

# SEMESTER I

MAJMC/PGDJMC SEM I		Marks:100			Credits:3		
Introduction to Journalism & Mass Communication		Th	Pr	In	Hrs./Week		
					L	T	P
Course Code	Course Type	75	-	25	3	0	0
MAMJ-101/PGDJ-101	Theory	-	-	-			

**Course Objectives:**

- To develop an understanding of the human communication process
- To provide the learner a historical perspective of the growth of media covering both pre and post-Independence India
- To acquaint the learner with the societal impact of media

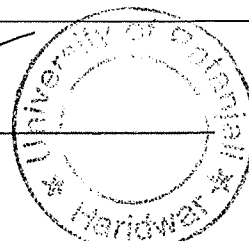
**Course Outcomes (COs):**

- CO1: Explain the fundamental concepts, elements, and types of human communication.
- CO2: Describe the historical development of journalism and mass communication in India, including key milestones before and after Independence.
- CO3: Analyze the role and influence of mass media in shaping public opinion and social change.
- CO4: Compare different forms of media (print, broadcast, digital) and assess their evolution in the Indian context.

**Overall Outcomes:**

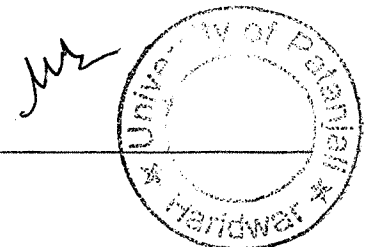
After studying this paper, the learner will have a broad overview of the human communication process, evolution of media in pre and post-Independence India, emerging media technologies and impact of media on the society.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Human communication – nature and processes, verbal and non-verbal communication, mass communication, intra-personal, inter-personal and group communication, communication and social change, barriers to communication		
2	History of press in India and the world - publication of newspaper and evolution of Indian language press, growth of media in pre-Independence India, role of media in the Indian Freedom struggle and social reform movements, radio broadcast and its growth, origin and growth of cinema		
3	Growth of print and electronic media in post-Independence India, growth of news agencies, expansion of Radio - Akashwani and private radio stations, FM broadcast, Community radio, commercial radio broadcasting, development of television and its expansion, satellite and cable television.		
4	Cinema and New Media - Growth of commercial and parallel cinema, regional cinema, growth of new media – internet, digital and social media, online newspapers, web radio, OTT, emerging technologies and their impact on mass media		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			



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- Agarwal, Deepa. (2024). Natyasastra and the Bhava-Rasa Theory of Bharat Muni.
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249

MAJMC/PGDJMC SEM I		Marks:100			Credits:3		
Communication Approaches and Theories		Th	Pr	In	Hrs./Week		
Course Code	Course Type	75	-	25	L	T	P
MAMJ-102/PGDJ-102	Theory	-	-	-	3	0	0

#### Course Objectives:

- To familiarise the learner with both Indian and foreign conceptual approaches to communication
- To provide an overview of various communication models and theories
- To strengthen the analytical thinking of the learner so that they can critically analyse different theoretical approaches to communication

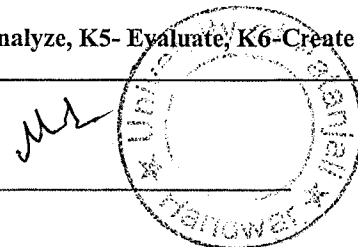
#### Course Outcomes (COs):

- CO1: Identify key Indian and Western approaches to communication and their historical contexts.
- CO2: Explain major communication models and theories, including their components and relevance.
- CO3: Apply selected communication theories to real-world media and interpersonal communication scenarios.
- CO4: Critically evaluate various communication theories and approaches using analytical frameworks.

#### Overall Outcomes:

The learner will gain knowledge of the theoretical approaches to communication, be able to critically analyse them and appreciate their applications in real situations.

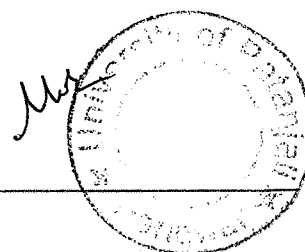
Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Indian concept of communication – concept of communication in the shastras, oral tradition, use of cave art, bhoja-patras, rock edicts and pillars for communication, <i>samvad</i> , story-telling, folk, drama, art of communication in <i>Natyashastra</i> , <i>sadharanikaran</i> .		
2	Communication models - SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley-Maclean & HUB, Rogers & Shoemakers -Two steps & multi step flow – Agenda Setting - convergent and gate-keeping.		
3	Sociological Communication Theories: Agenda Setting, Uses and Gratification theory, Dependency Theory, Cultivation theory, Knowledge Gap Theory; Behavioural Theories: Individual difference Theory, Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory.		
4	New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society and their Applications, Uses and Limitations; Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky& Herman). Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Mike Mass Communication and Modernization, Globalization.		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			





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MAJMC/PGDJMC SEM I		Marks:200			Credits:6(3+3)		
Print Journalism		Th	Pr	In	Hrs./Week		
Course Code	Course Type	75	-	25	L	T*	P
MAMJ-103/PGDJ-103 MAMJ-103(P)/PGDJ-103(P)	Theory + Practical	-	75	25	2	2	4

\* 1 Credit for Theory; 1 Credit for Practical

#### Course Objectives:

- To provide an in-depth understanding of the print journalism
- To teach the fundamentals of news reporting, writing and editing and interview techniques for print media
- To apprise the learners about the fundamentals of still photography
- To provide an overview of the printing technologies

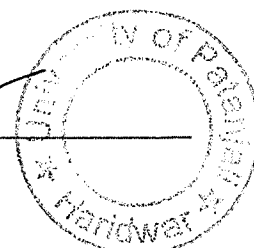
#### Course Outcomes (COs):

- CO1: Demonstrate an in-depth understanding of the principles, functions, and structure of print journalism.
- CO2: Apply techniques of news reporting, writing, editing, and interviewing for various print formats.
- CO3: Describe the basics of still photography and its relevance in news media.
- CO4: Identify and explain various printing technologies used in the production of newspapers and magazines.

#### Overall Outcomes:

The learner will be equipped with the skills of news reporting, news writing and editing of a news story, writing editorial, columns and features. S/he will become familiar with operations of still photography camera and print and publication technologies.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Concept of news, elements of news, news values, characteristics of a news story, structure of a newspaper organization, newsroom and news desks, editorial structure and responsibilities, sources of news, news gathering, specialised reporting – political, financial, parliament, legal, international, gender, development, science, health, yoga, cultural, sports, war, crime, disaster, weather and others, investigative reporting, citizen journalism.		
2	Writing and editing for print media – styles and techniques, lead and body of a news story, inverted pyramid model, paragraphing, headline, page making and layout, feature writing, article writing, editorial, interview techniques for print media.		
3	Photo Journalism, basics of still photography, types of still cameras, lenses, photo films, processing of photo films, digital photography, camera angles, lighting, composition of shots, photo editing softwares.		
4	An overview of print and publication technologies – historical perspective, digital printing, desktop publishing.		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			



## BOOKS FOR REFERENCE:

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- Kamath, M. V. (2009). Professional journalism. Vikas Publishing House.
- Mencher, M. (2010). News reporting and writing (11th ed.). McGraw-Hill Education.
- Parthasarathy, R. (2009). Basic journalism. Macmillan Publishers India.
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- तिवारी, संजय. (2020). अखबारी पत्रकारिता. दिल्ली: राधाकृष्ण प्रकाशन।
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## Print Journalism - Practical

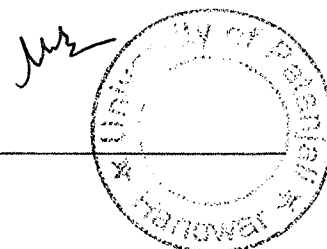
(90 hours)

**Computer Skills Training:** Every learner will undergo training for developing skills for computer typing

### Workshops:

- InDesign, Page Making and layout
- Photography (The learners will be guided to use cameras for still photography. They will be given basic training on photo editing.)

The learner will do reporting assignments for a newspaper, write and edit news stories (5 stories per learner), write feature (1 feature per learner which will include text and photographs), conduct a newspaper interview (1 interview per learner).



MAJMC/PGDJMC SEM I		Marks:200		Credits:6(3+3)		
Radio & TV Journalism		Th	Pr	In	Hrs./Week	
Course Code	Course Type	75	-	25	L	T* P
MAMJ-104/PGDJ-104	Theory+ Practical				2	2 4
MAMJ-104(P)/PGDJ-104(P)		-	75	25		

\* 1 Credit for Theory; 1 Credit for Practical

#### Course Objectives:

- To provide an in-depth understanding of electronic media journalism
- To train on writing, editing and packaging a news story for radio and visual medium
- To acquaint the learners with the broadcast technologies
- To apprise the learners with the fundamentals of videography
- To explain about application of animation, graphics and visual effects in news media

#### Course Outcomes (COs):

- CO1: Demonstrate a comprehensive understanding of electronic media journalism, including its formats, genres, and ethical considerations.
- CO2: Apply skills in writing, editing, and packaging news stories for radio and television.
- CO3: Describe the basic principles of broadcast technologies, videography, and production tools used in radio and TV journalism.
- CO4: Analyze the use and impact of animation, graphics, and visual effects in news storytelling and presentation.

#### Overall Outcomes:

At the end of this course, the learner will get an in-depth understanding of electronic media journalism, the radio and TV newsroom operations and will be able to do reporting, writing, editing a Radio/ TV news story and make AV packages. S/he will learn about broadcast technologies and application of animation, graphics and visual effects in news media.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Structure of TV/ Radio newsroom, editorial desks, assignment desk, compilation desk, news packaging, automated newsroom, writing and editing for electronic media, visual gathering, writing to the visuals, vox populi, audio and video editing, piece to camera, anchor links, interview techniques for electronic media, news anchoring, current affairs programmes, basics of documentary production.		
2	An overview of broadcast technologies, radio and TV studio, chroma, transmitters and receivers, PCR, satellite transmission, OB vans, DSNG, mobile journalism (MOJO), video editing machines		
3	Introduction to videography, types of video cameras, white balancing, lighting, composition of shots, audio recording and mixing, multi-camera shoots, use of video editing softwares		
4	General introduction to and application of animation, graphics and visual effects in news media; digital arts, animation techniques, 3D animation, design and modelling; virtual and augmented reality, relevant softwares		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			



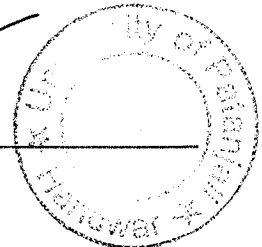
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- Tyagi, R. K. (2015). Television journalism. Authorspress.
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**Radio and TV Journalism – Practical**

(90 hours)

The students will be divided into groups to do practical assignments on Radio/ TV reporting, writing news stories, making audio and video packages and compiling Radio and TV bulletins. Each group will produce at least one bulletin each for Radio and TV of minimum 15 minutes duration.



MAJMC/PGDJMC SEM I		Marks:100			Credits:4		
Cultural Journalism- Indian Perspective		Th	Pr	In	Hrs./Week		
Course Code	Course Type	75	-	25	L	T	P
MAMJ-105/PGDJ-105	Theory	-	-	-	3	1	0

**Course Objectives:**

- To provide the learner an overview of the Indian culture and its global influence
- To acquaint the learner with the basic tenets of Indian philosophy
- To familiarize with the forms of Indian visual arts, architecture, music and dance
- To familiarize and understanding with the forms of Indian Culture and Ethical Text.

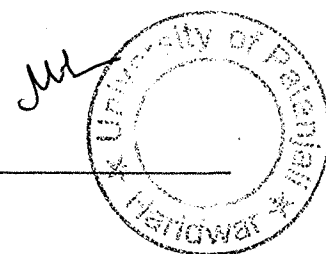
**Course Outcomes (COs):**

- CO1: Explain the key characteristics of Indian culture and analyze its influence on global cultural practices.
- CO2: Describe the fundamental principles of Indian philosophy and their relevance in contemporary communication contexts.
- CO3: Identify and appreciate the diverse forms of Indian visual arts, architecture, music, and dance.
- CO4: Interpret the major themes and ethical values found in Indian cultural and religious texts.

**Overall Outcomes:**

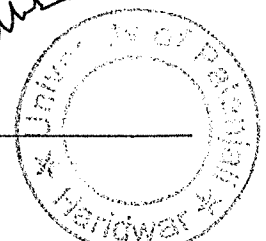
After this paper, the learner will have a deeper understanding of Indian culture and philosophy, its global influence, Indian art forms, architecture, music, dance and drama. S/he would be able to better equip to write or produce programmes with themes on Indian culture.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	An overview of cultural history of India, Vedas, Upanishads, traditions and life in ancient India, ashram system, gurukul system of education, democratic institutions in ancient India, introduction to major schools of Indian philosophy – Nyaya, Vaisheshika, Samkhya, Yoga, Mimamsa, Vedanta, Jain, Buddhist, Charvaka.		
2	An overview of science and technology in ancient India, major schools of Indian visual art forms, Indian music forms – vocal and instrumental, classical and light; Indian dance traditions – classical and folk, Indian architecture – ancient, medieval and modern.		
3	Global spread of Indian culture – a historical perspective, influence of Indian culture in SE Asia, Europe, American continents, Australia and other parts of the world.		
4	Understanding Indian Culture: Selected Hymns from the Rigveda and Yajurveda, Introduction to Ethical Texts (Chanakya Niti, Vidura Niti, and Bhartrihari Niti); Representation of Indian culture in mass media – print and electronic, Indian culture in films.		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			



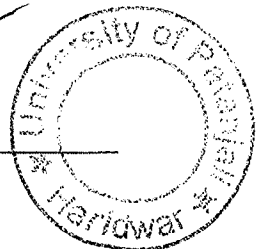
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- सिंह, मनोज. (2019). भारतीय समाज और संचार संस्कृति. दिल्ली: प्रभात प्रकाशन।



# SEMESTER II

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MAJMC / PGDJMC SEM II		Marks:100			Credits:3		
Media Ethics, Laws and Regulations		Th	Pr	In	Hrs./Week		
Course Code		75	-	25	L	T	P
Course Type							
MAMJ-201/PGDJ-201							

### Course Objectives:

- To acquaint the learners with the constitutional and legal provisions concerning mass communication in India
- To sensitize about ethical issues concerning media
- To provide an overview of private media, its ownership patterns, management and ethical issues
- To familiarize and understanding with the forms of Indian Ethical Text.

### Course Outcomes (COs):

- CO1: Explain the constitutional provisions and legal framework governing mass communication and the media in India.
- CO2: Identify and critically discuss key ethical issues and dilemmas in media practice.
- CO3: Analyze the structure, ownership patterns, and ethical concerns of private media organizations in India.
- CO4: Interpret ethical principles reflected in Indian philosophical and cultural texts and relate them to contemporary media practices.

### Overall Outcomes:

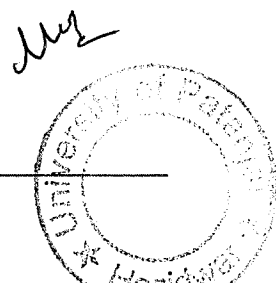
The learner will acquire knowledge of media laws and ethical issues concerning media, and will be able to apply these standards in professional work. S/he will be able to appreciate how the government media and information systems function. The learner will also gain understanding of the private media ownership patterns and the management styles.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Principles of Indian Constitution, Constitutional provisions related to freedom of press, Media Laws, Cable & Television Act, Prasar Bharati (Broadcasting Corporation of India) Act, IT Act, Right to Information Act, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act; Cinematograph Act, 1953; laws related to sedition, obscenity, defamation etc., media and privacy, programme code and advertising code, ASCI code		
2	Press Council of India, Registrar of Newspapers in India (RNI), Film Regulations and Censor Board, Editors Guild of India, media and self-regulation, media during emergency, case studies.		
3	Ethical issues in journalism, objectivity in reporting, news writing and presentation, fake news, paid news, scandal mongering, sensationalism, yellow journalism, fact check, case studies, and Indian ethical text.		
	Ownership patterns of media houses, structure of media houses and their management, business models of private media houses, media marketing, cross media ownership, issues of FDI in Indian media, case studies.		

Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create

#### BOOKS FOR REFERENCE:

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- शर्मा, रामेश्वर. (2019). भारतीय मीडिया: कानून और आचार संहिता. आगरा: साहित्य भवन।
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MAJMC/PGDJMC SEM II		Marks:200		Credits:6(3+3)		
Digital Media and AI		Th	Pr	In	Hrs./Week	
Course Code		75	-	25	L	T* P
Course Type						
MAMJ-202/PGDJ-202	Theory + Practical					
MAMJ-202(P)/PGDJ-202(P)		-	75	25		

\* 1 Credit for Theory; 1 Credit for Practical

#### Course Objectives:

- To provide the learner an overall understanding of the digital media scenario
- To teach the fundamentals of online journalism
- To apprise about the revenue models of online media
- To prepare the learners to make use of AI tools for journalism and mass communication

#### Course Outcomes (COs):

- CO1: Demonstrate an understanding of the evolution and structure of the digital media ecosystem.
- CO2: Apply the principles of online journalism to produce digital content across multiple platforms.
- CO3: Analyze various online media revenue models and monetization strategies.
- CO4: Utilize basic AI tools and applications for content creation, data analysis, and media management.

#### Overall Outcomes:

At the end of this course, the learner will gain considerably good knowledge of digital, online media operations, Artificial Intelligence, the ethical issues concerning digital media. S/he will be prepared to independently handle the digital media platforms for mass communication.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Introduction to digital and new media, internet and changing media scenario, impact of internet on the society, types of digital media, social media theories, new media and cultural identity, new media and inter-cultural communication, online communities, information society, digital divide, ethical issues in online media, IT Act, fake news, deep fakes, cybercrime, cyber laws, case studies		
2	Digital Journalism, convergence of media, online journalism in India, online newspapers and channels in India, Instagram, YouTube, blogging, instant messaging, reels, digital media and citizen journalism, internet radio, podcasts, live streaming, technical components of new media, business models of online media – marketing and revenue, online advertising, e-learning, e-commerce, case studies.		
3	Concept and definition of Artificial Intelligence, historical developments, influence of AI on media, AI powered chatbots and virtual assistants, AI as aid to newsroom operations, AI algorithms for content creation, story writing, generating articles, analyzing trends, analyzing images and videos, fact checking and verification AI aided targeted advertising, legal and ethical issues.		
4	An overview of AI and automation of production processes, Robotics and AI News Reader, AI tools in Visual perception – Information and Management systems, AI tools in Lighting and Shading – Production		

Process, AI tools in digital film production, Augmented Intelligence vs Artificial Intelligence.		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create		

### BOOKS FOR REFERENCE:

- Bhattacharjee, S. (2020). Digital media: Concepts and applications. Authorspress.
- Mims, C. (2021). Arriving today: From factory to front door — why everything has changed about how and what we buy. Harper Business. (Includes implications of AI and digital logistics on media and commerce.)
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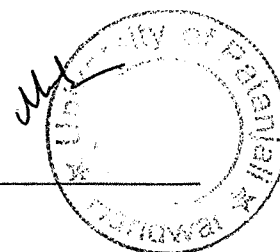
### Digital Media and AI Practical

(90 hours)

#### Workshops:

- Digital Media
- Application of AI Tools in Media

The learner will create content for digital media as part of the practical exercise. S/he will make short video stories, reels (at least two stories and 2 reels). S/he will design individual pages for free online platforms, do news stories for online media with relevant pictures (at least 4 text stories).



MAJMC /PGDJMC SEM II		Marks:200			Credits:6(3+3)		
Advertising and Multi-Media Campaigns		Th	Pr	In	Hrs./Week		
Course Code	Course Type	75	-	25	L	T*	P
MAMJ-203/PGDJ-203 MAMJ-203(P)/PGDJ-203(P)	Theory + Practical	-	75	25			

\* 1 Credit for Theory; 1 Credit for Practical

#### Course Objectives:

- To acquaint the learner with the fundamentals of advertising
- To provide basic understanding of developing creative designs for advertisement
- To provide knowledge of campaign planning and budgeting
- To provide an understanding of an ad agency management

#### Course Outcomes (COs):

- CO1: Demonstrate understanding of the core concepts, history, and functions of advertising.
- CO2: Apply creative strategies in designing effective advertisements for various media platforms.
- CO3: Develop and plan multi-media advertising campaigns, including budgeting and media mix decisions.
- CO4: Analyze the structure and workflow of advertising agencies and their role in campaign execution.

#### Overall Outcomes:

After studying this paper, the learner will be able to design advertising campaigns and make media plans. He will get an overview of the functioning of the advertising agencies.

Unit	Course Outline	CO Mapping	Bloom's Taxonomy Level
1	Fundamentals of advertising, definitions and concepts; different formats of advertising – print, electronic, digital, outdoor; public service messaging, product advertising, market research, surveys, situational analysis, audience segmentation, communication needs assessment, advertising and media consumption, audience behaviour and advertisement strategies, targeted advertising, social, cultural and ethical issues in advertising, national and international trends in advertising.		
2	Creative writing for advertising – creative brief, audience, message and medium; branding and taglines, brand positioning; pre-testing of messages advertising and corporate goals; role of advertising in sales promotion; case studies		
3	Need for public service messaging, writing for public service advertisement – audience, message and medium, branding, social marketing, role of advocacy in public service messaging, role of civil society and social influencers, public service campaigns, case studies		
4	Media planning and budgeting, campaign roll-out strategies, feedback mechanism, Ad Agency management, account management, BARC and rating agencies.		
Bloom's Taxonomy Level: K1-Remember, K2- Understand, K3- Applying, K4- Analyze, K5- Evaluate, K6-Create			



### BOOKS FOR REFERENCE:

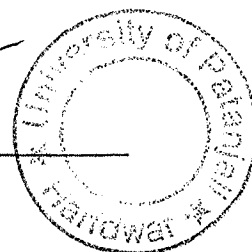
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- Chunawalla, S. A., & Sethia, K. C. (2020). Foundations of advertising: Theory and practice (7th ed.). Himalaya Publishing House.
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### Advertising and Multi-Media Campaigns

#### Practical

(90 hours)

The students will be divided into groups to develop a multimedia advertising campaign either for a commercial product or for dissemination of public service message with creatives for print, TV, digital and outdoor mediums. Each group will also prepare a media plan.



MAJMC / PGDJMC SEM II		Marks:100			Credits:4		
Electives (Choose anyone):		Th	Pr	In	Hrs./Week		
(i) TV News Anchoring and personality development					L	T	P
(ii) Desktop Publishing							
Course Code	Course Type	-	-	-	0	1	6
MAMJ-204/PGDJ-204	Practical	-	75	25			

**Practical**

(T=15, Practical hours = 90)

**TV News Anchoring and personality development**

The learner will undergo a practical training to develop TV news anchoring, reporting and online interviewing skills. The training will include imparting skills of anchoring techniques, language and diction, voice modulation, body language and on-screen presence. The sessions will be conducted for live studio practice for news presentation and debating/ panel hosting.

*Or,***Desktop Publishing**

The learners will be divided into groups. They will write articles on issues of current affairs, topics of cultural and tourism significance, national importance, features, editorial etc. The end product will be publication of a magazine.

MAJMC / PGDJMC SEM II		Marks:100			Credits:3		
Report Writing and Viva		Th	Pr	In	Hrs./Week		
Course Code					L	T	P
	Course Type	-	-	-	0	0	0
	Internship (3-4 weeks)	-	-	-			

### Internship

The student will undergo 3-4 weeks internship after 2<sup>nd</sup> Semester break in a newspaper/ TV news/ digital media organization. S/he will submit the relevant certificate from the organization along with a report on the internship.

