

केंद्रीय जनजातीय विश्वविद्यालय आंध्रप्रदेश
CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH

(A CENTRAL UNIVERSITY ESTABLISHED BY AN ACT OF PARLIAMENT)



Curriculum and Syllabus

PG PROGRAMME

IN

Master of Arts (Journalism and Mass Communication)

As per National Education Policy (NEP)-2020

w.e.f. Academic Year 2023-24

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH
VIZIANAGARAM – 535003, A.P.**



COURSE STRUCTURE

M.A. JOURNALISM AND MASS COMMUNICATION

Semester	Course Code	Course Title	L	T	P	C	M
I	JMC501	History of Media	3	-	-	3	100
	JMC502	Communication Theories & Models	3	-	-	3	100
	JMC503	Writing for Media	3	-	-	3	100
	JMC504	Print & Radio Journalism	3	-	-	3	100
	JMC505	Reporting and Editing	3	-	-	3	100
	JMC511	PRACTICUM-I – Print Layout Design & Radio Production	-	-	6	3	100
	JMC512	PRACTICUM-II – News Reporting & Editorial Practices	-	-	6	3	100
Total Credits						21	700
II	JMC551	Development Communication	3	-	-	3	100
	JMC552	Media Laws & Ethics	3	-	-	3	100
	JMC553	Television Journalism	3	-	-	3	100
	JMC554	Photojournalism	3	-	-	3	100
	ELECTIVE-I – Any one of the below from JMC571 to JMC573		3	-	-	3	100
	JMC571	Intercultural Communication					
	JMC572	Rural & Environmental Communication					
	JMC573	Health and Science Communication	-	-	6	3	100
	JMC561	PRACTICUM-III – Development Communication Project					
JMC562	PRACTICUM-IV – Television Productions & Photojournalism Practices	-	-	6	3	100	
Total Credits						21	700
III	JMC601	Advertising & Public Relations	3	-	-	3	100
	JMC602	Film Studies	3	-	-	3	100
	JMC603	Folk Media & Tribal Communication	3	-	-	3	100
	JMC604	Research Methodology	3	-	-	3	100
	ELECTIVE-II – Any one of the below from JMC621 to JMC623		3	-	-	3	100
	JMC621	Sports Journalism					
	JMC622	Social Media, Culture and Society					
	JMC623	Gender, Media & Society	-	-	6	3	100
	JMC611	PRACTICUM-V – Advertising & PR Practical					
JMC612	Internship	-	-	6	3	100	
Total Credits						21	700
IV	ELECTIVE-III – Any one of the below from JMC671 to JMC673		3	-	-	3	100
	JMC671	Media Management					
	JMC672	Quantitative Research Methods					
	JMC673	Business Journalism	3	-	-	3	100
	ELECTIVE-IV – Any one of the below from JMC674 to JMC676						
	JMC674	New Media Technologies					
	JMC675	Qualitative Research Methods	-	-	4	2	50
	JMC676	Political Communication					
	JMC691	Pre-Project Seminar	-	-	24	12	300
JMC692	Research Project & Dissertation	-	-	24	12	300	
Total Credits						20	550

L= Lecture, T= Tutorial, P= Practical, C= Credit, M= Marks



FIRST SEMESTER COURSES				
MA in Journalism and Mass Communication (MA JMC)				
Course Code	Title of the Course	Type of the Course	Hours per Week	Total Credits
JMC501	History of Media	Theory	3	3
JMC502	Communication Theories & Models	Theory	3	3
JMC503	Writing for Media	Theory	3	3
JMC504	Print & Radio Journalism	Theory	3	3
JMC505	Reporting & Editing	Theory	3	3
JMC511	Practicum-I: Print Layout Design & Radio Production	Practicum	6	3
JMC512	Practicum-II: News Reporting & Editorial Practices	Practicum	6	3
Total				21



Course Code	Title of the Course	Credits	Semester
JMC501	HISTORY OF MEDIA	3	I

Course Objective: To provide students with a broad view of the evolution of mass media with special emphasis on the development of mass media in India.

Unit I: Print Media: Brief history of printing; Growth and development of press in India, Vernacular Press, the role of the press in Freedom Movement; Types of newspaper content, Magazines-characteristics, and types; Books as a medium of communication.

Unit II: Radio: Origin of Radio, Marconi; Early days of broadcasting, Development of broadcasting in India, Radio Act 1927, Broadcasting Policy, Growth of public and private radio, Digital Radio; Contemporary trends in broadcasting.

Unit III: Television: History and development of television in India; Education TV channel in India; Development of private television channels, Cable TV, DTH; Current issues of autonomy and deregulation.

Unit IV: Cinema: Salient era to the talkies, cinema in India, Bollywood, Tollywood, and Kollywood; Evolution of the Internet, Information Communication Technology; Trends and technology in digital media, social media, and OTT platforms.

Textbooks / Reference Books

1. Joshi Uma. Mass Communication and Media, Anmol Prakashan, 1997.
2. J. V. Vilanilam. Growth and Development of Mass Communication in India, National Book Trust, 2011.
3. Hassan, Seema. Mass Communication: Principles and Concepts. 2nd edition, CBS Publishers, 2019.
4. Bandhopadhyay, P.K. The Genesis and Growth of Broadcasting in India: From Lionel Fielden to The Present Day. B.R. Publishing Corporation, 2015.
5. Nalin Mehta. India on Television. HarperCollins, 2008.
6. K.C. Sharma. Journalism in India: History, Growth, Development. Regal Publications, 2007.
7. Jarek Kupsc. The History of Cinema for Beginners. Orient Blackswan: New Delhi, 2015.



Course Code	Title of the Course	Credits	Semester
JMC502	COMMUNICATION THEORIES & MODELS	3	I

Course Objective: The course is designed to provide a comprehensive knowledge and understanding of Communication Theories, Principles, and Practices. It will provide the students with a basic understanding of the application of Communication Theories to Human Behavior. It is also designed to equip the students to grasp the concepts of Socio-psychological perspectives of Communication.

Unit I: Communication: Definition, nature, and scope of communication; Communication barriers; Levels of communication; Types and elements of communication; Functions of media.

Unit II: Communication Models: Lasswell, Shanon-Weaver, Osgood, Schramm, Newcomb, Westley Maclean, Gerbner. Introduction to communication theory: Four eras of mass communication theory, Mass society theories, Limited-Effects Perspectives, Critical and Cultural Approaches, and Meaning-making Perspectives.

Unit III: Communication Theories: Mass Media Effects & Uses: Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Framing Analysis; Uses and Gratification Approach.

Unit IV: Approach: Socio-Psychological Approach to Communication; Festinger Theory of Cognitive Dissonance; Theories of Persuasion; Emerging perspectives in Communication Studies; Alternatives to the dominant and the classical.

Textbooks / Reference Books

1. Werner J. Severin & James W. Tankard Jr. Communication Theories, Origins, Methods, Uses. Pearson, 2000.
2. Melvin L. Defluer. & Sandra J. Ball. Theories of Mass Communication. Longman, 1989.
3. Uma Narula. Mass Communication: Theory and Practice, Har Anand, 1976.
4. Denis Mcquail and Windall. Communication Models, Longman, 1976.
5. John Fiske. Introduction to Communication Studies, Routledge, 2002.
6. Denis Mcquail. Mass Communication Theory. Sage, 2005.
7. Stanley J. Baran & Dennis Davis. Mass Communication Theory: Foundations, Ferment and Future. Wadsworth, 2013.



Course Code	Title of the Course	Credits	Semester
JMC503	WRITING FOR MEDIA	3	I

Course Objective: This course has been conceptualized to help students focus on their writing skills by exposing them to different forms of writing in keeping with the varied platforms - print, broadcast, and online media.

Unit I: Principles of Media Writing: What is media writing? Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings; Revision of grammar, syntax, and style. Drafting and revising.

Unit II: Types of Writing: Ideas for writing, Narrative writing, Introduction to narratives, telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing.

Unit III: News Writing: What makes a good introduction or lead to a story? Engaging the reader; the language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist; Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations, and backgrounding

Unit IV: Writing for Media: Print: Headlines and caption writing, Feature writing, writing book reviews and film reviews; writing columns, Stylebook, writing for magazines; Electronic Media: Scriptwriting for news, talk, discussion; Features, talks, writing for the ear; Web: Characteristics of web writing, technical writing, blogs.

Textbooks / Reference Books

1. Batty, C. & Cain, S. Media Writing: A Practical Introduction, Palgrave Macmillan, 2010.
2. Stovel, G. Writing for Mass Media, (6th edition), Allyn, and Bacon, 2006.
3. Melvin Mencher. News Reporting and Writing, (10th edition), McGraw-Hill, 2006.
4. Clark, Roy Peter. Writing Tools: 50 Essential Strategies for Every Writer. 2006.
5. Usha Raman. Writing for the Media, OUP, 2009.
6. James Foust. Online Journalism: Principles and Practices of News for the Web, Holcomb Hathaway Publishers, 2005.
7. Agarwal V. Bala. Essentials of Practical Journalism, Concept Publishing Company, 2006.



Course Code	Title of the Course	Credits	Semester
JMC504	PRINT AND RADIO JOURNALISM	3	I

Course Objective: This course offers a comprehensive approach to Print media and Radio journalism and is designed for those who work in or want to work in the changing media industries. Students will examine key developments in the media and communications industries associated with the changing nature of the technological development in the media.

Unit I: News: Definition, Nature & Structure, Writing Styles, Types of Reporting, Contents of Newspaper, Editorial, Feature: Definition, nature & types, Changing writing styles in Newspaper; Role, responsibility, and accountability of the editorial team; Various departments of newspaper organization and their working.

Unit II: Print Production: Principles of Graphics and their Importance, Typography, Newsletter Production, Preparing dummy newspapers, Different newspaper sizes, Relevant software, Newspaper printing methods, News portals, and Online editions.

Unit III: Radio Programming: Evolution and growth of Radio, AIR code, Stages in program production, Public vs. commercial broadcasting; Principles of writing for radio; Broadcasting writing techniques and styles, Scripts, Formats for radio talks, reports and features, documentaries, drama, etc.

Unit IV: Radio Studio: Who is who in radio; Studio operations, sound and acoustics, tapes, and recording, recording different formats, Audition, microphone talents, mikes, outdoor broadcast, covering special events, AM and FM broadcasting; Local Radio concept, Radio and the people, Change Agent

Textbooks / Reference Books

1. Mencher, Melvin. News Reporting and Writing, Mac-Graw Hill, Boston, 2006.
2. McLeish. R and Link. L. Radio Production (6th edition.), Focal Press, 2016.
3. Agarwal V. Bala. Essentials of Practical Journalism, Concept Publishing Company, 2006.
4. Grant M. Hyde. Newspaper Editing: A Manual for Editors, Copyreaders, and Students of Newspaper Desk Work. Palala Press, 2016.
5. Neelamar. M. Radio Programme Production. PHI Learning, 2018.
6. Bob Gilmurray. Media Student's Guide to Radio Production, Mightier Publishing, 2013.
7. K. M. Shrivastava. News Writing for Radio and T.V., Sterling Publication, 2012.



Course Code	Title of the Course	Credits	Semester
JMC505	REPORTING & EDITING	3	I

Course Objective: To train students in the basics of overall reporting skills and editing practices.

Unit I: News: Concept, Nature, scope, and functions of journalism; Structure of news, Elements, Values, Headlines, Inverted Pyramid, Types of Leads, Reporting, Interview Skills, and News sources.

Unit II: Reporting: Principles of reporting; types of reporting; news reporter – qualities and categories; News agencies, types, and functions.

Unit III: Editing Process: Basic Principles of Editing; News Evaluation, Detecting and Correcting Errors, Reading Proofs, Style Sheet, Editing News Copy with Symbols.

Unit IV: Visual Element: Photo Editing, Caption, Headlines, and its Importance; Layout and design of different pages – Magazine production techniques.

Textbooks / Reference Books

1. Barun Roy. Beginner's Guide to Journalism & Mass Communication. V.S Publisher, 2013.
2. Chris Frost. Reporting for Journalists. Routledge, 2010.
3. Manukonda Rabindranath and T. Shyam Swaroop. News Reporting. Lambert, 2012.
4. Ambrish Saxena. Fundamentals of reporting & editing. Kanishka Publishers, 2007.
5. Jackie Harrison. The Media Students' Handbook by Branston Gand News.
6. Spark, David and Harris, Geoffrey (2011). Practical Newspaper Reporting. Sage Publication.
7. Keeble, Richard. Newspapers Handbook (3rd ed.), Routledge, London, 2001.
8. Mencher, Melvin, News Reporting and Writing, Mac-Graw Hill, Boston, 2006.



Course Code	Title of the Course	Credits	Semester
JMC511	PRACTICUM-I: PRINT LAYOUT DESIGN & RADIO PRODUCTION	3	I

Print Layout Design: Typography – font type, size. Layout and pagination design, principles of newspaper design and layout, Introduction to Adobe InDesign/QuarkXPress and its features, designing the layout of newspapers in Adobe InDesign/QuarkXPress.

Practical Project: Students will submit a complete hard copy of a newspaper layout.

Radio News Bulletin: Preparing storyboards; gathering, constructing, writing, and editing of radio news. Basic principles of Radio program production techniques; Digital broadcasting; Types of microphones; Field & studio recording; Production of radio news, features, magazine programs, etc.; Editing & mixing.

Practical: Students will submit a radio news bulletin for 10 minutes.

Assessment:

Submission of newspaper hard copy: 40 Marks

Submission of radio news bulletin: 40 Marks

Presentation: 20 Marks



Course Code	Title of the Course	Credits	Semester
JMC512	PRACTICUM-II: NEWS REPORTING AND EDITORIAL PRACTICES	3	I

News Reporting – Fieldwork

- Students undertake field reporting and submit a news document on any one of the specified issues (rural health, education, cultural events, crime, etc.).
- A day with the local reporter of any news media and submission of a written report on the experiences with video clips of the fieldwork.

Editorial Practice - Record Work

- Identifying news types, news values, and elements of page design
- Headline short-forms - Correcting headlines - Composing headlines from leads - Composing headlines and sub-headlines - Composing kickers
- Grammar in news writing
- Specialized reporting
- Analysis of news values
- Editing and rewriting copies
- Designing infographics
- Writing for different types of media – interviews - feature writing – Writing a review – book - film reviews – Writing an analysis – budget and research analysis

(Submission of record work of with given editorial exercises specified in the syllabus. Parameters of evaluation: Each exercise will be for 10 marks. The total 80 marks will be converted to 30 marks)

Assessment:

Submission of News Document: 30 Marks

Submission of Written Report and Video Clips: 30 Marks

Editorial Record Work: 30 Marks

Presentation: 10 Marks



SECOND SEMESTER COURSES				
MA in Journalism and Mass Communication (MA JMC)				
Course Code	Title of the Course	Type of the Course	Hours per Week	Total Credits
JMC551	Development Communication	Theory	3	3
JMC552	Media Laws & Ethics	Theory	3	3
JMC553	Television Journalism	Theory	3	3
JMC554	Photojournalism	Theory	3	3
ELECTIVE-I: Any one of the below from JMC571 to JMC573		Theory	3	3
JMC571	Intercultural Communication			
JMC572	Rural & Environmental Communication			
JMC573	Health & Science Communication			
JMC561	Practicum-III: Development Communication Project	Practical	6	3
JMC562	Practicum-IV: Television Productions & Photojournalism Practices	Practical	6	3
Total				21



Course Code	Title of the Course	Credits	Semester
JMC551	DEVELOPMENT COMMUNICATION	3	II

Course Objective: The main theme of this course is to discuss the various concepts of development and understand how communication plays a vital role in the development process. Students will study key development problems, policies, practices, and the role of the mass media.

Unit I: Understanding Development: Meaning, concept, definition, process, and model of development; theories and approaches to development; development issues, Development indicators, dynamics of development, characteristics of developing societies, gap between developed and developing societies.

Unit II: Theories of Development: Role of media in development communication; Paradigms in development communication; Approaches of Gandhi, Dependency theory; strategies in development communication; social, cultural, and economic barriers.

Unit III: Development Communication: Objective and importance, Development Support Communication (DSP); Information as a measure of development; Development Communication in India, Early Indian Experiments in development communication- SITE, Kheda, Rural and Agricultural communication, Participatory communication.

Unit IV: Media for Development Communication: Importance of development reporting, Present trends in development reporting; Use of traditional and folk media for development, Community media, Internet- a powerful communication tool for development.

Textbooks / Reference Books

1. Srinivas R. Melkote & Leslie H. Steeves. Communication for Development: Theory and Practice for Empowerment and Social Justice, (3rd edition), Sage India, 2015.
2. Lennie, J., & Tacchi, J. Evaluating Communication for Development: A Framework for Social Change. Routledge, 2013.
3. Manyozo, L. Media, Communication and Development: Three Approaches. Sage, 2012.
4. McPhail, T. L. Development Communication: Reframing the Role of the Media, Blackwell.
5. Schramm, Wilbur. Mass media and National Development. SUP, 1964.
6. Mody, M. Bella. Designing Messages for Development Communication: An Audience Participation-Based Approach. Sage, 1991.
7. Servaes, J. Handbook of Communication for Development and Social Change. Springer, 2020.
8. Joshi, P.C. Communication & National Development. Anamika Publishers, 2002.



Course Code	Title of the Course	Credits	Semester
JMC552	MEDIA LAWS AND ETHICS	3	II

Course Objective: The main objective of the course is to familiarize students with various principles and fundamental rights of the Indian Constitution. It will also deal with ethical codes and laws about the media. The student would also be made conversant with the role of the media in society and the related issues of responsibility and accountability in the use of Freedom of Speech and Expression.

Unit I: Indian Constitution: Introduction to Indian Constitution – salient features; Directive principles of state policy; Fundamental rights; Freedom of speech and expression and their limits.

Unit II: Press Laws in India: Specified Press Laws; History of Press Laws in India; Contempt of Courts Act 1971; Civil and Criminal Law of Defamation; Official Secrets Act, 1923; Right to Information 2005; Press and Registration of Books Act, 1867; Working Journalists and Other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act; Information Technology Act.

Unit III: Commissions & Committees: Press commissions; Press council: structure and functions; Reports of various committees and commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee, Mac Bride Commission; Code of ethics by Editor’s guild of India; Code of conduct for journalists by press council and media houses.

Unit IV: Cyber Laws: Cyber laws: The need for cyber laws: Regulation of social media and other web platforms (OTT); New IT Rule 2021 and its implications; Media Self-Regulation; Co-Regulation Challenges and Issues; Different forms of Regulation: State Regulation, Press Ombudsman; Reporting of Legislative Proceedings, Public Interest Litigation (PIL).

Textbooks / Reference Books

1. D.D. Basu. Introduction to the Constitution of India. Prentice-Hall of India, 2004.
2. D.D. Basu. Law of the Press. Prentice Hall of India, 1996.
3. Guha Thakurta, Paranjoy. Media Ethics: Truth, Fairness and Objectivity, OUP, 2011.
4. Manna, B. Mass Media and Related Laws in India. Booksway, 2014.
5. Neelamalar, M. Media Law and Ethics. PHI Learning, 2009.
6. Kiran Prasad. Media Law and Ethics: Readings in Communication Regulation. BR Publishing Corporation, 2008.
7. Rayudu, C.S. & Rao, Nageshwara S.B. Mass Media Laws and Regulations. Himalaya Publishing House, 1995.



Course Code	Title of the Course	Credits	Semester
JMC553	TELEVISION JOURNALISM	3	II

Course Objective: The major objective of the course is to develop the students' skills in the operation of various instruments within the television studio and outdoor production, including cameras, lights, microphones, switches, and audio consoles. The students are expected to learn the basic terminology and the concepts of television production, reporting, and interviewing along with the basic writing skills for various television formats.

Unit I: Television: Development of television as a medium of mass communication, Growth, and development of television in India, Characteristics of TV, Administrative structure of Prasar Bharti & Private Channels (news and entertainment).

Unit II: Television Production: Types of TV programmes, TV programme Production, three stages of television production, TV news production, TV script writing and Code of Ethics in Broadcasting. Anatomy of camera and camera operation, understanding video formats, lighting and sound in television, postproduction: linear and non-linear editing suite.

Unit III: Broadcasting Technology: Shooting and editing, Digital Video effects, show packaging and feedback, Earth station, teleport, uplinking, downlinking, transmission- cable, terrestrial and satellite transmission, etc.

Unit IV: TV News Organization and Desk & Production Personnel: Organizational structure of TV news Channel, Roles: Reporter, anchor, desk editor, digital desk editor, PCR & MCR, ENG and EFP, Newsroom and TV studio, TV interview: Types and techniques, TRP & Television broadcasting guidelines.

Textbooks / Reference Books

1. Zettl, Herbert. Television Production Handbook, (12th Edition), Cengage Learning, 2014.
2. Bignell, J. An introduction to television studies. Routledge, 2012.
3. Jim Owens. Television Production. 16th Edition. Routledge, 2015.
4. Shrivastava, K. M. Broadcast Journalism in the 21st Century. Sterling Publishers, 2010.
5. Munshi, S. Remote Control: Indian Television in the New Millennium. Penguin, 2012.
6. Stewart, P. & Alexander, R. Broadcast Journalism: Techniques of Radio and Television News. Focal Press, 2008.
7. Sandler, Ellen. The TV Writer's Workbook: A Creative Approach to Television Scripts. Delta, 2007.
8. Keller, T. Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing. AITBS Publishers, 2016



Course Code	Title of the Course	Credits	Semester
JMC554	PHOTOJOURNALISM	3	II

Course Objective: The course aims to introduce the students beyond the basics of photojournalism. To make the student understand the technical aspects including on and off-camera flash techniques. Make the students understand the role of light in photography-natural & artificial.

Unit I: Photojournalism: Meaning & Definition, Growth & Development, Elements of Visual news story telling, History of photojournalism, Role of Photojournalists in journalism; Principles and Ethics of photojournalism.

Unit II: Introduction to Photography: Basics of Photography, Camera and its functions, and introduction to different types of cameras; Photo feature story, Photo Story, Photo essay Caption writing.

Unit III: Photography Techniques: Different types of lenses (Normal, aerial, wide, telephoto, Zoom, fisheye Lens and closeup lens); Types of shots (ELS, LS, MLS, MS, CU, ECU); Focal length, aperture, shutter speed, rule of the third, depth of field, Focusing, exposure.

Unit IV: Lighting for Photography: Characteristics of Light, natural and artificial Lights, reflection, and Refraction of lights, Basic three Point Lighting, flashlights, flash sync, and flash exposure, exposure metering.

Textbooks / Reference Books

1. Horton B. Associated Press Guide to Photojournalism, McGraw-Hill Education, 2000.
2. Parrish F. Photojournalism: An Introduction, Wadsworth/Thomson Learning, 2002.
3. Good J., & Lowe P. Understanding Photojournalism (3rd ed.), Routledge, 2020.
4. Hedgecoe, John. The Book of Photography. Dorling Kindersley, 2005.
5. Bate, David. The Key Concepts of Photography (Second Edition). Bloomsbury, 2019.
6. Drew, Helen. The Fundamentals of Photography, AVA Publishing, 2005.
7. Child, John and Galer, Mark. Photographic Lighting Essential Skills, Focal Press, 2008.
8. Ken Kobre. Photojournalism: The Professional's Approach. 6th edition, Focal Press, 2008.



Course Code	Title of the Course	Credits	Semester
JMC571	INTERCULTURAL COMMUNICATION	3	II

Course Objective: This course explores the complexities of communication across cultural boundaries. Students will examine theories, concepts, and practical skills necessary for effective communication in diverse cultural contexts. Through readings, discussions, and experiential exercises, students will develop intercultural competence and understanding.

Unit I: Culture & Communication: Culture-Meaning and Concept, Defining culture and its influence on communication; Culture as a Social Institution; Culture, Language and Nonverbal Communication; Exploring cultural identity.

Unit II: Intercultural Communication: Definition of Intercultural Communication; Process & Dimensions of Intercultural Communication; Theoretical frameworks in intercultural communication; Eastern and Western Perspective on Communication; Communication Contexts-Cross-cultural, Intercultural.

Unit III: Challenges of Intercultural Communication: Intercultural Difference; Religion; Culture; Lack of Empathy; Impact of globalization on culture and communication; Cultural imperialism vs. cultural hybridity.

Unit IV: Barriers of Intercultural Communication: Causes of intercultural conflicts; Stereotypes & Prejudice; Misinterpretation; Language diversity and its implications; Regional Differences.

Textbooks / Reference Books:

1. Fred E. Jandt. An Introduction to Intercultural Communication: Identities in a Global Community, Sage, 2020.
2. Ting-Toomey, Stella, et.al. Understanding Intercultural Communication. OUP, 2012.
3. Anastacia Kurylo. Intercultural communication. Sage, 2012.
4. Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts. McGraw-Hill, 2019.
5. Barry Maude. Managing Cross-Cultural Communication: Principles and Practice. Red Globe Press, 2016.
6. Neuliep, J.W. Intercultural communication: A Contextual Approach. Sage, 2017.
7. Ramesh N. Rao & Avinash Thombre. Intercultural Communication: The Indian Context. Sage, 2015.
8. Larry A. Samovar, Richard E. Porter, et al. Intercultural Communication: A Reader. Cengage Learning, 2014.



Course Code	Title of the Course	Credits	Semester
JMC572	RURAL & ENVIRONMENTAL COMMUNICATION	3	II

Course Objective: This course explores the role of journalism in covering rural issues and environmental topics. Students will examine the challenges and opportunities of reporting on rural communities, agricultural practices, and environmental issues.

Unit I: Introduction: Overview of rural and environmental communication; Introduction to environmental issues; Key concepts and theories in rural and environmental communication; Understanding the relationship between rural communities and their environments.

Unit II: Media Representation: Role of environmental journalism in society; Investigative reporting on environmental topics; Understanding agricultural practices; rural communities and small-town life; Analysis of media portrayals of rural communities and environmental concerns; Examination of stereotypes and misconceptions in media representations.

Unit III: Communication Strategies: Communication strategies for promoting environmental awareness and sustainability in rural areas; Role of communication in community empowerment and capacity building; Strategies for environmental advocacy and social movements; Public opinion, framing, and persuasion in environmental communication; Case studies of successful environmental campaigns.

Unit IV: Community Engagement & Public Participation: Participatory communication approaches in rural development; Community-based natural resource management; Facilitating dialogue and collaboration among stakeholders; Collaboration and consensus in environmental disputes; Communication needs in the rural context, Communication research in a rural context.

Textbooks / Reference Books

1. Anders Hansen. Environment, Media and Communication. Routledge, 2018.
2. Robert Cox & Phaedra C. Pezzullo. Environmental Communication and the Public Sphere, 4th ed. SAGE, 2015.
3. Acunzo, M. Communication for Rural Development: Sourcebook. FAO: Rome, 2014.
4. Santucci, F. M. Strategic Communication for Rural Development. World Bank, 2005.
5. Tarla R. Peterson, Hanna L. Bergea, et al. Environmental Communication and Community: Constructive and Destructive Dynamics of Social Transformation. Routledge, 2016.
6. Julia B. Corbett. Communicating Nature: How We Create and Understand Environmental Messages. Island Press, 2006.
7. Dantwala, M.L., Gupta, R. et al. Rural Development: The Indian Experience, Oxford, 1986.



Course Code	Title of the Course	Credits	Semester
JMC573	HEALTH & SCIENCE COMMUNICATION	3	II

Course Objective: The paper covers the aspects of narratives of health issues and various governmental and non-governmental development programs. The second part of the paper highlights concepts of science communication; institutions and personalities connected with science popularization.

Unit I: Introduction: Evolution and Significance of Health Communication; National and International Health Policies - NRHM/NHM, WHO, UNICEF; Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs), Agencies working in global health communication.

Unit II: Approaches to Health Communication: Tools for Health Communication; Public Health Campaigns; Health Communication Strategies – Social Marketing, Advocacy, IEC/BCC, Community Mobilizations, and Designing of Health Messages; Emerging Perspectives in Health Communication Studies – global and National scenario.

Unit III: Understanding of Science: Concept of science communication; Inculcating scientific temperament in the society; Science popularization; Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

Unit IV: Institutional Efforts in Science Communication: ISRO, DRDO, NCSTC, Vigyan Prasar, Prominent Science Communicators - Issac Asimov, JBS Haldane, D. Nelkin, Jayant V Narlikar, Dinesh Goswami Kshiradhar Baruah etc. and their contribution to the field; Classification and a brief objective of different genres of scientific writings, popular science fiction and science journalism.

Textbooks / Reference Books

1. Berry, Dianne. Health Communication: Theory and Practice. England: OUP, 2007.
2. Schiavo, R. Health Communication: From Theory to Practice. Jossey-Bass, 2007.
3. Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (2003). A Field Guide to Designing a Health Communication Strategy. USA.
4. Royal Society. The Public Understanding of Science, London, 1985.
5. Ontario Agency for Health Protection and Promotion (Public Health Ontario). (2015). Planning Health Promotion Programmes: Introductory Workbook. 4th ed. Toronto, ON: Queen's Printer for Ontario, Print.
6. Illingworth S. & Allen G. Effective Science Communication: A Practical Guide to Surviving as a Scientist. IOP Publishing, 2020.
7. Angelika H. Hofmann. Scientific Writing and Communication, 1st edition, OUP, 2010.



Course Code	Title of the Course	Credits	Semester
JMC561	PRACTICUM-III: DEVELOPMENT COMMUNICATION PROJECT	3	II

PRACTICAL: Designing Development Messages

The students are engaged in addressing the rural community communication needs to take up the following activities:

- Designing communication messages for rural development
- Use of Alternative and Community Media for Development
- Communication for development case studies - radio/television drama, use of theatre, film, and other media for development communication
- Health, Environmental communication case studies
- Role of Government media in development: Field Publicity and Information and Public Relations Department
- Specialized reporting and documentation on certain aspects such as social and developmental concerns, agriculture and non-agricultural livelihoods and village governance
- Study and Documentation of the Village Development Plan and Reporting on it.

Assignments:

- a. Each student is suggested to study any one of the health/agricultures/environmental communication campaigns at the Panchayat/Block/District/State/National level, prepare a report, and present – 30 Marks
- b. Design a project for developmental issues – 40 Marks
- c. Presentation and Viva: 30 Marks



Course Code	Title of the Course	Credits	Semester
JMC562	PRACTICUM-IV: TELEVISION PRODUCTIONS & PHOTOJOURNALISM PRACTICES	3	II

PRACTICAL: Television Productions

- i. Shooting practice outdoor and indoor
- ii. Practice of creative lighting for indoor and outdoor shoots
- iii. Properties, studio sets and make-up.
- iv. News reading with teleprompter and presentation,
- v. Video editing techniques – cut, mix, and dissolve use of cutaway.
- vi. Single/multi-camera shooting.
- vii. Shooting and editing schedules and Planning studio programs.
- viii. Conducting Interviews and Discussions.
- ix. Developing scripts for different Television Programs (TV Talk Shows/Panel Discussions).
- x. Self-reporting to camera, P2C shoot, reporting live.

Assignments: 20 Marks

- a. Individual news stories made in consultation with the course teacher - (10 marks)
- b. One TV program (entertainment/commercial/interview/discussion) – (10 marks)

News Bulletin (20 marks): Bulletin to be made in a group.

Viva: 10 marks

PRACTICAL: Photojournalism

- Hands-on understanding of DSLR cameras and basics of Adobe Photoshop
- Understanding the light and its importance in photography by experimenting with various shutter speeds and aperture etc.
- Understanding the working of various parts of a camera and its accessories.
- Experiment with various types of shots, angles and with various genres of photography.
- Producing a Photo story – (photo magazine – Print and digital)

Assignments:

- I. Choose fifteen to twenty of your photos to present. All should emphasize photojournalism principles, and all should be your very best work – 20 Marks
- II. Documentary Project: Students choose a social issue or topic of interest and create a documentary-style photo essay. This could focus on anything from environmental concerns to societal challenges or cultural traditions – 20 Marks
- III. Viva: 10 Marks

(For each photograph write a background note of 200-300 words explaining the preparation/research, legwork, photography technique, and editing techniques used (if any)).



THIRD SEMESTER COURSES				
MA in Journalism and Mass Communication (MA JMC)				
Course Code	Title of the Course	Type of the Course	Hours per Week	Total Credits
JMC601	Advertising & Public Relations	Theory	3	3
JMC602	Film Studies	Theory	3	3
JMC603	Folk Media & Tribal Communication	Theory	3	3
JMC604	Research Methodology	Theory	3	3
ELECTIVE-II: Any one of the below from JMC621 to JMC623		Theory	3	3
JMC621	Sports Journalism			
JMC622	Social Media, Culture and Society			
JMC623	Gender, Media & Society			
JMC611	Practical-V: Advertising & PR Practical	Practical	6	3
JMC612	Internship	Practical	6	3
Total				21



Course Code	Title of the Course	Credits	Semester
JMC601	ADVERTISING & PUBLIC RELATIONS	3	III

Course Objective: This paper aims to introduce the functions, strategies, and concepts of advertising and public relations. A thorough application-based approach is used to provide a sound working knowledge of the advertising and public relations industry.

Unit I: Introduction to Advertising: Role of advertising through marketing, Marketing concepts, Advertising concepts; Brief history of Advertising, Theories/models; Advertising professional, Advertising Media, Advertising Appeals; Media Planning; Legal and ethical issues in advertising.

Unit II: Advertising Campaign Management: Target Group Segmentation; Latest marketing trends, Content marketing, approaches for digital marketing and social media advertising; Advertising campaign planning, monitoring, and evaluation.

Unit III: Introduction to Public Relations: History and evolution of Public Relations; Public and Public Opinion; Stakeholder System- Internal and External Public; Pioneers and their Works (Ivy Lee and Edward Burney), PR Professional.

Unit IV: Public Relations in Practice: PR Tools, methods, Media for internal and external stakeholders; Public Relations Programs/Campaigns/Strategies; Public Relations in various sectors; Corporate Communications.

Textbooks / Reference Books

1. Gupta, D. Handbook of Advertising Media and Public Relations. Mittal Pub. 2005.
2. Harrison, Tony. A Handbook of Advertising Techniques. Kogan Page, London, 2002.
3. Chunnawala, S.A. and K.C. Sethia. Foundation of Advertising: Theory and Practice. Himalaya Publications, Bombay, 2004.
4. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
5. Ogilvy, David. Ogilvy on Advertising, Prion, 2001.
6. Freitag, A. R and Stokes, A.Q. Global Public Relations: Spanning Borders Spanning Cultures. Routledge, 2009.
7. Theaker, A. The Public Relations Handbook (2nd edition), Routledge, 2004.



Course Code	Title of the Course	Credits	Semester
JMC602	FILM STUDIES	3	III

Course Objective: The course enables the students to explore films historically, culturally, theoretically, and critically. This provides a scope to compare the world films and understand them in the above context.

Unit I: History of Cinema: Movies and Meaning; Images, Motion pictures, Cinema as mass media; Cinema and Communication; History of film - Indian cinema, world cinema, regional cinema in India.

Unit II: Film Language: Film language as an art form; signs and syntax; Narrative, Time, Space, sound, color, image, and technology; Film Forms-Silent comedy, Avant-Garde, and Modern; Films in digital age.

Unit III: Film Movements & Theories: German Expressionism, Italian Neorealism, French New Wave, Realism, Montage, and Semiotics; Post-Neorealist Italian Cinema; Auteur Theory, Feminist, Formalist, Psychoanalysis Theory; Montage, mise-en-scene, and Queer Cinema.

Unit IV: Film Production: Introduction to stages of film production; Film Scripting- treatment, screenplay, storyboards; Production: planning and shooting; Editing and exhibition; Important films and filmmakers.

Textbooks / Reference Books

1. Stam, Robert. Film Theory: An Introduction. Blackwell Publishers, 2000.
2. Nelms, J. An Introduction to Film Studies, 3rd edition, London: Routledge, 2003.
3. Braudy, L., & Cohen, M. Film Theory and Criticism: Introductory Readings (8th ed.). Oxford University Press, 2016.
4. Clarke, James. Movie movements: Films that changed the world of cinema. Kamera Books, 2011.
5. Jain, Manju. Narratives of Indian cinema. Delhi: Primus Books, 2009.
6. Roberts, Graham & Wallis, Heather. Introducing Film. Arnold Publishers, 2003.
7. Martin, Sean. New Waves in Cinema. Kamera Books: Herts, 2013.
8. Piper, Jim. Film Appreciation Book. Allworth: New York, 2014.



Course Code	Title of the Course	Credits	Semester
JMC603	FOLK MEDIA AND TRIBAL COMMUNICATION	3	III

Course Objective: To learn the roots of folk media in Indian culture and society and understand the meaning and importance of folk media, and their impact in development and social communication.

Unit I: Definition and Concepts: Defining folk media- meaning and importance; Functions of folk media; Development of folk media in India; Tribes of India, features, population, and distribution; Tribal life and folk media.

Unit II: Leading Folk Forms: Folk theater- meaning, importance; Nautanki, Jatra, Tamasha, Bhavai, Pandvani, Ramleela; Folk dance- meaning and importance, Ghoomar, Rasleela, Bihu, Boul, Lavani, Bhangra; Folk music & songs- meaning and importance, Holi songs, Alha, Kirtan, Burrakatha, Tappa; Puppetry- meaning, importance, and types.

Unit 4: Folk Media and Society: Folk Media; Alternative communication model and traditional folk media; Folk media for development and social change; Traditional and modern media mix in the development; Use of folk media in development communication, cases; Tribal society and traditional folk media.

Unit IV: Folk Media in 21st Century: Folk media and modern mass media; Cinema and folk media; Digital communication and folk media; Relevance of folk media in 21st century India; Preservation of traditional folk media.

Textbooks / Reference Books

1. Raghavendra Mishra, Traditional Folk Media in India Practice and Relevance, Bharti Publication, 2016.
2. Coleman Essien. Examining the Role of Traditional Folk Media in Rural Development, Lambert, 2017.
3. Jayaweera, N., Folk Media, and Development Communication: Myths and Realities: A Report on experiences in people's communication in Mexico, India and the Philippines. Asian Social Institute: Manila, 1991.
4. Madhusudhan, K. Traditional Media, and Development Communication. Kanishka, 2006.
5. Mukhopadhyay, Durgadas. Folk Arts and Social Communication. Ministry of Information and Broadcasting, Government of India: New Delhi, 1994.
6. Parmar, Shyam. Traditional Folk Media in India. Gekha Books: Delhi, 1975.
7. Ranganath, H.K. Folk Media and Communication. Chinthana Prakashana, 1980.



Course Code	Title of the Course	Credits	Semester
JMC604	RESEARCH METHODOLOGY	3	III

Course Objective: The students will be taught the different methods for conducting communication research and it will enable them to become well versed in communication research.

Unit I: Understanding the Research: Concept of research, research approaches and methods; Mass media research and scientific methods; Steps of research; Formulation of research problem; Types of research, research objectives, hypothesis, and research question; variables, validity, and reliability, scaling techniques.

Unit II: Research Proposal & Initiating the Research Work: Writing research proposal; Literature review; Research design, sample, and sampling methods.

Unit III: Methods and Tools of Research: Qualitative Research: Observation, Interview, Schedules, Ethnography, Action Research, Textual analysis, Case studies, Focus Group Studies; Quantitative Research: Survey Method, Questionnaire, Field studies, Telephone surveys, Online polls, Quantitative content analysis, Experimental; Introduction to Statistics.

Unit IV: Data Analysis and Report Writing: Data collection, Coding and tabulation of collected data; Data analysis and report writing, submission and presentation; Research and publication ethics; Citation and referencing.

Textbooks / Reference Books

1. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction. Cengage Learning, (10th edition), 2015.
2. Arthur Asa Berger. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage, 2019.
3. Susanna Hornig Priest. Doing Media Research: An Introduction. Sage, 1995.
4. Jensen, Klaus Bruhn. A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies, Routledge, 2002.
5. Arthur Asa Berger. Media Research Techniques, Sage, 1998.
6. Allen M, Titsworth S, & Hunt K.S. Quantitative Research in Communication, Sage, 2009.
7. Gerianne, M. & Carole L. Huston. Communication Research Methods, OUP, 2008.



Course Code	Title of the Course	Credits	Semester
JMC621	SPORTS JOURNALISM	3	III

Course Objective: Imparting basic understanding of the need to know about sports journalism. Develop knowledge of the essential tools required to enter the field of sports journalism, applicable across all areas of the sports media.

Unit 1: Sports Journalism: Defining Sports Journalism; Growth and genesis of sports journalism Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games; Sports Authority of India (SAI), its importance in the promotion and management of sports; News Sources for Sports Journalism.

Unit 2: Sports Reporting and Writing: News Values and Ethics for Sports Reporting and Writing; Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story; Sports Photography: Equipment, Editing, Publishing and Uploading; Editing and Use of Info-graphics, Layout of Sports News.

Unit 3: Sports Management and Organizations: Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues; Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media; Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL); The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies).

Unit 4: Emerging Trends and Opportunities in Sports: Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles; New Trends in Sports Journalism: E-magazines and Blogs; Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports; Future of Sports Journalism and Career Opportunities.

Textbooks / Reference Books

1. Steen, R. Sports Journalism. Taylor & Francis, 2014.
2. Thakur, K. C. Sports Journalism. Cyber Tech Publications, 2010.
3. Craig, S. Sports Writing: A Beginner's Guide. Discover Writing Press, 2002.
4. Wooldridge, I. Searching for Heroes: Fifty Years of Sporting Encounters, 2008.
5. Barnes, S. The Meaning of Sport. Short Books, 2007.
6. Phil Andrews. Sports Journalism: A Practical Introduction. Sage, 2013.
7. Shank, M. D. Sports Marketing: A Strategic Perspective. Pearson Prentice Hall, 2009.
8. Parks, J. B., Zanger, B. K., et.al. Contemporary Sport Management. Human Kinetics, 1998.



Course Code	Title of the Course	Credits	Semester
JMC622	SOCIAL MEDIA, CULTURE AND SOCIETY	3	III

Course Objective: This course examines the impact of social media on contemporary culture and society. Through theoretical readings, case studies, and practical exercises, students will explore the ways in which social media platforms shape identity, communication, relationships, politics, and activism.

Unit I: Introduction to Social Media and Society: Overview of social media platforms; Historical evolution of social media; Theoretical frameworks for studying social media and society; Self-presentation and identity performance on social media; Digital footprints and online identity management.

Unit II: Social Media and Communication: Social media as a communication tool; The impact of social media on interpersonal relationships; Online communities and social support networks; Social media censorship and freedom of expression.

Unit III: Social Media and Culture: Exploration of online communities and subcultures; Cultural implications of social media platforms; Virality, memes, and internet culture; Globalization and social media; Social media and family dynamics; Privacy concerns and data security on social media.

Unit IV: Social Media and Social Change: Social media activism and social movements; Case studies of successful social media campaigns; The potential and limitations of social media for driving social change; Emerging trends in social media technology; Speculations on the future of social media and its impact on society; Ethical considerations and responsible use of social media.

Textbooks / Reference Book

1. Graham Meikle. Social Media: Communication, Sharing and Visibility. Routledge, 2016.
2. Simon Lindgren. Digital Media and Society. SAGE, 2017.
3. Katrin Weller, Axel Bruns et al. Twitter and Society: 89. Peter Lang Publishing, 2013.
4. Rainie, L. & Wellman, B. Networked: The New Social Operating System. MIT Press, 2014.
5. Michael Mandiberg. The Social Media Reader. NYU Press, 2012.
6. Christian Fuchs. Social Media: A Critical Introduction. SAGE, 2021.
7. Ashlee Humphreys. Social Media: Enduring Principles. OUP, 2016.
8. Jeremy Hunsinger & Theresa Senft. The Social Media Handbook. Routledge, 2015.



Course Code	Title of the Course	Credits	Semester
JMC623	GENDER, MEDIA & SOCIETY	3	III

Course Objective: This course explores the intersections of gender, media, and society, examining how media representations, practices, and industries shape and reflect gender norms, identities, and inequalities. Through theoretical readings and critical analyses of media texts, students will develop a deeper understanding of the complex ways in which gender operates within media culture and its broader social implications.

Unit I: Introduction to Gender, Media, and Society: Overview of key concepts: gender, media, society; Historical perspectives on gender representations in media; Theoretical frameworks: feminist media studies, critical cultural studies.

Unit II: Gender Representation in Media: The construction of femininity and masculinity in media texts; Analysis of gender stereotypes and tropes in film, television, advertising, and digital media; Intersectionality and its relevance to understanding representations of gender in 21st century in various media; Challenges faced by women and marginalized genders in media workplaces; The impact of #MeToo and other movements on addressing gender inequality in media industries.

Unit III: Gender and Media Consumption: Gendered patterns of media consumption: traditional media, social media, streaming platforms; Media literacy and its role in challenging gender stereotypes and biases; Identity formation and the influence of media on gender identity; Gendered performances on social media platforms; Influencer culture and commodification of identity.

Unit IV: Media Effects and Gender Socialization: Theories of media effects on gender attitudes and behaviors; Research on the impact of media representations on body image, self-esteem, and relationships; Strategies for promoting positive media representations of gender.

Textbooks / Reference Books

1. Mary Celeste Kearney. *The Gender and Media Reader*, Routledge, 2017.
2. Yousman, B., Yousman L. B., Dines, G. et al. *Gender, Race, and Class in Media: A Critical Reader*, Sage, 2020.
3. Julia T. Wood. *Gendered Lives: Communication, Gender and Culture*, Wadsworth, 2010.
4. Sofie V. Bauwel & Tonny Krijnend. *Gender and Media: Representing, Producing, Consuming*, Routledge, 2021.
5. Karen Ross, Ingrid Bachman, et al. *The International Encyclopaedia of Gender, Media, and Communication*. Wiley-Blackwell, 2020.
6. David Gauntlett. *Media, Gender and Identity: An Introduction*. Routledge, 2008.
7. Michael Kimmel & Amy Aronson. *The Gendered Society Reader*. OUP, 2016.



Course Code	Title of the Course	Credits	Semester
JMC611	PRACTICUM-V: ADVERTISING & PR PRACTICAL	3	III

Practical: Advertising

- Analysis of select advertisements
- Print advertising preparation - copywriting designing, making posters, handbills
- Formulation, planning and design of advertising, campaign based on market and consumer research
- Writing radio spots and jingles
- Writing TV ads, developing an audio-visual script and storyboard; creation of an audio-visual ad for any given service or product.

Practical: PR

- Explain the difference between corporate image and identity
- Explain corporate communications systems and the role of public relations specialists within the organizational environment
- Describe public relations activities and writing tasks
- Describe the distinctions between strategy and tactics
- Describe strategies for managing image and reputation
- Develop a basic communication plan
- Understand the different components of public relations practice
- Describe the role of internal and external communications

Assignments & Evaluation will be based on this general format:

Analyse 5 Print Advertisements – 10 Marks

Design display advertisement, classified & display classified (one each) – 10 Marks

Writing samples (e.g., Newsletter, House Journal): 10 Marks

Design a radio spot – 10 Marks

Publicity or awareness campaign (Promo video) – 20 Marks

Case study of any corporate/PR organization – 20 Marks

Viva: 20 Marks



Course Code	Title of the Course	Credits	Semester
JMC612	INTERNSHIP	3	III

Course Objective: To enable the student to have an in-depth knowledge of the subject of his/her choice and to teach him/her the steps involved in writing a report.

INTERNSHIP Evaluation:

The students will undergo a mandatory 3-week internship at the end of the second semester (during summer break) with a reputed media organization—newspaper, magazine, TV channel, radio channel, advertising agency, PR agency, etc. After completion of the internship, each student shall submit a 1000-word report of the work done during the internship period along with a filled daily assessment sheet, attendance card, and certificate signed and stamped by the organization interned at. Presenting the certificate of internship within a month of the commencement of the session is mandatory. The evaluation will be by the faculty members and the means shall be taken followed by viva voce. It shall be compulsory to pass the Internship paper and carries 100 marks.

Assessment:

The Internship shall be evaluated based on the following points:

Internship Report- 30 Marks

Evaluation Report by the Organization- 30 Marks

Networking with the organization: 10 Marks

Presentations and Viva-voce - 30 Marks



FOURTH SEMESTER COURSES				
MA in Journalism and Mass Communication (MA JMC)				
Course Code	Title of the Course	Type of the Course	Hours per Week	Total Credits
ELECTIVE-III: Any one of the below from JMC671 to JMC673		Theory	3	3
JMC671	Media Management			
JMC672	Quantitative Research Methods			
JMC673	Business Journalism			
ELECTIVE-IV: Any one of the below from JMC674 to JMC676		Theory	3	3
JMC674	New Media Technologies			
JMC675	Qualitative Research Methods			
JMC676	Political Communication			
JMC691	Pre-Project Seminar	Practical	4	2
JMC692	Research Project & Dissertation	Practical	24	12
			Total	20



Course Code	Title of the Course	Credits	Semester
JMC671	MEDIA MANAGEMENT	3	IV

Course Objective: The paper aims to give knowledge and critically assess the values of various media ownership patterns. The course would enable students to understand the media environment in India and media as an industry and profession.

Unit I: Overview of Media Scenario: Concept of management, Management Principles & Functions; Organizational structure: Print, Radio, Television; Market Structures in Media Industry; Media Regulation.

Unit II: Media Ownership Patterns: Types of ownership-Vertical ownership, Horizontal and diagonal ownership, Chain ownership, Sole ownership, Public limited companies, Present trends in media ownership pattern.

Unit III: Media as an Industry: Transnational media; Global media; Media as an industry; DAVP, INS, ABC, Oligopoly, Democracy and media industry; FDI in Media; Media convergence.

Unit IV: Media Entrepreneurship: Concept of Entrepreneurship; Characteristics of Entrepreneurs; Media Entrepreneurship, Media Entrepreneurial Scenario in India, Understanding Problems and Prospects.

Textbooks / Reference Books

1. Gulab Kothari. Newspaper Management in India, Intercultural Open University, 1995.
2. Chiranjeev, Avinash. Electronic Media Management, Authors Press, 2000.
3. Gunarathne, A. Shelton. Handbook of Media in Asia, Sage, 2000.
4. Vanita Kohli. The Indian media Business, New Delhi. Sage, 2006.
5. Picard, Robert. Media Economics, New Delhi – Sage; 2000.
6. Deuze, Mark. Managing Media Work, Sage Publications, 2011.
7. Redmond, James. Media Organization Management, Dreamtech Press, 2004.
8. Badi, R.V. and Badi, N.V. Entrepreneurship. Delhi, Vrinda Publications Pvt. Ltd. 2006.



Course Code	Title of the Course	Credits	Semester
JMC672	QUANTITATIVE RESEARCH METHODS	3	IV

Course Objective: The course on Quantitative Research Methods is designed to provide students with a well-rounded understanding of research methods. This will help them to understand the application of various quantitative techniques in diverse research settings.

Unit 1: Quantitative Research Methods: Comparative study of quantitative, qualitative, and mixed methods approach; Sampling; Longitudinal, cross-sectional and trend studies; Experimental/quasi-experimental methods; Designing a survey questionnaire.

Unit 2: Probability Distributions: Probability distribution for discrete and continuous variables; The normal probability distribution; Sampling distribution; Sampling distribution of sample means.

Unit 3: Introduction to Statistics: Basic descriptive statistics; Charts and graphs; Measures of central tendency; Measures of dispersion; Introduction to various media-related data sets and handling data; Significance test; Decisions and types of errors in hypotheses tests; Small sample inference for a mean- the t- distribution; Chi-squared test of inference for categorical variables; ANOVA.

Unit 4: Correlation and Regression: Correlation and covariance; Pearson's and Spearman's correlation coefficient; Linear relationships; Least squares prediction equation and method of least squares; SPSS for empirical analysis.

Textbooks / Reference Books

1. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction. Cengage Learning, Inc; (10th edition), 2015.
2. Creswell, J. W. Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Second Edition. University of Nebraska, 2003.
3. Kumar, R. Research Methodology. Sage, 2015.
4. Arthur Asa Berger. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage, 2019.
5. Jensen, Klaus Bruhn. A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies, Routledge, 2002.
6. Reinard, John. C. Communication Research Statistics, Sage, 2006.
7. Allen M, Titsworth S, & Hunt K.S. Quantitative Research in Communication, Sage, 2009.



Course Code	Title of the Course	Credits	Semester
JMC673	BUSINESS JOURNALISM	3	IV

Course Objective: This course provides students with the knowledge and skills necessary to excel in the field of business journalism. Through a combination of lectures, case studies, practical exercises, and guest speakers, students will learn about key topics such as financial reporting, company analysis, market trends, and business ethics.

Unit I: Business Journalism: Definition and scope, role of business journalism in society, principles of business reporting & editing, qualifications of a business reporter, sources of business reporting, types of business reporting.

Unit II: Tools Utilization: Data visualization, infographics, and multimedia elements; Multimedia platforms for engaging business content; Social media strategies for business journalists.

Unit III: Covering Financial Markets: Basics of financial markets- stocks, bonds, commodities, currencies; Market data analysis tools; reporting on market trends, volatility, and investor sentiment.

Unit IV: Business Journalism in India: Major business dailies, magazines and TV channels; Ethical considerations and challenges in Business reporting, New trends in business journalism, Consumer relations and media.

Textbooks / Reference Books:

1. Ibrahim S. Shaw. Business Journalism: A Critical Political Economy Approach. Routledge, 2016.
2. Joseph, W. & Dunham, S. R. The Routledge Companion to Business Journalism. Routledge, 2024.
3. Chris Roush. The Future of Business Journalism: Why It Matters for Wall Street and Main Street. Georgetown University Press, 2022.
4. Paul Addison, Jennifer, S. et al. The Bloomberg Guide to Business Journalism. CBS, 2024.
5. Keith Hayes. Business Journalism: How to Report on Business and Economics. APress, 2013.
6. Robert Reed and Glenn Lewin. Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat. Marion Street Press, 2005.
7. Franklin, B., & Carlson, M. Key Concepts in Journalism Studies. SAGE, 2018.
8. Chris Roush. Profits and Losses: Business Journalism and Its Role in Society. Marion Street Press, 2010.



Course Code	Title of the Course	Credits	Semester
JMC674	NEW MEDIA TECHNOLOGIES	3	IV

Course Objective: This course explores the theoretical foundations, practical applications, and societal implications of emerging digital technologies. Through a combination of lectures, discussions, hands-on activities, and case studies, students will gain an understanding of the technical aspects, cultural dynamics, and ethical considerations surrounding new media technologies.

Unit I: New Media: Introduction to New Media Technologies: Definition and characteristics of new media technologies; Historical overview and theoretical perspectives; Emergence of New Communication Technologies, Characteristics; Information and Communication Technology.

Unit II: Social Media Platforms: Evolution of social media platforms; Analysis of major platforms (e.g., Facebook, Twitter, Instagram); Social media marketing and advertising; Concepts and principles of VR and AR; Applications in entertainment, education, and healthcare; Ethical considerations and challenges.

Unit III: Digital Storytelling and Interactive Narratives: Principles of digital storytelling; Case studies of interactive narratives (e.g., video games, transmedia storytelling); User engagement and participation; Trends in mobile technology development; Mobile journalism and citizen reporting; Digital Divide, ICT Grass–Roots Initiatives, New Technology Innovations - Case Studies.

Unit IV: Ethical and Regulatory Considerations: Privacy, surveillance, and data ethics; Intellectual property rights and digital content creation; Government regulations and industry standards.

Textbooks / Reference Books

1. Terry Flew & Richard Smith. *New Media: An Introduction*. Oxford University Press, 2014.
2. Martin Lister, Jon Dovey, et al. *New Media: A Critical Introduction*. Routledge, 2008.
3. Shamsi N. Afaque. *Media and Information Technology*. Anmol Publications, 2007.
4. Christopher, C. & Thornton, L. *A Journalist's Guide to the Internet*. Longman Pub, 2007.
5. Dennis Curtin, Kunal Sen, et al. *Information Technology: The Breaking Wave*. McGraw Hill, 2017.
6. Nancy Flynn. *The Social Media Handbook*. John Wiley & Sons, 2012.
7. Mark Bauerlein. *The Digital Divide: Arguments for and Against Facebook, Google, Texting, and the Age of Social Networking*. Penguin, 2011.
8. Charles Ess. *Digital Media Ethics*. Polity, 2013.
9. Henry Jenkins. *Convergence Culture: Where Old and New Media Collide*. NUP, 2008.



Course Code	Title of the Course	Credits	Semester
JMC675	QUALITATIVE RESEARCH METHODS	3	IV

Course Objective: Qualitative research focuses on an in-depth exploration of a social phenomenon. It provides an understanding of the theoretical basis of qualitative research and to familiarise the students with analysis of qualitative data.

UNIT I: Doing qualitative research: What is qualitative research; Brief review of methodological philosophies; Ethics and rigor in qualitative research - concerns around positionality, subjectivity-objectivity, reflexivity, informed consent, confidentiality of participants, sharing of data, authorship, plagiarism, de-briefing, triangulation, importance of frameworks, etc.

UNIT II: Methodologies in Qualitative Research: Case Study, Ethnography, Action Research, Grounded Theory.

UNIT III: Methods of data collection in Qualitative Research: Semi-structured interviews; Participant Observations; Questionnaires.

UNIT IV: Data Analysis: Content analysis and thematic analysis of qualitative data with focus on observations and interviews.

Textbooks / Reference Books

1. Martyn Hammersley. What is Qualitative Research? Bloomsbury, 2013.
2. Kathy Charmaz. Constructing Grounded Theory. Sage, 2006.
3. John W. Creswell & David J. Creswell. Research Design: Qualitative, Quantitative and Mixed Method Approaches, Sage, 2018.
4. Denzin, Norman K., et al. Handbook of Qualitative Research. Sage, 2018.
5. Golafshani, Nahid. Understanding Reliability and Validity in Qualitative Research, 2003.
6. Flick, U. An Introduction to Qualitative Research. Sage, 2009.
7. Joseph A. Maxwell. Qualitative Research Design: An Interactive Approach. Sage, 2012.



Course Code	Title of the Course	Credits	Semester
JMC676	POLITICAL COMMUNICATION	3	IV

Course Objective: Political communication, as a discipline, is the study of strategic uses of communication to influence a person's public knowledge, beliefs, and actions on political matters. Being a diverse and interdisciplinary field, its understanding is expected to provide insights, plural perspectives and conceptual basis required in case of any media professional.

Unit I: Introduction: Political Communication as An Emerging Discipline, Its Importance, Scope, and Characteristics; Relationship between Politics and Communication; Role of Media in Politics, Public Participation, Public Opinion and Public Policy; Role of media in Democracy; Political journalism in India

Unit II: Understanding Political Communication: practical exercises in analyzing modes of communication and content, discourse, textual analysis, and deconstruction; Relationship of politics and communication theories, and recent theoretical approaches.

Unit III: Political Messages: Political advertising; Political campaigns; Coverage of political campaigns by media; Reporting of Pre-Polls and Exit Polls; Political research organizations in India; Psephology, important Psephologists in India; Coverage of elections in Indian media; Film stars and politics; Political communication in India through social media; New challenges and new media in Indian politics.

Unit IV: Global Perception: International dimensions of political communication; globalization of media transnational news; political economy; international relations and international propaganda and communication in the third world.

Textbooks / Reference Books:

1. Doris A. Graber. Media Power in Politics. CQ Press, 2010.
2. Rajni Kothari. Politics in India. Orient BlackSwan, 2020.
3. Brian McNair. An Introduction to Political Communication, Routledge, 2017.
4. Eric Louw. The Media and Political Process. Sage, 2010.
5. Rajgopal Arvind. The Indian Public Sphere: Readings in Media History, OUP, 2009.
6. Peter R. DeSouza & Eswaran Sridharan. India's Political Parties. Sage, 2006.
7. Lynda Lee Kaid. Handbook of Political Communication. Routledge, 2004.



Course Code	Title of the Course	Credits	Semester
JMC691	PRE-PROJECT SEMINAR	2	IV

Course Objective: The student will undertake an independent piece of research study and develop a better understanding of the study area, and presentation of technical information.

Before undertaking the research, the students need to submit a research proposal on a topic of an area of communication and present it. Students will make a seminar presentation on the work in progress around mid-semester. The Pre-Project Seminar carries 50 marks.

Assessment:

The Pre-Project Seminar will be evaluated based on the following points:

- i) Proposal submission 70 percent
- ii) Presentation 30 percent



Course Code	Title of the Course	Credits	Semester
JMC692	RESEARCH PROJECT & DISSERTATION	12	IV

Course Objective: This course aims to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project and to write this up as a dissertation.

Research Project & Dissertation Evaluation:

Students will undertake a research project based on the knowledge of communication research which is mentioned in the syllabus. They will apply their learning in previous core courses by way of formulating research problems, designing their research, and executing the project under the supervision of the allotted faculty. The evaluation will be based on the Final Report, Presentation, and Viva-Voce. The dissertation carries 300 marks.

Assessment:

The dissertation will be evaluated based on the following points:

i) Supervisor's Evaluation: **20 percent**

- Attendance (regularity in meeting the guide) & Discussing the progress – 10 percent

ii) Summative evaluation of research project: **50 percent**

- Organization and Structure of Report - 10 percent
- Research Problem Identification – 10 percent
- Literature Review - 10 percent
- Methodology/Research Design - 10 percent
- Analysis / Interpretations - 10 percent

iii) Presentation and Viva-Voce: **30 percent**

(Viva-voce marks shall be awarded by an external examiner/internal examiner (outside the department) invited by the Department)
