-world scenarios, fostering ethical decision-making in journalism and communication.
5. Students would comprehend the conceptual and applied aspects of media ethics

Unit 1:

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



Unit 2:

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

Unit 3:

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

Unit 4:

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

References:

- C.S Rayudu, S .B Nageshwar Rao-Mass Media Laws & Regulations
- R. K. Ravindran-Press in Indian Constitution
- Dr Rakesh Kumar Singh, Souvik Dhar-Media Law (Including Right to Information Act)
- Sohini Mahapatra-Media Law in India
- M. Neelamalar-Media Law and Ethics

Syllabi for Post Graduate Program in Reporting & Editing

Semester: 2nd

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Reporting & Editing	Course Code	M24-MMC-202
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

1. The students will be able to describe the key elements of news, including fairness, clarity, brevity, and truthfulness, and understand the duties and responsibilities of journalists in delivering accurate and impactful news.
2. The Students will be able to identify and evaluate various news sources, comprehend the process of news coverage, and understand the significance of news conferences, meetings, and gatherings in journalism.
3. The Students will have the ability to apply investigative and interpretative approaches to news, critically analyze news from marginalized groups and gender perspectives, and recognize the role of news in promoting peace, reconciliation, social justice, and human rights.
4. Students will be proficient in news editing, including the responsibilities of a copy editor, tools used for editing, and the selection of news for publishing.
5. Students will develop competencies for career in print media

Unit 1:

- 1.1 News: Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants
- 1.2 Duties and responsibilities of journalist
- 1.3 News structure, Introduction, Types of News
- 1.4 Journalistic interview

Unit 2:

- 2.1 News source, News coverage, news conferences, meetings, gatherings etc.
- 2.2 News beats, covering court, legislature and parliament, govt. organizations
- 2.3 Covering crime, accident, disaster, law & order
- 2.4 Reporting: social, rural, art and culture, sports, education and development, etc.

Unit 3:

- 3.1 Investigative approach, interpretation approach, in-depth approach in news
- 3.2 Analyzing news from marginalized groups and gender point of view, conflicts and communal riots
- 3.3 News for peace and reconciliation
- 3.4 News for social justice and human rights

Unit 4:

- 4.1 News Editing: Copyeditor, responsibilities and tools, selection of news for publishing
- 4.2 Headlines-concept and types
- 4.3 Editing different copies, managing online desk, photo-editing.
- 4.4 Essentials of page makeup, proof reading, photographic coverage of news

References:

- Vir Bala Aggarwal & V. S. Gupta -Handbook of Journalism & Mass Communication
- Seerna Hasan -Mass Communication: Principles and Concepts
- Keval J Kumar- Mass Communication in India
- Jean Folkerts and Stephen Fry -The Media in Your Life- An Introduction to Mass Communication
- M. V. Kamath-Professional Journalism
- K. M. Srivastava- News Reporting and Editing:
- Surbhi Dahiya - Beat Reporting and Editing: Journalism in Digital Age

Syllabi for Post Graduate Program in Broadcast Journalism

Semester: 2nd

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	Broadcast Journalism	Course Code	M24-MMC-203
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

- Students will learn about the basics of Broadcast Media (Radio & Television)
- Students would gain knowledge about the essentials of Broadcast Journalism
- Students would gain skills about writing for broadcast media platforms.
- Students would gain knowledge about the basic production process and programming of Broadcast Media
- Students would develop competencies to be a Broadcast Journalist

Unit 1:

- 1.1 Radio – Oral Medium, main features
- 1.2 Radio – Public Sector Broadcasting, Commercial Radio,, Community Radio, Campus Radio
- 1.3 Radio as a medium of Mass Communication Radio News Bulletin, Radio for Social Change and Development Goals
- 1.4 Various types of Radio Programs especially on Aakashvaani, Duties, roles and responsibilities of Radio personnel in Radio Stations



Unit 2:

- 2.1 Radio Journalism – Basics, Scope
- 2.2 Writing for Radio, News Writing for Radio, Radio Anchoring
- 2.3 Writing Radio scripts, Writing for different types of Radio programmes
- 2.4 Radio recording and editing, Technological aspects of Radio Journalism and Radio Programming, Podcasting as Journalism medium

Unit 3:

- 3.1 Television Journalism, Basic nature and scope,
- 3.2 Television Newsroom, News gathering, Processing and Writing for TV News, TV News Room~ Role & Function
- 3.3 Reporting for Television, conducting TV interviews, Television News Anchoring, Video Blogging for Journalism
- 3.4 Preparing scripts for TV news, and TV programmes., Production Techniques for TV programmes

Unit 4:

- 4.1 Camera Work (Shots, Movements related for Television Programmes)
- 4.2 TV Production, Stages of Television Production, Basic Skills for Television Production
- 4.3 Video Editing – Basic process- Skills and Techniques
- 4.4 Duties, roles and responsibilities of TV personnel in Television channels, Eminent TV personalities and journalists

References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21st Century
- S.C.Bhatt-Broadcast Journalism-Basic Principles
- Shakuntala Rao - Indian Journalism In A New Era
- Andrew Boyd, Peter Stewart, Ray Alexander-Broadcast Journalism
- Pankaj Athawale-Stay Tuned: The Story of Radio in India
- Nalin Mehta-India on Television: How Satellite News Channels have changed the way we think and act
- K M Shrivastava-Broadcast Journalism

Syllabi for Post Graduate Program in

CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING

Semester: 2nd

Session: 2024-25

Name of Program	Post Graduate in Journalism and Mass Communication	Program Code	MJM2
Name of the Course	CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING	Course Code	M24-MMC-204
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

- 1: To learn the functioning of the system of Government of India.
- 2: To learn the Structure of bureaucracy and judiciary.
- 3: To study the wide coverage of important issues in media.
- 4: To learn the critical understanding of media coverage.

Unit 1:

- 1.1 Structure of Governance in India: Centre Government
- 1.2 State Government, Panchyati Raj
- 1.3 Structure and powers of law making agencies
- 1.4 Parliament, State Legislative, State Council and Panchyat

Unit 2:

- 2.1 Structure of bureaucracy at centre level, Hierarchy of administrative officers
- 2.2 Structure of Judiciary: Supreme court, High court, District court
- 3.3 Powers of civil administration and Judiciary

2.4 Major stories related Judiciary and civil administration in media during semester

Unit 3:

3.1 Major current international, national

3.2 Central budget, GDP(Gross domestic product),

3.3 Special coverage of issues in print and electronic and online media.

3.4 Popular interviews of various personalities in various media.

Unit 4:

4.1 Issues related media organization and debate over media coverage

4.2 Issues related working of media organizations and their coverage.

4.3 Critical analysis of coverage of important issues in media.

4.4 Comparative analysis of coverage of print and electronic media on important happenings

References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21st Century
- S.C.Bhatt-Broadcast Journalism-Basic Principles
- Shakuntala Rao - Indian Journalism In A New Era
- Andrew Boyd, Peter Stewart, Ray Alexander-Broadcast Journalism
- Pankaj Athawale-Stay Tuned: The Story of Radio in India
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