

ORDINANCE NO. - 141(B-19).

BOS HELD ON 31.07.2025

Academic council held on 11.03.2026

Executive Council held on 27.06.2026

MASTERS OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJMC)

Department of Journalism and Mass Communication

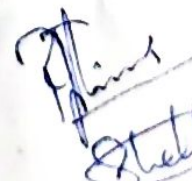
Ordinance NO: ~~141~~ V-141(B-19) syllabus and
course curriculum M.A. JMC



**FACULTY OF ARTS & SOCIAL SCIENCE
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT**

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)


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**Faculty of Arts & Social Sciences
S.V. Subharti University
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Ordinance No.- 141

MASTERS OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJMC)

No. Courses and Credits - A

(Semester	No. of Courses	Credits
I	7	26
II	7	26
III	7	26
IV	7	26
MAJMC	28	104

MASTERS OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJMC)

No. Courses and Credits - B

(Semester	No. of Courses	Credits
I	7	26
II	7	26
III	7	26
IV	5	26
MAJMC	26	104

1. This ordinance is related to the course curriculum and syllabus of “MASTERS OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJMC).”
2. It shall come into force from academic session 2025-26.

Programme Educational Objectives (PEOs)

PEO1:- Strong Foundation in Communication: Students will build a solid understanding of communication theories, Indian and global media history, and current practices.

PEO2:- Industry Readiness: Graduates will be prepared to work in print, electronic, digital, or advertising industries through hands-on training and practical exposure.

PEO3:- Social Awareness and Ethics: Students will develop a deep sense of media ethics, law, and responsibility towards society.


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PEO4:-Research and Innovation Skills: The program will encourage critical thinking, research aptitude, and innovation in media practices.

PEO5:-Adaptability in Digital Era: Students will be equipped to handle new-age media platforms, tools, and technologies like AI and OTT.

PEO6:-Entrepreneurial Outlook: Learners will gain the skills and confidence to start their own media ventures or contribute meaningfully to startups.

PEO7:-Lifelong Learning: Students will be motivated to continue learning and upgrading their skills through professional or academic pursuits.

Programme Outcome (POs)

PO1-Understanding of Media Landscape: Ability to understand and explain how various types of media function in society.

PO2- Effective Communication Skills: Capable of writing, presenting, and producing content across media formats like print, radio, TV, and digital.

PO3- Technical Proficiency: Proficient in handling media tools such as editing software, designing applications, camera, and production equipment.

PO4-Research-Oriented Thinking: Able to carry out basic and advanced media research, write research papers, and analyze audience behavior.

PO5-Social Media and Strategy Management: Knowledge of how to create and manage content for various digital platforms and measure its impact.

PO6- Ethical and Legal Understanding: Awareness of media laws, communication ethics, and responsible journalism.

PO7-Teamwork and Leadership: Ability to work in teams, lead projects, and participate in collaborative production or campaign assignments.

Programme Specific Outcomes of the Course (PSOs)

PSO1-Mastery of Core Communication Areas: In-depth understanding of communication theories, Indian communication models, and media systems.

PSO2-Hands-on Industry Practice: Experience in reporting, TV/radio production, photography, social media campaigns, and designing tools.

PSO3-Specialization Flexibility: Opportunity to specialize in areas like Health Communication, Development Communication, Film Studies, AI, etc.

PSO4-Digital Skills Development: Practical knowledge of digital marketing, YouTube channel handling, live streaming, and analytics tools.

PSO5-Academic and Research Preparedness: Competency to write a dissertation, research article, or undertake fieldwork-based projects.

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PSO6-Media Entrepreneurship: Skills to develop business ideas, startup media ventures, and understand the startup ecosystem.

PSO7-Social Responsibility: Awareness of citizen journalism, social impact of media, and ability to engage with communities ethically.

Programme Structure:

The MA in Journalism and Mass Communication is two years full time Programme divided into four semesters.

Table 1: TYPES OF COURSES OFFERED BY DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION (MAJMC) ACCORDING TO FRAMEWORK 2:

Scheme A

Sem.	Core Courses (4 Credits)	Elective Courses(4 Credits)	Practicum Courses/ Dissertation/ Project Work(4 Credits)	Seminar/ Value Added Courses/ Open Elective Courses/ Employability & Entrepreneurships Skill Courses (2 Credits)	Total Credits
I	1. Communication Theories and Models		1. Reporting & News Writing	Seminar	26
	2. Bhartiya Communication Pattern		2. Designing Tools		
	3. History of Media				
	4. Writing for Media				
II	5. Radio Production and Audio Techniques		3. Community Radio Production and Practice	CHM- Intellectual Property Rights in Media and Communication	26
	6. Social and Political System of India		4. Anchoring and Podcasting Skills		
	7. Advertising and Public Relations				
	8. Legal and Ethical Issues in				

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	Media				
An internship Course of 4 credits of 4-6 weeks Duration during summer vacation after 2nd Semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.					
III	9. Media Research	Opt any two	5. Photo and Videography	OEC-1 (Opt any one)	26
	10. Studio and Field Production Techniques	A. Gender and Health Communication	6. Summer Training Report	A. Environmental Communication and Climate Change	
		B. Rural Communication		B. Political Reporting	
		C. Science Communication		C. Sports Journalism	
		D. Court Reporting			
IV	11.Scholarly Writing and Research Proposal	Opt any two	7. Social Responsibility and Citizen Journalism	EEC-1 (Opt any one)	26
	12. Media Management	A. Development Communication	8. Personal Portfolio and Viva	A. Media Entrepreneurship and Startup Culture	
		B. Event Management		B. Digital Media Marketing	
		C. Film and OTT Studies			
		D. AI Tools and Techniques			
Scheme of Semester IV when a student opts for Dissertation or Project Work					
	11.Scholarly Writing and Research Proposal	Opt any two	Dissertation-12 Cr	EEC-1 (Opt any one)	26
		A. Development Communication		A. Media Entrepreneurship and Startup Culture	
		B. Event Management			
		C. Film and OTT Studies			
		D. AI Tools and Techniques		B. Digital Marketing	

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TABLE 2: LIST OF THE CORE COURSES

Core Course (CC)		
SEMESTER	COURSE	COURSE CODE
I	1. Communication Theories and Models	MAJMC-101
	2. Bhartiya Communication Pattern	MAJMC-102
	3. History of Media	MAJMC-103
	4. Writing for Media	MAJMC-104
II	5. Radio Production and Audio Techniques	MAJMC - 201
	6. Social and Political System of India	MAJMC – 202
	7. Advertising and Public Relations	MAJMC – 203
	8. Legal and Ethical Issues in Media	MAJMC - 204
III	9. Media Research	MAJMC-301
	10. Studio and Field Production Techniques	MAJMC-302
IV	11. Scholarly Writing and Research Proposal	MAJMC- 401
	12. Media Management	MAJMC- 401
Scheme of Semester IV when a student opts for Dissertation or Project Work		
IV	11. Scholarly Writing and Research Proposal	

TABLE 3: LIST OF DISCIPLINE ELECTIVE COURSES

DISCIPLINE ELECTIVE COURSES (EC)		
SEMESTER	COURSE	COURSE CODE
III	Discipline Elective Course- Any two of the following	
	Gender and Health Communication	MAJMC-303- A
	Rural Communication	MAJMC-303 -B
	Court Reporting	MAJMC-304- A
	Science Communication	MAJMC-304- B
IV	Discipline Elective Course- Any two of the following	
	Development Communication	MAJMC- 403 - A
	Event Management	MAJMC- 403 - B
	Film and OTT Studies	MAJMC- 404 - A
	AI Tools and Techniques	MAJMC- 404 - B
Scheme of Semester IV when a student opts for Dissertation or Project Work (Any two)		
IV	Development Communication	MAJMC- 403 - A
	Event Management	MAJMC- 403 - B
	Film and OTT Studies	MAJMC- 404 - A
	AI Tools and Techniques	MAJMC- 404 - B

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TABLE 4: LIST OF PRACTICUM COURSES/ DISSERTATION/ PROJECT WORK

PRACTICUM COURSES/ Dissertation/ Project Work		
SEMESTER	COURSE	COURSE CODE
I	Reporting & News Writing	MAJMC-105
	Designing Tools	MAJMC-106
II	Community Radio Production and Practice	MAJMC - 205
	Anchoring and Podcasting Skills	MAJMC - 206
III	Photo and Videography	MAJMC-305
	Summer Training Report	MAJMC-306
IV	Social Responsibility and Citizen Journalism	MAJMC- 405
	Personal Portfolio and Viva	MAJMC- 406
Scheme of Semester IV when a student opts for Dissertation or Project Work		
IV	Dissertation/ Project Work (Course Code not available)	

TABLE 5: LIST OF SEMINAR/ VALUE ADDED COURSE/ OPEN ELECTIVE COURSE EMPLOYABILITY & ENTREPRENEURSHIP SKILL COURSE

Seminar/ Value Added course/ Open Elective Course Employability & Entrepreneurship Skill Course		
SEMESTER	COURSE	COURSE CODE
I	Seminar- A topic will give to student under the supervision of a teacher. Student has to present the specific topic through in-depth exploration of contents and analysis of facts	MAJMC-107
II	CHM- Intellectual Property Rights in Media and Communication	MAJMC - 207
III	OEC-Open Elective Course (Opt any one) a. Environmental communication (MAJMC-307 – A) b. Political Reporting (MAJMC-307 – B) c. Sports Journalism (MAJMC-307 – A)	MAJMC-307 – A MAJMC-307 – B MAJMC-307 - C
IV	EEC- Employability and Entrepreneurship Skills Course (Opt any one) a. Media Entrepreneurship and Startup Culture (MAJMC-403 A) b. Digital Marketing (MAJMC-403 B) (Same Code – Development Communication (MAJMC-407 A) and Event Management) - (MAJMC-407 B)	MAJMC-403 A MAJMC-403 B

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Programme Structure & Evaluation Scheme

SWAMI VIVEKANAD SUBHARTI UNIVERSITY MEERUT DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION FACULTY OF ARTS AND SOCIAL SCIENCES PROGRAMME: MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Batch:2025-26							SEMESTER: I						
S. No.	Course Type	Course Code	Course Name	Teaching Load			Credits		Internal Assessment		External Assessment	Total	Remark
				L	T	P							
THEORY AND PRACTICAL SUBJECTS								Attendance	quiz /PP T/Assignment	Mid Sem Test	End Sem Exam		
1	C C-1	MAJM C - 101	Communication Theories and Models	4	0	0	4	5	10	15	70	100	
2	C C-2	MAJM C - 102	Bhartiya Communication Pattern	4	0	0	4	5	10	15	70	100	
3	C C-3	MAJM C - 103	History of Media	4	0	0	4	5	10	15	70	100	
4	C C-4	MAJM C - 104	Writing for Media	4	0	0	4	5	10	15	70	100	
5	PC -1	MAJM C - 105	Reporting & News Writing	4	0	0	4	5	10	15	70	100	
6	PC -2	MAJM C - 106	Designing Tools	4	0	0	4	5	10	15	70	100	
7		MAJM C - 107	Seminar	0	0	4	2	5	10	-	35	50	
TOTAL CREDITS / ASSESSMENT				24	0	4	26	35	70	90	455	650	
Credits: 26 Hours - 40													

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FACULTY OF ARTS AND SOCIAL SCIENCES
PROGRAMME: MASTER OF ARTS IN JOURNALISM AND MASS
COMMUNICATION

Batch:2025-26							SEMESTER: II							
S. No.	Course Type	Course Code	Course Name	Teaching Load			Credits		Internal Assessment		External Assessment	Total	Remark	
				L	T	P								
THEORY AND PRACTICAL SUBJECTS								Attendance	quiz /PP T/Assignment	Mid Sem Test	End Sem Exam			
1	C-5	MAJMC - 201	Radio Production and Audio Techniques	4	0	0	4	5	10	15	70	100		
2	C-6	MAJMC - 202	Social and Political System of India	4	0	0	4	5	10	15	70	100		
3	C-7	MAJMC - 203	Advertising and Public Relations	4	0	0	4	5	10	15	70	100		
4	C-8	MAJMC - 204	Legal and Ethical Issues in Media	4	0	0	4	5	10	15	70	100		
5	PC-3	MAJMC - 205	Community Radio Production and Practice	4	0	0	4	5	10	15	70	100		
6	PC-4	MAJMC - 206	Anchoring and Podcasting Skills	4	0	0	4	5	10	15	70	100		
7	CHM	MAJMC - 207	Intellectual Property Rights	2	0	0	2	4	4	7	35	50		

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			in Media and Communication								
TOTAL CREDITS / ASSESSMENT				26	0	26	34	64	97	455	650
Credits: 26; Hours: 34											

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FACULTY OF ARTS AND SOCIAL SCIENCES													
PROGRAMME: MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION													
Batch:2025-26						SEMESTER: III							
S. No.	Course Type	Course Code	Course Name	Teaching Load			Credits	Internal Assessment		External Assessment	Total	Remark	
				L	T	P							
THEORY AND PRACTICAL SUBJECTS								Attendance	quiz /PP T/Assignment	Mid Sem Test	End Sem Exam		
1	CC-9	MAJMC - 301	Media Research	4	0	0	4	5	10	15	70	100	
2	CC-10	MAJMC - 302	Studio and Field Production Techniques	4	0	0	4	5	10	15	70	100	
3	DEC	Opt any two		4	0	0	4	5	10	15	70	100	
		MAJMC - 303 - A	Gender and Health Communication										
4	DEC	MAJMC - 303 -	Rural Communication	4	0	0	4	5	10	15	70	100	

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		B											
		MAJ MC – 304 - B	Science Communicatio n										
		MAJ MC – 304 - A	Court Reporting										
5	PC -5	MAJMC - 305	Photo and Videography	4	0	0	4	5	10	15	70	100	
6	PC -6	MAJMC - 306	Summer Training Report	0	0	8	4	5	10	15	70	100	
7	OE C	Opt any one											
		MAJMC – 307 - A	Environmental communicatio n										
		MAJMC – 307 - B	Political Reporting	2	0	0	2	4	4	7	35	50	
		MAJMC – 307 - C	Sports Journalism										
TOTAL CREDITS / ASSESSMENT				22		08	26	34	64	97	455	650	
Credits 26 Hours: 34													
SWAMI VIVEKANAD SUBHARTI UNIVERSITY MEERUT DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION FACULTY OF ARTS AND SOCIAL SCIENCES PROGRAMME: MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION													
Batch:2025-26							SEMESTER: IV						
S. N o.	Co ur se Ty pe	Course Code	Course Name	Teaching Load			Cr edi ts		Internal Assessment	Exter nal Asses smen t	Total	Rem ark	
				L	T	P							

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THEORY AND PRACTICAL SUBJECTS								Att end anc e	quiz /PP T/As sign men t	Mid Sem Test	End Sem Exa m		
1	C C- 11	MAJM C – 401	Scholarly Writing and Research Proposal	4	0	0	4	5	10	15	70	100	
2	C C- 12	MAJM C – 402	Media Management	4	0	0	4	5	10	15	70	100	
3	D EC	Opt any two		4	0	0	4	5	10	15	70	100	
4	D EC	MAJ MC – 403 - A	Development Communicatio n										
		MAJ MC – 403 - B	Event Management										
		MAJ MC – 404 - A	Film and OTT Studies	4	0	0	4	5	10	15	70	100	
		MAJ MC – 404 - B	AI Tools and Techniques										
5	PC -7	MAJM C – 405	Social Responsibility and Citizen Journalism	4	0	0	4	5	10	15	70	100	
6	PC -8	MAJM C – 406	Personal Portfolio and Viva	4	0	0	4	5	10	15	70	100	

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7	EE C	Opt any one		2	0	0	2	4	4	7	35	50	
		MAJ MC – 407 - A	Media Entrepreneurs hip and Startup Culture										
		MAJ MC – 407 - B	Digital Marketing										
TOTAL CREDITS / ASSESSMENT				26	0	0	26	34	64	97	455	650	
Credits 26 Hours: 34													
SWAMI VIVEKANAD SUBHARTI UNIVERSITY MEERUT DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION FACULTY OF ARTS AND SOCIAL SCIENCES PROGRAMME: MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION													
Batch:2025-26				SEMESTER: IV									
Scheme of Semester IV when a student opts for dissertation or Project Work													
S. No.	Co ur se Ty pe	Course Code	Course Name	Teaching Load			Cr edi ts		Internal Assessment		Exter nal Asses men t	Tot al	Rema rk
				L	T	P							
THEORY AND PRACTICAL SUBJECTS								Att end anc e	quiz /PP T/As sign men t	Mid Sem Test	End Sem Exa m		
1	C C- 11	MAJMC – 401	Scholarly Writing and Research Proposal	4	0	0	4	5	10	15	70	100	
2	D EC	Opt any two		4	0	0	4	5	10	15	70	100	
		MAJMC – 403 - A	Development Communication										

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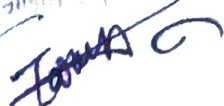
3	D EC	MAJM C – 403 - B	Event Management	4	0	0	4	5	10	15	70	100	
		MAJM C – 404 - A	Film and OTT Studies										
		MAJM C – 404 - B	AI Tools and Techniques										
4	PC	Code Not availab le	Dissertation/Pr oject Work	-	-	12	-	-	-	200	200		
5	EE C	Opt any one		2	0	0	2	4	4	7	35	50	
		MAJ MC – 407 - A	Media Entrepreneurs hip and Startup Culture										
		MAJ MC – 407 - B	Digital Marketing										
TOTAL CREDITS / ASSESSMENT				14	0	0	26	19	34	52	445	550	



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Program	MA-JMC	Semester	I
Course Title	Communication Theories and Models	Course Code	MAJMC-101
Credits	4	Max. Marks	100

Course objectives:

- To introduce the basic concepts, functions, and levels of communication along with language and semiotic systems.
- To understand various media effects and psychological theories of communication behavior.
- To analyze sociological and critical communication theories influencing media and society.
- To evaluate classical and modern communication models with reference to public opinion and propaganda.
- To encourage practical application of communication models

Course outcomes: The students will be able to

- Explain the communication process, levels, and role of verbal/non-verbal language in media.
- Analyze how psychological theories affect audience behavior and media consumption.
- Evaluate the influence of sociological and critical theories on media content and audience interpretation.
- Apply various communication models to real-life communication and media examples.
- Present a communication model and theories

Unit-No	Description	No. of Lectures
1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication, Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication, Verbal and Non-verbal Communication: Types and importance, Barriers to Communication, Importance of Language, Semiotics: Signs and Symbols, Language use in different mass media	15
2	Media Effects: Hypodermic Needle, Two-Step/Multi Step, Flow Theory, Gatekeeping, Psychological Theories: Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance	15
3	Sociological Communication Theories: Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory, Linear Models: Shannon and Weaver Model, Lasswell's Model, Aristotle's Model, Interactive & Transactional Models: Schramm's Model, Berlo's SMCR Model, Westley and MacLean's Model, Helical Model (Frank Dance), Barnlund's Transactional Model, Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence Normative	15

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	Theories of Press	
4	Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams), Social Learning Theories and Social Change, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky)	15

Suggested Readings:

1. McQuail, Denis. McQuail's Mass Communication Theory. 6th ed., Sage Publications, 2010.
2. Griffin, Emory A., Andrew Ledbetter, and Glenn Sparks. A First Look at Communication Theory. 10th ed., McGraw-Hill Education, 2019.
3. Andal, N. Communication Theories and Models. Himalaya Publishing House, 1998.
4. Narula, Uma. Mass Communication: Theory and Practice. 2nd ed., New Age International Publishers, 2006.
5. Mujtaba, Syed Ali. "Western and Indian Theories of Communication: A Comparative Analysis." Communication Today, vol. 15, no. 2, 2014, pp. 1-10.

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Program	MA-JMC	Semester	I
Course Title	Bhartiya Communication Pattern	Course Code	MAJMC-102
Credits	4	Max. Marks	100

Course objectives:

- To introduce the foundational concepts of Bhartiya communication rooted in Vedic traditions and Purusharthas.
- To explore Indian epics and expressive traditions as modes of symbolic and spiritual communication.
- To examine classical Indian communication models and compare them with Western frameworks.
- To understand the role of oral traditions and folk media in public communication and social change.
- To evaluate the relevance of Bhartiya communication principles in contemporary media and digital ethics.

Course outcomes: The students will be able to

- Explain the scope and philosophical foundation of Bhartiya communication including concepts like Shabd, Vak, Shruti, and Smriti.
- Analyze how communication functions through characters, discourse, and aesthetics in epics and Indian classical arts.
- Evaluate the relevance and uniqueness of Indian models like Sadharanikaran and Rasa in contrast to Western communication models.
- Apply knowledge of oral and folk media traditions to understand their use in community bonding, rituals, and nation-building.
- Design and interpret ethical communication frameworks suitable for modern Indian media inspired by ancient texts and spiritual values.

Unit-No	Description	No. of Lectures
1	Meaning and scope of <i>Bhartiya Communication Pattern</i> , Concept of Shabd (sound), Vak (speech), and Shruti-Smriti in Vedic traditions, Role of Dharma, Artha, Kama, Moksha as communication goals, • The Mahabharata (Sanjay's telecommunication, Krishna's discourse in the Gita), The Ramayana (Hanuman's mission and symbolic communication), Communication in Indian classical dance and music as expressive traditions (Abhinaya, Rasa)	15
2	Sadharanikaran Model: Components, context, comparison with Western models, Rasa Theory – Bharata Muni and communication of emotions, Natyashastra – as a communication treatise, Panini's Ashtadhyayi –	15

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	Linguistic and grammatical communication traditions, Gandhian Communication Model – Truth, non-violence, simplicity, ethics	
3	Oral traditions: Katha, Pravachan, Bhajan, Kirtan, Harikatha, Folk media as mass communication tools: Nautanki, Swang, Tamasha, Yakshagana, Jatra, Bhavai, Burrakatha, Puppetry and visual storytelling, Kalakshetra, Rangoli, Warli, Madhubani – visual folk art as communicative symbols, Role of festivals and rituals in mass communication, Use of folk media in national movements (Freedom Struggle, Chipko Movement)	15
4	Comparison between Bhartiya and Western communication frameworks, <i>Bhartiya Communication Pattern</i> in modern media practice (newsroom ethics, public speaking, digital conduct, Spiritual communication and well-being: relevance in public discourse and conflict resolution Panchtantra etc.	15

Suggested Readings:

1. Kumar, Keval J. Mass Communication in India. 5th ed., Jaico Publishing House, 2016.
2. Singh, Om Prakash. Communication Theory and Practice: With Indian Communication Theory. Vani Prakashan, 2016.
3. Adarkar, B. P., editor. Natyasastra: A Study on Continuity and Progress of Indian Communication Theorising and Praxis. Motilal Banarsidass Publishers, 2023.
4. Mehra, Acharya. Communication Through the Ages: An Indian Perspective. Exotic India Art, 1980.
5. Rangarajan, K. S. Communication (Sampresana) in Ancient India: A Case Study of Ashokan Inscriptions and Sanskrit Epics. Exotic India Art, 2000.

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Program	MA-JMC	Semester	I
Course Title	History of Media	Course Code	MAJMC-103
Credits	4	Max. Marks	100

Course objectives:

- To understand the origin and development of print media globally and in India, along with its socio-political impact.
- To trace the emergence and transformation of radio and its role in communication and community outreach.
- To analyze the evolution of television broadcasting in India and the rise of private networks.
- To explore the impact of digital revolution, multimedia convergence, and regulation in online journalism.
- To evaluate the significance of social media in public discourse, activism, and participatory communication.

Course outcomes: The students will be able to

- Explain the historical journey of print media and its contribution to reform movements, freedom struggle, and post-independence media landscape.
- Analyze the development of radio in India and its role in education, development communication, and during socio-political crises.
- Evaluate the growth of television in India and its influence on public opinion, entertainment, and media policies.
- Apply knowledge of digital convergence and multimedia practices to understand online news platforms and digital challenges.
- Create case-based interpretations of how social media movements have shaped public discourse in the Indian context.

Unit-No	Description	No. of Lectures
1	Invention of printing press – Gutenberg’s revolution, Early newspapers in Europe – Gazette de France, The Times (London), etc., Introduction of print media in India: Hicky’s Bengal Gazette (1780), Role of Raja Ram Mohan Roy and the reformist press, Role of print media in India’s Freedom Struggle, Growth of major Indian newspapers post-independence, Rise of magazine journalism and literary journalism, Current trends in print media: corporatization, regional press boom, decline in readership, Indian Language Journalism	15
2	Invention and early development of radio and television in the West, Radio in India: All India Radio (1936), Akashvani, Vividh Bharati, Role of radio in community and development communication, Emergency era	15

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	and media censorship, Development of FM radio and community radio in India	
3	Television in India: SITE project (1975–76), Doordarshan and single-channel era, Growth of entertainment, news, and educational content, Satellite TV boom post-1991 liberalization: Zee TV, Star Plus, AajTak etc., Public vs. Private broadcasters: PrasarBharati Act	15
4	Evolution of the internet: ARPANET to World Wide Web, Early websites, portals, and e-newspapers, Arrival of online news platforms, Convergence of media, Multimedia storytelling, digital archives, Digital media regulation and censorship issues, Growth of OTT platforms: Netflix, Hotstar, Amazon Prime in India, Challenges: Misinformation, fake news, algorithmic bias, Origin and evolution of social media platforms: Facebook, Twitter (X), Instagram, YouTube, LinkedIn, Timeline of global vs. Indian adoption, Social media as an alternative public sphere, Case studies: Anna Hazare Movement, #MeToo India etc.	15

Suggested Readings:

1. Sarkar, Bikram. Mass Communication in India. 5th ed., Jaico Publishing House, 2016.
2. Chowdhury, Sushil. A History of Indian Journalism. National Book Trust, 2012.
3. Stern, Jane, and Michael Stern. The History of Media: From Print to Pixels. Oxford UP, 2020.
4. Rayaprolu, Surya. Media History and Culture in India. Routledge India, 2018.
5. Briggs, Asa, and Peter Burke. A Social History of the Media: From Gutenberg to the Internet. 4th ed., Polity Press, 2019.








Program	MA-JMC	Semester	I
Course Title	Writing for Media	Course Code	MAJMC-104
Credits	4	Max. Marks	100

Course objectives:

- To introduce the core principles and structures of journalistic writing including grammar, accuracy, and storytelling techniques.
- To familiarize students with different genres of media writing such as features, editorials, captions, and platform-specific formats.
- To develop writing skills specific to radio formats including bulletins, interviews, and jingles.
- To train students in writing for television with focus on visuals, scripting, and audio-visual cues.
- To enable students to create multimedia and ethical content for online platforms and social media.

Course outcomes: The students will be able to

- Explain the essential qualities of good journalistic writing and apply the 5Ws and 1H in story structure.
- Analyze different writing formats—news, features, opinion—and adapt content for various media platforms.
- Apply radio-specific writing techniques in scripting news, interviews, and promotional audio content.
- Create scripts for television news, talk shows, and PSAs with appropriate visual and audio integration.
- Evaluate and produce content tailored for digital platforms while adhering to ethical standards of online journalism.

Unit-No	Description	No. of Lectures
1	Characteristics of good media writing: clarity, accuracy, brevity, objectivity, News values and selection, 5Ws and 1H: foundation of journalistic writing, Inverted pyramid and narrative structures, Grammar, punctuation, headlines, leads, transitions	15
2	News writing: Straight news, soft news, features, Feature writing: Human interest, personality profiles, travel, lifestyle, Opinion writing: Editorials, columns, op-eds, Writing captions, photo stories, and news briefs, Writing for magazines vs. newspapers, Difference between writing for print, TV, radio, and web, Radio writing: Clarity, conversational tone, short sentences Script writing for radio news bulletins, radio interviews, radio jingles	15

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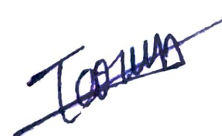
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3	TV writing: Writing to visuals, structuring a bulletin, cues and VO, Preparing a script for news reports, talk shows, and anchors, Writing for public service announcements (PSAs), Use of sound, silence, and visuals in broadcast writing	15
4	Online news writing: multimedia content, scannable structure, Content creation for blogs, websites, and e-magazines, Social media writing: brevity, hashtags, platform-specific tone (Twitter, Instagram, LinkedIn, etc.), Writing for podcasts and YouTube scripts, Ethics of online writing: plagiarism, copyright, trolling, fake news	15

Suggested Readings:

1. Menzies, Susan. Writing for Media: A Practical Guide. 2nd ed., Oxford UP, 2019.
2. Chattopadhyay, B. K. Writing for Media: News, Features and Scripts. Sage Publications India, 2015.
3. Hausman, Carl, et al. Writing for Broadcast and New Media. 8th ed., Routledge, 2021.
4. Parthasarathy, Rangaswami. Here Is the News: Reporting for the Media. Sterling Publishers, 2018.
5. Kallos, John. Writing for the Mass Media. 10th ed., Pearson, 2020.



Program	MA-JMC	Semester	I
Course Title	Reporting & News Writing	Course Code	MAJMC-105
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the basics of news reporting and the qualities of a responsible journalist.
- To equip students with practical tools for ethical and effective news gathering.
- To develop an understanding of various structures and styles of writing news.
- To provide insight into editing techniques and emerging newsroom technologies.
- To bridge classroom learning with field experience and practical assignments.

Course outcomes: The students will be able to

- To differentiate types of reporting and demonstrate awareness of news values and sources.
- To gather accurate information using proper techniques while adhering to ethical norms.
- To write clear, engaging, and structured news reports with suitable headlines and leads.
- To edit basic news reports and understands the operation of a modern newsroom.
- Gain exposure to newsroom practices and produce original news content based on observation and interviews.

Unit-No	Description	No. of Lectures
1	Definition and Scope of Reporting, Types of Reporting, Qualities and Responsibilities of a Reporter, News Sources and News Values, Structure of News: 5Ws and 1H, Inverted Pyramid Style, News Lead (Intro): Types and Techniques, Body of News, Headlines, Language and Style in News Writing,	15
2	Techniques of News Gathering, Role of RTI in news gathering, Ethics of Reporting, Verification and Fact-checking, Challenges in Reporting: Fake News, Political Pressure, Sensationalism	15
3	Basics of Editing: Proofreading, Grammar, Fact-checking, Newsroom Workflow in Print, TV, and Digital Media, Editing Software and Tools, Role of Artificial Intelligence in News Editing, Multimedia Reporting and Mobile Journalism, Convergent Newsroom Practices	15
4	Visit to a newspaper office, TV newsroom, or digital media house, Submit an observation report titled "A Day in the Newsroom" (500 words), Write 5 different types of news reports (Straight, Soft, Feature, Crime, Development), Identify and interview a public figure or expert, Analyze a published news article, Track and verify a viral news item	15

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Suggested Readings:

1. Parthasarathy, Rangaswami. Here Is the News: Reporting for the Media. 3rd ed., Sterling Publishers, 2019.
2. Mencher, Melvin. News Reporting and Writing. 13th ed., McGraw-Hill Education, 2016.
3. Chattopadhyay, B. K. Reporting and News Writing. Sage Publications India, 2017.
4. Kovach, Bill, and Tom Rosenstiel. The Elements of Journalism. 4th ed., Three Rivers Press, 2021.
5. Rayaprolu, Surya. News Writing and Reporting in India. Routledge India, 2020.



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Program	MA-JMC	Semester	I
Course Title	Designing Tools	Course Code	MAJMC-101
Credits	4	Max. Marks	100

Course objectives:

- To build foundational understanding of visual communication and design principles such as contrast, alignment, color theory, and typography.
- To train students in using Canva and QuarkXPress for creating professional-level posters, brochures, and social media designs.
- To equip students with image editing and layout design skills using Photoshop and InDesign for digital and print media.
- To introduce vector graphics tools and techniques for logo design, infographics, and scalable illustrations.
- To develop skills for creating platform-specific digital content with a focus on user experience and mobile-first design.

Course outcomes: The students will be able to

- To analyze and apply core design elements in layout and visual compositions.
- To create visually appealing designs using Canva and manage desktop publishing tasks with QuarkXPress.
- To edit images, design magazine layouts, and produce print-ready documents using industry-standard software.
- To create vector-based designs and export them for both digital and print platforms.
- To design content tailored for platforms like Instagram, YouTube, and LinkedIn, with an understanding of UI/UX best practices.

Unit-No	Description	No. of Lectures
1	Basics of visual communication, Principles of design (contrast, alignment, repetition, proximity), Color theory, typography, grids, Understanding design briefs	15
2	Introduction to Canva (Free and Pro), Designing for social media, Poster and brochure creation, Templates, brand kits, collaboration tools, Desktop Publishing with QuarkXPress, Working with text boxes, image boxes, and layout management	15
3	Adobe Photoshop – Image Editing & Digital Graphics, Image correction and enhancement, Layers, masking, filters, Creating web banners and thumbnails, Adobe InDesign – Print & Publication Design, Magazine and newspaper layout	15
4	Illustrator or CorelDRAW (Optional/Alternative Module), Vector illustration basics, Logo design, infographic creation, Use of pen tool,	15

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shapes, typography, Export for web and print, Designing for Digital Platforms, Designing creative for Instagram, YouTube, LinkedIn, Mobile-first design approach, Use of tools like Figma or Adobe Express (Optional), Best practices in UI/UX for content creators	
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Suggested Readings:

1. Norman, Donald A. The Design of Everyday Things. Rev. ed., Basic Books, 2013.
2. Pressman, Roger S. Software Engineering: A Practitioner's Approach. 8th ed., McGraw-Hill Education, 2014.
3. Cooper, Alan, et al. About Face: The Essentials of Interaction Design. 4th ed., Wiley, 2014.
4. Rao, V. S. Design Tools and Techniques. 2nd ed., I.K. International Publishing House, 2018.
5. Preece, Jenny, et al. Interaction Design: Beyond Human-Computer Interaction. 5th ed., Wiley, 2019.



Program	MA-JMC	Semester	I
Course Title	Seminar	Course Code	MAJMC-107
Credits	2	Max. Marks	100

Course objectives:

- To develop students' skills in academic presentation and public speaking.
- To encourage independent research and critical thinking on contemporary issues.

Course outcomes: The students will be able to

- Select a relevant academic topic and conduct preliminary research.
- Prepare and deliver effective seminar presentations using visual aids.

Unit-No	Description	No. of Lectures
1	Students will choose a topic relevant to their subject area, Report must follow academic structure: Introduction, Objectives, Discussion, Conclusion, References, A 2500–3000-word seminar report will be prepared.	30
2	Each student will present before a faculty panel and peers, Evaluation will be based on content, clarity, confidence, and time management., Student has to participate and present the paper in seminar/ conference and to submit the certificate and report	30

Suggested Readings:

1. . Kothari, C. R. *Research Methodology: Methods and Techniques*. 2nd ed., New Age International, 2004.
2. Krishnaswamy, K. N., et al. *Management Research: An Introduction*. 2nd ed., Pearson Education India, 2009.
3. Majumdar, S. N. *Research Methodology in Arts, Science and Humanities*. Atlantic Publishers, 2011.
4. Ranjit, Kumar. *Research Methodology: A Step-by-Step Guide for Beginners*. 5th ed., SAGE Publications India, 2019.
5. Sinha, S. C., and V. K. Sinha. *A Course in Research Methodology*. 2nd ed., S. Chand & Company











Program	MA-JMC	Semester	II
Course Title	Radio Production and Audio Techniques	Course Code	MAJMC-201
Credits	4	Max. Marks	100

Course objectives:

- To understand the historical evolution, types, and organizational structure of radio broadcasting in India.
- To explore various radio programme formats and the use of spoken word and music in addressing specific audiences.
- To analyze the structure of radio news, its sources, and techniques of compilation and presentation.
- To develop vocal and presentation skills necessary for effective radio communication, including pronunciation, modulation, and announcing.
- To introduce and apply the stages of fiction and non-fiction radio programme production—pre-production, production, and post-production.

Course outcomes: The students will be able to

- To describe the growth of radio, and explain the structure and role of organizations like AIR and Gyanwani.
- To identify and categorize different programme types and analyze the language and content design for radio audiences.
- To compile and edit radio news bulletins and create news-based programmes like discussions, interviews, and news features.
- To demonstrate proper news reading, anchoring, and announcing techniques using professional voice modulation and clarity.
- To **plan, produce, and evaluate** different types of radio content through hands-on involvement in all production phases.

Unit-No	Description	No. of Lectures
1	History and Growth of Radio Broadcasting, Radio Frequencies : SW, MW, FM Transmission, Types of Radio : AM, FM, CR, Hem, Internet Radio, Evolution and Growth of Radio in India : Public Service Broadcasting, Functioning of Channels, Community Radio, Management of Community, Radio, Educational Radio : Gyanwani and other Channels), Organizational structure of AIR, Music Scheduling, Copyrights, Music Management Softwares,	15

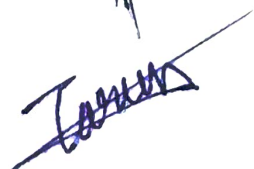
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2	Spoken words, Music, Specific Audience Programmes, Radio Feature, Radio Drama, Talk, Radio Bridge, Magazine Programmes, R-jing, Phone-in Programmes, Language of Radio Programmes	15
3	Sources of Radio News, Radio News Organization Compiling of Radio News Bulletin, Techniques of Editing & compilation, News based Programmes: News Reel, Discussions, Interview, Current Affairs, Commentary, Radio News Magazines, News Feature, Sound Bytes and Dispatches	15
4	Pronunciation, Modulation of sound, News Reading, Anchoring, Announcing, Fiction and Non Fiction Programmes, Entertainment Programmes, Pre production, Production, Post Production	15

Suggested Readings:

1. Alten, Stanley R. Audio in Media. 10th ed., Cengage Learning, 2014.
2. Chattopadhyay, B. K. Radio Production and Audio Techniques. Sage Publications India, 2016.
3. Rumsey, Francis, and Tim McCormick. Sound and Recording: An Introduction. 8th ed., Focal Press, 2019.
4. Parthasarathy, Rangaswami. Radio Production Techniques in India. Sterling Publishers, 2018.
5. O'Connell, Denise, and Charles Sansone. The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects. Solo Factor, 2009.




Program	MA-JMC	Semester	II
Course Title	Social and Political System of India	Course Code	MAJMC-202
Credits	4	Max. Marks	100

Course objectives:

- To understand the basic concepts of society, social institutions, and social change.
- To explore the concepts of culture, values, and intercultural communication.
- To analyze the role of media in Indian society and its impact on social issues.
- To explain the structure of the Indian Constitution, political system, and governance.
- To introduce the fundamentals of the Indian economy, economic reforms, and financial terms.

Course outcomes: The students will be able to

- To define and differentiate types of societies and social structures.
- To identify and interpret elements of Indian culture and intercultural dynamics.
- To evaluate media behavior, participation, and its influence on society.
- To describe and explain the working of Indian political and judicial systems.
- To apply and explain economic concepts, reforms, and policy frameworks.

Unit-No	Description	No. of Lectures
1	Concept and definition of society, Social institutions: Family, Community, Social Groups, Social change: concept, process, types, and agents/factors, Types of societies and their communication patterns: Ancient, Medieval, Modern, Culture: Concept, definition, and its relationship with tradition and values, Key aspects of Indian culture, Introduction to intercultural communication	15
2	Media audiences: segmentation, behavior, and patterns Media reach and access in India: urban vs. rural Community media and participation, Media's role in shaping Indian society, Media and social issues: Human Rights, Consumerism, Women Empowerment	15
3	Fundamental Rights and Directive Principles of State Policy Central-State relations and federal structure, Structure of Indian Parliament and Legislative System, Overview of Indian Judiciary, Special features of the Indian political system, Election system, Key features of the Indian economy, Understanding basic economic terms: GDP, Per Capita Income, Budget, Inflation, Economic	15
4	planning and NITI Aayog, Concepts of Liberalization, Privatization, and Globalization (LPG reforms), Introduction to financial terms:	15

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	Stock Market, FDI, Devaluation	
Suggested Readings: 1. . Chakrabarty, Bidyut, and Rajendra Kumar Pandey. Indian Politics and Society since Independence: Democracy, Ideology and Organisation. Routledge, 2008. 2. Basu, Durga Das. Introduction to the Constitution of India. 26th ed., LexisNexis, 2020. 3. Johari, J. C. Indian Political System. Anmol Publications, 2008. 4. Blaisdell, Bob, editor. India: A Short History of Political and Social Systems. Routledge, 2019. 5. Austin, Granville. The Indian Constitution: Cornerstone of a Nation. 2nd ed., Oxford UP, 1999.		







Program	MA-JMC	Semester	II
Course Title	Advertising and Public Relations	Course Code	MAJMC-203
Credits	4	Max. Marks	100

Course objectives:

- To introduce the fundamental concepts, objectives, and evolution of advertising and public relations.
- To explain the structure and functioning of advertising and PR industries in India.
- To develop an understanding of campaign planning, media selection, and creative strategies.
- To analyze the ethical, regulatory, and social dimensions of advertising and PR.
- To equip students with practical skills for content creation in advertising and PR.

Course outcomes: The students will be able to

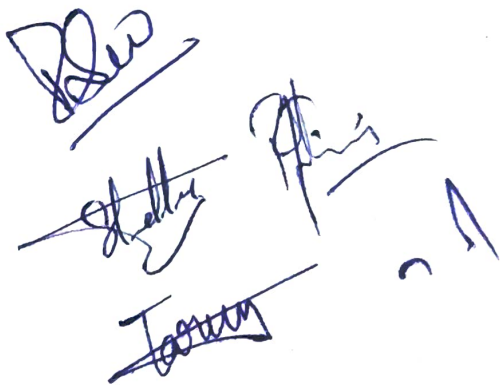
- To define and explain basic concepts and evolution of advertising and PR.
- To analyze the role of media, agencies, and tools in strategic communication.
- To design and plan basic advertising and PR campaigns.
- To evaluate ethical and regulatory aspects of advertising and PR practices.
- To create simple advertisements, press releases, and media content.

Unit-No	Description	No. of Lectures
1	Definition, Nature, Scope and Importance of Advertising and PR, Evolution and Growth of Advertising and PR in India, Differences and Similarities between Advertising and PR, Advertising and PR as Tools of Integrated Marketing Communication, Career Opportunities in Advertising and PR,	15
2	Types of Advertising: Print, Electronic, Outdoor, Digital, Objectives and Appeals in Advertising, Types of PR: Corporate, Political, Government, Event-based, Structure and Functioning of Ad Agencies and PR Firms, Role of Client Servicing, Media Buying, and Creative Teams	15
3	Elements of an Advertising Campaign, Copywriting and Visualization, Media Planning and Selection, Tools of Public Relations: Press Release, Press Conference, Events, PR Campaign Strategy and Execution	15
4	Ethical Issues in Advertising and PR, Regulatory Bodies: ASCI, PRSI, TRAI, PCI, Legal Restrictions: Copyright, Defamation, Code of Conduct Social Effects of Advertising: Stereotyping, Consumerism, Crisis, Communication and Image Management, Writing Press Releases and Ad Copies, Creating Print Ads, Jingles, and Social Media Posts, Case Studies: Successful Ad and PR Campaigns, Role of AI and Digital Media in	15

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Suggested Readings:

1. Jethwaney, Jaishri, and Shruti Jain. Advertising Management. 2nd ed., Oxford University Press India, 2012.
2. Wilcox, Dennis L., and Glen T. Cameron. Public Relations: Strategies and Tactics. 12th ed., Pearson, 2020.
3. Sandage, C. H., and Vernon Fryburger. Advertising Theory and Practice. 12th ed., Longman, 1983.
4. Chattopadhyay, B. K. Public Relations and Corporate Communication. Sage Publications India, 2018.
5. Cutlip, Scott M., et al. Effective Public Relations. 11th ed., Pearson, 2017.



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Program	MA-JMC	Semester	II
Course Title	Legal and Ethical Issues in Media	Course Code	MAJMC-204
Credits	4	Max. Marks	100

Course objectives:

- To understand the constitutional and legal provisions governing freedom of speech, media rights, and reasonable restrictions.
- To familiarize students with key media laws, acts, and regulatory frameworks in India.
- To develop awareness of professional ethics and responsibilities in journalism, advertising, and public relations.
- To examine contemporary ethical and legal challenges posed by digital media and emerging technologies.
- To cultivate critical thinking through real-life media case studies and debates on censorship, regulation, and misinformation.

Course outcomes:

- To explain key constitutional protections and legal limitations related to freedom of expression and media operations.
- To interpret and apply various media laws and understand the role of statutory and self-regulatory bodies.
- To identify and analyze ethical issues in journalistic practices across platforms.
- To evaluate digital-age dilemmas such as fake news, deepfakes, and privacy concerns from a legal-ethical lens.
- To critically assess media conduct through contemporary case studies and recommend ethical solutions.

Unit-No	Description	No. of Lectures
1	Freedom of Speech and Expression (Article 19(1)(a)) Reasonable restrictions and Article 19(2) Defamation: Civil and Criminal Contempt of Court Sedition and Official Secrets Act Right to Information (RTI) and media access Parliamentary privileges and media reporting	15
2	The Press and Registration of Books Act, 1867 The Cable Television Networks (Regulation) Act, 1995 The Cinematograph Act, 1952 Information Technology Act, 2000 (with 2008 amendments)	15

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	Digital Media Guidelines and IT Rules 2021 Role of statutory and self-regulatory bodies: Press Council of India (PCI), News Broadcasting & Digital Standards Authority (NBDSA), Central Board of Film Certification (CBFC)	
3	Media Ethics and Responsibilities, Journalistic code of conduct: Accuracy, impartiality, fairness, Ethical issues: Paid news, sensationalism, fake news, Conflict of interest, privacy vs. public interest, Reporting on trauma, violence, children, and marginalized groups, Ethics in advertising and public relations, Ethical challenges in digital journalism and social media	15
4	Contemporary Issues and Case Studies , Case studies: Media trials, sting operations, TRP scams, Hate speech and communal reporting Media and elections: MCC and election coverage norms Deepfakes, AI-generated misinformation, and legal loopholes Debates on censorship vs. content regulation (OTT, memes, influencers), Evolving need for media literacy and ethical education	15

Suggested Readings:

1. Rao, R. Venkata, and Yashomati Ghosh. Legal Ethics and the Profession of Law. LexisNexis, 2014.
2. Prasad, Anirudh. Principles of the Ethics of Legal Profession in India. Eastern Book Company, 2022.
3. Sharma, B. R. Legal and Ethical Issues in India. Universal Law Publishing, 2018.
4. Rhodes, Richard H. Legal Ethics in India: A Comparative Perspective. Cambridge UP, 2020.
5. Mittal, D. P. Legal and Ethical Aspects of Media in India. Eastern Book Company, 2019.

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Program	MA-JMC	Semester	II
Course Title	Community Radio Production and Practice	Course Code	MAJMC-205
Credits	4	Max. Marks	100

Course objectives:

- To introduce the concept, philosophy, history, and policy framework of community radio in India and globally.
- To develop an understanding of audience profiling and participatory content creation using local formats and languages.
- To impart practical knowledge of radio equipment, voice training, and audio editing for community-based programming.
- To enable students to produce original radio programs, conduct field interviews, and manage broadcast activities.

Course outcomes: The students will be able to

- To explain the origin, purpose, and legal guidelines of community radio and distinguish it from other broadcasting models.
- To analyze local needs, script inclusive programs, and use community formats to involve diverse voices.
- To handle recording equipment, conduct voice-based content delivery, and edit audio using basic software.
- To create, document, and manage community radio programs with real-life engagement and broadcast readiness.

Unit-No	Description	No. of Lectures
1	Introduction to Community Radio: Concept and philosophy of community radio, History and evolution of community radio in India and globally, Difference between public, private, and community broadcasting, Role of community radio in development and empowerment, Policies and guidelines for community radio in India (Ministry of I&B, CR Policy 2006)	15
2	Understanding local needs and audience profiling, Participatory content development: involving community voices, Program formats: radio magazine, interviews, discussions, jingles, folk formats, Scripting techniques for radio in local languages, Ethics of community content and inclusive messaging	15
3	Equipment for community radio: mixers, recorders, microphones, telephony, Studio vs. field recording, Voice training and narration	15

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	techniques, Use of audio editing software (e.g., Audacity), Recording, editing, mixing, and exporting for broadcast	
4	Group projects: producing 2–3 complete radio programs (8–10 mins each), Field work: interviews with local stakeholders (farmers, SHGs, NGOs, artisans, etc.), Public Service Announcements (PSAs) for local awareness, Scheduling and broadcast management, Maintaining program logs, feedback reports, and audience engagement, Portfolio submission: minimum 3 original community programs	15

Suggested Readings:

1. Malik, Kanchan K., and Vinod Pavarala, editors. Community Radio in South Asia: Reclaiming the Airwaves. Routledge, 2021.
2. Howley, Kevin, editor. Understanding Community Media. 3rd ed., Sage Publications, 2020.
3. UNESCO. Community Radio Handbook. UNESCO, 2001.
4. Myers, Mary. From the Studio to the Streets: Mobilizing a Community Radio Movement in Colombia. Stanford UP, 2011.
5. Thomas, Amos Owen. Community Radio in India: A Study in Policy and Practice. Sage Publications India, 2013.






Program	MA-JMC	Semester	II
Course Title	Anchoring and Podcasting Skills	Course Code	MAJMC-206
Credits	4	Max. Marks	100

Course objectives:

- To introduce the roles, types, and essential performance skills required for professional anchoring.
- To develop anchoring proficiency through scripting, studio handling, teleprompter usage, and live show practices.
- To provide conceptual understanding and practical skills for podcasting, including scripting, structuring, and equipment handling.
- To train students in podcast production, post-production editing, and ethical hosting on digital platforms.

Course outcomes: The students will be able to

- To demonstrate effective anchoring skills including voice modulation, body language, and camera presence.
- To script and conduct different formats of anchoring—news, interviews, debates, and handle live scenarios.
- To design and record podcast episodes using appropriate structures and audio equipment.
- To edit, publish, and ethically distribute podcast content across platforms.

Unit-No	Description	No. of Lectures
1	Role of anchors in news, talk shows, events, and infotainment, Types of anchoring: news anchoring, event anchoring, entertainment anchoring, Voice modulation, pronunciation, pitch, pace, pause, Non-verbal communication: body language, camera presence, expressions Teleprompter and cue-card reading techniques	15
2	Scripting for anchoring: bulletins, shows, debates, interviews Conducting live vs. recorded shows, Studio setup and anchoring formats (single/dual anchors), On-camera rehearsals and mock sessions Handling breaking news and impromptu situations	15
3	Concept and history of podcasting, Types: narrative, interview, panel, educational, Scripting and structuring a podcast episode Recording equipment: microphones, recorders, interface	15
4	Recording, editing, and mixing using tools , Adding intros, background music, and sound effects, Hosting and distribution platforms Creating a podcast series (minimum 2 episodes of 5–10 mins each)	15

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	Legal and ethical considerations in podcasting (music rights, consent, language)	
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Suggested Readings:

1. Chattopadhyay, B. K. Broadcast Anchoring and Presentation Skills. Sage Publications India, 2015.
2. Alton, Steve. The News Anchor Book: How to Write and Deliver the News. 3rd ed., McGraw-Hill, 2018.
3. Parthasarathy, Rangaswami. News Anchoring Techniques in India. Sterling Publishers, 2020.
4. Axtman, Doug, and Laurie Richards. On Camera: Presenting News and Information for the Electronic Media. 2nd ed., Focal Press, 2017.
5. Rayaprolu, Surya. Podcasting and Anchoring: Digital Media Skills. Routledge India, 2022.

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Program	MA-JMC	Semester	II
Course Title	IPR in Media and Communication	Course Code	MAJMC-207
Credits	2	Max. Marks	100

Course objectives:

- To introduce the concept of Intellectual Property Rights (IPR) and its relevance in media and communication
- To understand legal frameworks protecting creative works in journalism, advertising, broadcasting, and digital media
- To promote ethical use, content ownership awareness, and copyright compliance in media practices

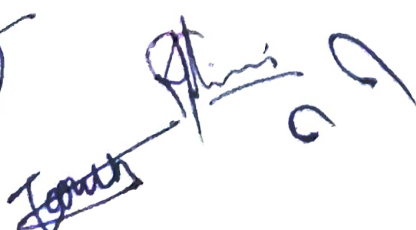
Course outcomes:

- Explain the basics of IPR and its application in media and communication
- Identify legal protections available for creative works in digital and traditional media
- Apply copyright and content ethics while producing original media content

Unit-No	Description	No. of Lectures
1	Concept and importance of Intellectual Property Rights Structure of IPR, Types of IPR: Copyright, Trademark, Patent, Design, Geographical Indications, Role of IPR in media, communication, and creative industries, WIPO and Indian IPR Policy	15
2	Copyright Act, 1957 and amendments, Copyright in journalism, photography, broadcasting, films, and online content., Fair use vs. infringement, Licensing, royalties, and Creative Commons, Digital piracy, content sharing, and streaming rights, Case studies of copyright disputes in Indian media, Plagiarism: types, tools for detection, academic and journalistic consequences, Trademark in branding, logos, slogans in advertising, Ownership of content in employment and freelance contracts, Legal vs. ethical dimensions of IPR in communication, Protecting original content in the age of AI and digital reproduction	15







Suggested Readings:

1. Gautam, Arup K. Intellectual Property Rights in Media and Communication. Eastern Book Company, 2020.
2. Bently, Lionel, et al. Intellectual Property Law. 6th ed., Oxford UP, 2022.
3. Rao, V. K. IPR and Media Laws in India. LexisNexis, 2019.
4. Bainbridge, David. Intellectual Property. 11th ed., Pearson, 2021.
5. Singh, Nidhi. Media Law and Intellectual Property Rights. Sage Publications India, 2018.

The block contains several handwritten signatures in blue ink. At the top left is a signature that appears to be 'S. S. Rao'. Below it and to the right are several other signatures, including one that looks like 'Shelby', another that looks like 'Rao', and a signature that looks like 'T. S. Singh'. There are also some scribbles and a small circle to the right of the 'Rao' signature.

Program	MA-JMC	Semester	III
Course Title	Media Research	Course Code	MAJMC-301
Credits	4	Max. Marks	100

Course objectives:

- To introduce the basic concepts, scope, and importance of research in media studies.
- To explain the various types, approaches, and research designs used in communication and media research.
- To develop skills in research methodology, including sampling, hypothesis formulation, and data collection techniques.
- To train students in tools for quantitative and qualitative data analysis and interpretation.
- To enable students to prepare research reports, use citation styles, and understand ethical considerations in research.

Course outcomes: The students will be able to

To define media research and describe its scope, relevance, and applications in journalism and communication.

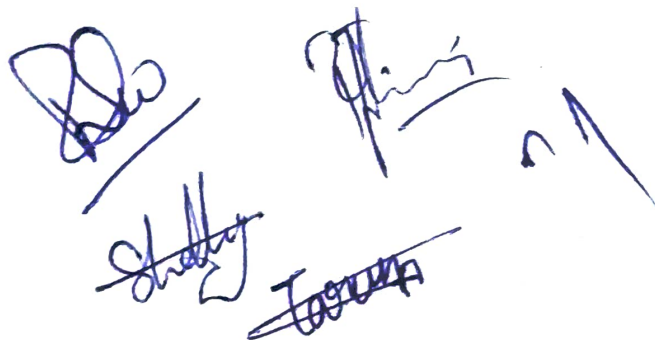
- To identify and differentiate among types of research, research approaches, and communication research models.
- To formulate research problems, construct hypotheses, and select appropriate sampling and data collection methods.
- To analyze and interpret data using basic statistical and qualitative tools.
- To prepare a research report with proper structure, referencing, and ethical compliance.

Unit-No	Description	No. of Lectures
1	Meaning, definition and scope of media research, Importance and application in journalism, advertising, PR, and digital media, Conceptual vs. empirical research, Role of research in policy and decision making	15
2	Types: Exploratory, Descriptive, Explanatory, Diagnostic, Approaches: Quantitative vs. Qualitative, Research designs: Survey, Experimental, Content Analysis, Case Study, Ethnography, Variables and concepts in media studies	15
3	Research problem identification and formulation, Hypothesis: Definition, characteristics, types, Sampling: Probability and non-probability methods, Data collection tools: Questionnaire, interview, observation, schedules	15
4	Data classification, tabulation, coding, Statistical tools: Mean, Median, Mode, SD, Correlation, Percentage, Qualitative techniques: Thematic analysis, coding, Use of tools like Excel/SPSS for basic analysis, Structure and components of a research report, Referencing styles: APA, MLA, Chicago, Plagiarism and ethical issues in research, Project planning: Timeline, budgeting, permissions	15

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Suggested Readings:

1. Wimmer, Roger D., and Joseph R. Dominick. Mass Media Research: An Introduction. 11th ed., Cengage Learning, 2016.
2. Rayaprolu, Surya. Media Research Methods in India. Routledge India, 2020.
3. Berger, Arthur Asa. Media Research Techniques. 5th ed., Sage Publications, 2014.
4. Chattopadhyay, B. K. Research Methods for Media Studies. Sage Publications India, 2018.
5. Krippendorff, Klaus. Content Analysis: An Introduction to Its Methodology. 4th ed., Sage Publications, 2018.



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Program	MA-JMC	Semester	III
Course Title	Studio and Field Production Techniques	Course Code	MAJMC-302
Credits	4	Max. Marks	100

Course objectives:

- To develop students' skills in academic presentation and public speaking.
- To encourage independent research and critical thinking on contemporary issues.

Course outcomes: The students will be able to

- Select a relevant academic topic and conduct preliminary research.
- Prepare and deliver effective seminar presentations using visual aids.

Unit-No	Description	No. of Lectures
1	Basics of audio-visual communication, Phases of production: pre-production, production, post-production, Studio vs. field production: differences and workflows, Roles of producer, director, cinematographer, sound engineer	15
2	Concept development and treatment writing, Scripting formats for fiction/non-fiction, Storyboarding and shot division, Production planning: budgeting, location permission, equipment checklist	15
3	Studio layout: control room, production floor, Multi-camera setup, camera angles, and movements, Lighting types and techniques (3-point lighting, color temperature), Audio setup: microphones, mixers, boom, lapel, Location scouting and ambient sound management, Single-camera and multi-camera field shooting, Shooting interviews, documentaries, live events, Managing natural light and mobile camera rigs	15
4	Basics of non-linear editing: timeline, trimming, transitions, Sound design and voiceover integration, Graphics and title overlays, Output formats and rendering for TV, web, and mobile	15

Suggested Readings:

1. Barnwal, Harishchandra. Televijan ki Bhasha. Radhakrishna, 2019.
2. Barrera, Jacoby. Broadcast Journalism. ED Tech Press, 2020.
3. Bruck, Axel. Creative Camera Techniques. Focal Press, 1981.
4. Cushion, Stephen, and Justin Lewis, editors. The Rise of 24 Hour News Television: Global Perspectives. Peter Lang, 2010.
5. Halas, John. Visual Scripting. Focal Press, 1976.

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Program	MA-JMC	Semester	III
Course Title	Gender and Health Communication	Course Code	MAJMC-303
Credits	4	Max. Marks	100

Course objectives:

- To provide foundational understanding of gender as a social construct and how it intersects with media representation.
- To critically examine gender issues in communication, stereotypes, and media portrayal of diverse identities.
- To familiarize students with the basics of health communication and its role in public awareness and behavioural change.
- To equip students with communication strategies for promoting health, wellness, and public policy using media and community engagement.

Course outcomes: The students will be able to

To analyze the construction of gender roles and their impact on identity and society.

- To identify and critique gender representation in various media formats.
- To explain key concepts and models in health communication.
- To design effective health communication messages and campaigns for diverse audiences.

Unit-No	Description	No. of Lectures
1	Concept of gender vs. sex, Gender roles and socialization, Patriarchy, masculinity, and feminism, Inter-sectionality: class, caste, sexuality, and gender identity	15
2	Gender stereotyping in media: TV, films, advertisements, digital platforms, Representation of LGBTQIA+ communities, Gender-sensitive language and inclusive communication, Role of media in challenging gender norms	15
3	Definition, scope, and importance of health communication, Models of health communication: health belief model, diffusion of innovation, etc., Communication strategies in public health campaigns, Role of traditional and digital media in health promotion	15
4	Risk communication and crisis messaging (e.g., COVID-19, vaccination drives), Health journalism and ethical issues, IEC (Information, Education, Communication) and BCC (Behaviour Change Communication), Health communication for marginalized and rural populations	15

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Suggested Readings:

1. Van Servellen, Gwen. Communication Skills for the Health Care Professional. 3rd ed., Jones and Bartlett, 2018.
2. Chattopadhyay, B. K. Gender and Health Communication in India. Sage Publications India, 2019.
3. Buzzanell, Patrice M., et al., editors. Gender in Applied Communication Contexts. Sage, 2004.
4. Parthasarathy, Rangaswami. Health Communication Strategies for Women in Media. Sterling Publishers, 2020.
5. Dutta, Mohan J. Communicating Health: A Culture-Centered Approach. Polity Press, 2008.

The image shows five handwritten signatures in blue ink. The signatures are arranged in a cluster. The top-left signature is a stylized 'S' or 'D'. The top-right signature is a cursive 'R'. The middle-left signature is a cursive 'S'. The middle-right signature is a cursive 'A'. The bottom signature is a cursive 'T'.

Program	MA-JMC	Semester	III
Course Title	Rural Communication	Course Code	MAJMC-303 - B
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the concept, need, and scope of rural communication in India.
- To enable understanding of traditional and modern communication channels used in rural development.
- To familiarize students with key government schemes, development programs, and rural communication strategies.
- To develop practical skills in designing, planning, and assessing communication for rural change and empowerment.

Course outcomes: Students will be able to

- Explain the characteristics and challenges of rural communication in the Indian context.
- Critically evaluate various media and folk forms used to engage rural audiences.
- Demonstrate understanding of government development schemes and their communication components.
- Capable of planning communication strategies for effective rural development campaigns.

Unit-No	Description	No. of Lectures
1	Definition, nature, and scope of rural communication, Characteristics of rural society and communication gaps, Need for rural communication in development, Role of communication in rural empowerment	15
2	Traditional folk media: puppetry, storytelling, folk theatre, music, wall art, Radio, community radio, and rural press, Print, posters, leaflets, and visual aids, Case studies of successful folk communication campaigns	15
3	Role of government departments and ministries (I&B, Rural Development, Panchayati Raj), Major rural development programs: MNREGA, NRLM, PMGSY, SBM, etc., IEC (Information, Education, Communication) strategies, NGOs and civil society role in rural communication	15
4	Audience analysis and message design, Use of participatory communication techniques, Campaign planning, execution, and evaluation, Field-based projects and community engagement	15

Suggested Readings:

1. Narula, Uma. Rural Communication and Development. 2nd ed., Atlantic Publishers, 2006.
2. Melkote, Srinivas R., and H. Leslie Steeves. Communication for Development in the Third World. 2nd ed., Sage Publications, 2001.
3. Jayaweera, R. Rural Communication in India: Strategies and Practices. Mittal Publications, 2015.
4. Manyozo, Linje. Media, Communication and Development: Three Approaches. Sage Publications, 2012.
5. Singhal, Arvind, and Everett M. Rogers. India's Information Revolution. Sage Publication

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Program	MA-JMC	Semester	III
Course Title	Science Communication	Course Code	MAJMC-304 - B
Credits	4	Max. Marks	100

Course objectives:

- To develop an understanding of the principles and importance of science communication in society.
- To introduce various media and formats used in disseminating scientific information to the public.
- To build skills in simplifying and communicating complex scientific ideas accurately and engagingly.
- To sensitize students to ethical and social responsibilities in communicating science, technology, and environment-related issues.

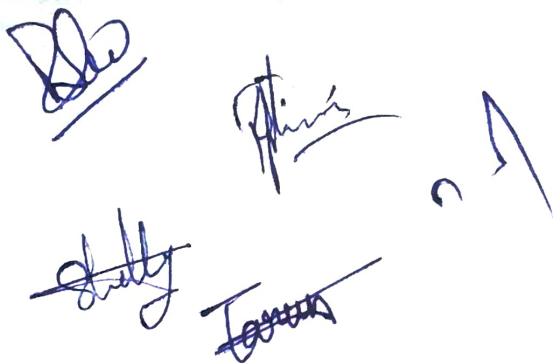
Course outcomes: Students should be able to:

- Students will be able to explain the need, role, and challenges of science communication in the public domain.
- Students will identify and use appropriate formats for communicating science to different audiences.
- Students will demonstrate the ability to simplify technical information for public understanding through various media.
- Students will analyze ethical dilemmas and public perception related to science, environment, and technology communication.

Unit-No	Description	No. of Lectures
1	Meaning, definition, and scope of science communication, History and evolution of science communication in India, Barriers to effective science communication, Importance of scientific temper and public engagement with science	15
2	Role of print, electronic, and digital media in science dissemination, Writing popular science articles, news stories, and features, Science in cinema, podcasts, and documentaries, Introduction to science communication campaigns and journalism	15
3	Visualizing science: infographics, charts, illustrations, animations, Science exhibitions, street plays, and public lectures, Use of social media, mobile apps, and online platforms, Storytelling and narratives in science communication	15
4	Public understanding of science and environmental awareness, Risk communication and crisis reporting (health, pandemic, climate, nuclear), Ethics in science communication: accuracy, sensationalism, bias, Case studies on vaccine communication, GM crops, climate change, and AI	15

Suggested Readings:

1. Montgomery, Scott L. The Chicago Guide to Communicating Science. 2nd ed., U of Chicago P, 2017.
2. Chattopadhyay, B. K. Science Communication in India: Strategies and Practices. Sage Publications India, 2018.
3. Dean, Cornelia. Am I Making Myself Clear? A Scientist's Guide to Talking to the Public. Harvard UP, 2009.
4. Parthasarathy, Rangaswami. Science Journalism and Communication in India. Sterling Publishers, 2020.
5. Holliman, Richard, et al., editors. Investigating Science Communication in the Information Age. Open UP, 2009.



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Program	MA-JMC	Semester	III
Course Title	Court Reporting	Course Code	MAJMC-304 - A
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the legal system and court structures in India.
- To train students in techniques and ethics of accurate and responsible court reporting.
- To enable understanding of legal terminologies, procedures, and types of court cases.
- To develop analytical skills for interpreting and reporting legal judgments and proceedings.

Course outcomes: The students will be able to

- Demonstrate knowledge of the Indian judicial system and types of courts.
- Produce ethically sound and legally compliant reports on court proceedings.
- Identify and apply appropriate legal terminology and reporting formats.
- Analyze judgments, orders, and legal documents for media presentation.

Unit-No	Description	No. of Lectures
1	Structure of Indian judiciary: Supreme Court, High Courts, District Courts, Civil and Criminal cases: differences and examples, Terminologies used in courts: affidavit, PIL, FIR, chargesheet, etc, Court hierarchy and jurisdictions, BDS, BNS, BSA, CRPC, IPC	15
2	Importance of accuracy and impartiality in court reporting, Procedures for attending court sessions, Contempt of court and legal restrictions, Ethics and challenges in reporting sensitive legal issues	15
3	How to read and interpret legal documents: FIRs, charge sheets, judgments, Writing reports on trials, hearings, and verdicts, Reporting on high-profile cases and media trials, Language and style of legal reporting for print, TV, and digital media	15
4	Analysis of landmark cases: KesavanandaBharati, Nirbhaya, Triple Talaq, etc., Case studies on reporting rape trials, juvenile cases, and defamation suits, Coverage of election petitions and constitutional matters, Mock sessions: courtroom simulations and report writing	15

Suggested Readings:

1. . Parthasarathy, Rangaswami. Court Reporting and Legal Journalism in India. Sterling Publishers, 2019.
2. Hall, Jim. The Reporter's Handbook on Media Law. 6th ed., Southern Illinois UP, 2021.
3. Chattopadhyay, B. K. Legal Reporting Techniques. Sage Publications India, 2017.
4. Pember, Don, and Clay Calvert. Mass Media Law. 21st ed., McGraw-Hill Education, 2020.
5. Rayaprolu, Surya. Courtroom Journalism: Ethics and Practice. Routledge India, 2022.

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Program	MA-JMC	Semester	III
Course Title	Photo and Videography	Course Code	MAJMC-305
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the technical fundamentals of photography and develop basic camera handling and exposure control skills.
- To enhance the students' knowledge in creative photography and photojournalistic practices, with emphasis on storytelling through images.
- To familiarize students with video camera operations, shooting techniques, and basic sound recording for visual storytelling.
- To train students in the fundamentals of non-linear video editing, including trimming, transitions, sound, and color correction.

Course outcomes: Students will be able to:

- To operate DSLR/Mirrorless cameras, adjust exposure settings (ISO, aperture, shutter speed), and compose visually effective photographs.
- Create photo stories or essays demonstrating visual storytelling, image sequencing, and caption writing using ethical photojournalism practices.
- To shoot short video sequences using appropriate shot sizes, movements, and audio techniques for field production.
- Independently produce and edit a short video project using editing software, demonstrating understanding of continuity, structure, and aesthetics.

Unit-No	Description	No. of Lectures
1	Understanding the camera: DSLR/Mirrorless components and settings, Types of lenses and their use, Exposure triangle: ISO, Shutter speed, Aperture, Rules of composition and framing, Indoor and outdoor lighting techniques, Practical: Shooting exercises (portrait, landscape, street)	15
2	Depth of field and focusing techniques, White balance and color temperature, Ethical aspects of photojournalism, Introduction to photo essays and photo stories, Image selection and caption writing, Practical: Photo story/photo feature submission	15
3	Video camera operations and formats, Frame rates, aspect ratio, resolution, Types of shots, camera movements (pan, tilt, zoom, dolly), Recording sound and using microphones, Storyboarding and planning video shoots, Practical: 1–2 min video sequence with transitions	15
4	Basics of cinematography: shot composition, lighting for video, Introduction to editing software (Adobe Premiere Pro / DaVinci Resolve / Final Cut Pro), Importing footage, basic trimming, transitions, adding	15

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	sound/music, Titles, color correction, and rendering, Final project: Short video feature (3–5 minutes)	
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Suggested Readings:

1. Langford, Michael J. Basic Photography. 10th ed., Focal Press, 2016.
2. Chattopadhyay, B. K. Photojournalism and Videography in India. Sage Publications India, 2019.
3. Peterson, Bryan. Understanding Exposure. 4th ed., Amphoto Books, 2016.
4. Parthasarathy, Rangaswami. Digital Photography Techniques. Sterling Publishers, 2021.
5. Artemis, Maria. Videography for Beginners: From Shooting to Editing. Routledge, 2020.











Program	MA-JMC	Semester	III
Course Title	Summer Training Report	Course Code	MAJMC-306
Credits	4	Max. Marks	100

Course objectives:

- Apply Classroom-based education for practical work experience in the industry
- Network with the industry professional

Course outcomes: Students will be able to:

- Make a comprehensive report of his/her work experience.
- Make them ready for the industry accordingly.

Unit-No	Description	No. of Lectures
1	SUMMER TRAINING REPORT Soon after the Second Semester End-Term Examination, students will undergo training in Print/ Electronic Media for four weeks and will submit a comprehensive Summer Training Report (STR) along with a Power Point Presentation incorporating the work done during the training. The hard copy of the STR (in duplicate) is to be submitted along with a soft copy of Power Point Presentation at least 4 weeks before the commencement of End Term Examination of the Third semester. Summer Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner.	120

Suggested Readings:

1. Swales, John M., and Christine B. Feak. Academic Writing for Graduate Students: Essential Tasks and Skills. 3rd ed., U of Michigan P, 2012.
2. Chattopadhyay, B. K. Research Paper Writing in Indian Academia. Sage Publications India, 2017.
3. Lester, James D., and James D. Lester Jr. Writing Research Papers: A Complete Guide. 15th ed., Pearson, 2015.
4. Parthasarathy, Rangaswami. Academic Writing and Research Methods. Sterling Publishers, 2020.
5. Graff, Gerald, and Cathy Birkenstein. They Say / I Say: The Moves That Matter in Academic Writing. 5th ed., W. W. Norton, 2021

Program	MA-JMC	Semester	III
Course Title	Environmental Communication and Climate Change	Course Code	MAJMC-307 A
Credits	2	Max. Marks	100

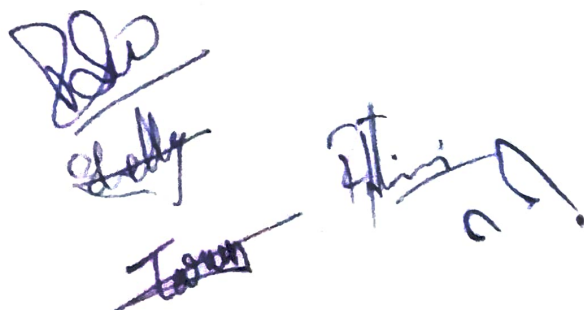
Course objectives:

- To develop a critical understanding of the media's role in promoting environmental awareness and influencing public perception.
- To equip students with the knowledge and journalistic skills required for effective, ethical, and engaging environmental reporting.
- To explore the use of science communication, disaster coverage, and digital tools in addressing environmental challenges and resource conservation.

Course outcomes: Students will be able to:

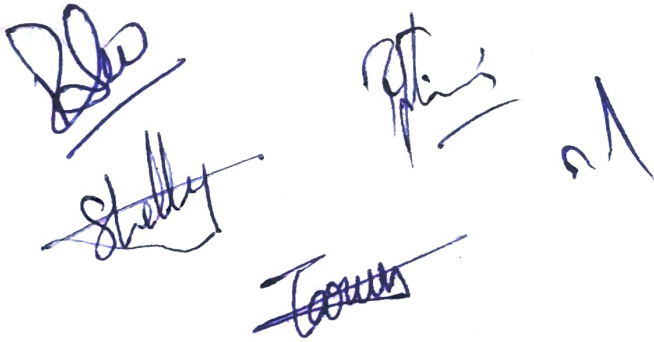
- To analyze and evaluate the role of media in shaping public attitudes toward environmental and scientific issues.
- Demonstrate the ability to write accurate and impactful environment-related news reports, features, and articles using appropriate structure and language.
- Apply media strategies and communication technologies in reporting on environmental crises, disaster management, and conservation efforts.

Unit-No	Description	No. of Lectures
1	Media and public environmental awareness, Impact of science journalism on social attitudes, Sources of science and environment news, Role of media in prevention of environmental pollution, its causes and effects: Air pollution, water pollution, Soil pollution, marine pollution, Noise pollution, thermal pollution, nuclear hazards., Role of media in disaster management: floods, earthquakes, cyclones and landslides, Laws for environment protection	15
2	Language in environment reporting for popular appeal: Words, sentences and readability, Report structure, human interest, avoiding exaggeration and sensationalism, the importance of rewriting, Writing features and articles on environment and issues related to environmental degradation, Role of information and communication technologies for environmental protection, Role of media in conservation of natural resources: Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources etc.	15



Suggested Readings:

1. Cox, Robert. Environmental Communication and the Public Sphere. 5th ed., Sage Publications, 2019.
2. Chattopadhyay, B. K. Environmental Communication in India: Strategies for Climate Awareness. Sage Publications India, 2021.
3. Nisbet, Matthew C. The Oxford Handbook of Climate Change Communications. Oxford UP, 2017.
4. Parthasarathy, Rangaswami. Climate Change Reporting and Communication. Sterling Publishers, 2020.
5. Hansen, Anders, and Richard Cox, editors. The Routledge Handbook of Environment and Communication. 2nd ed., Routledge, 2021.



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Program	MA-JMC	Semester	III
Course Title	Political Reporting	Course Code	MAJMC-307 B
Credits	2	Max. Marks	100

Course objectives:

- To build foundational knowledge of political journalism in a democratic setup.
- To equip students with journalistic techniques for political reporting while understanding ethical and legal boundaries.
- To critically examine modern trends, digital tools, and challenges in political reporting today.

Course outcomes: The students will be able to

- Identify diverse sources of political information and understand the responsibilities of a political reporter in a democratic framework.
- Gain the ability to report political events accurately, maintaining neutrality and adhering to legal and ethical standards.
- Critically evaluate how media ownership, digital tools, or political agendas shape political coverage, and develop strategies to counter misinformation.

Unit-No	Description	No. of Lectures
1	Introduction to political reporting – purpose and scope, Types of Media Ownership, Key sources: political parties, legislative proceedings, press releases, briefings, Covering political parties and politics; legislative reporting, Reporting elections, rallies, interviews, and assemblies, Investigative and beat reporting in politics, Ethical considerations: objectivity, bias, sensationalism, Legal issues: defamation, fake news laws, copyright, right to information	15
2	Influence of media ownership and political biases, Role of social media and digital platforms in shaping political discourse, Analyzing political propaganda, misinformation and media manipulation, Case studies and examples of political reporting (India-focused)	15

Suggested Readings:

1. Parthasarathy, Rangaswami. Political Reporting in India. Sterling Publishers, 2018.
2. Crouse, Timothy. The Boys on the Bus. Random House, 1973.
3. Chattopadhyay, B. K. Election Coverage and Political Journalism. Sage Publications India, 2020.
4. Jamieson, Kathleen Hall, and Paul Waldman. The Press Effect: Politicians, Journalists, and the Stories that Shape the Political World. Oxford UP, 2003.
5. Rayaprolu, Surya. Political Communication and Reporting Strategies. Routledge India, 2022.

Program	MA-JMC	Semester	III
Course Title	Sports Journalism	Course Code	MAJMC-307 C
Credits	2	Max. Marks	100

Course objectives:

- To introduce students to the concept and historical development of sports journalism, and familiarize them with essential news sources and sports institutions.
- To develop students' technical skills in writing and presenting various types of sports stories, while maintaining ethical journalism standards.
- To analyze the broader sports management ecosystem and evolving digital trends, and prepare students for future career opportunities in the field.

Course outcomes: Students will be able to:

- Able to define sports journalism, trace its evolution, and identify major sports organizations and credible news sources.
- Produce different formats of sports reports
- Assess the impact of sports institutions and leagues on journalism; understand media business dynamics, and articulate emerging roles in digital sports reporting.

Unit-No	Description	No. of Lectures
1	Definition, scope, and evolution of sports journalism, Sports media history and its role in sports promotion (print, broadcast, online), Key sources: sports bodies (SAI, FIFA, ICC, IOC), press releases, commentary, events, News values, ethics, and standards in sports reporting, Formats: game stories, features, columns, interviews, trend stories, Sports photography, infographic usage, layout and editing principles	15
2	Function and influence of sports bodies and emerging professional leagues (IPL, ISL, Pro Kabaddi), Sports marketing, promotion, sponsorship, and anti-doping bodies (WADA/NADA), New media trends: blogging, live commentary, mobile alerts; roles and career paths in sports journalism	15

Suggested Readings:

1. Anderson, Dave. Sports Writing: A Manual for the Beginning Sports Reporter. Harcourt Brace Jovanovich, 1983.
2. Chattopadhyay, B. K. Sports Journalism in India. Sage Publications India, 2019.
3. McGowan, Sam, and Paul Smith. Sports Journalism: An Introduction to Reporting and Writing. Sage Publications, 2013.
4. Parthasarathy, Rangaswami. Sports Reporting Techniques. Sterling Publishers, 2020.
5. Whannel, Garry. Media Sport Stars: Masculinities and Moralities. Routledge, 2002.

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Program	MA-JMC	Semester	IV
Course Title	Scholarly Writing and Research Proposal	Course Code	MAJMC-401
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the fundamentals of scholarly writing and its importance in academic and research contexts.
- To familiarize students with the structure and style of academic papers, journal articles, and book chapters.
- To train students in preparing effective research proposals for academic and professional purposes.
- To develop students' ability to cite sources accurately and follow major referencing styles.
- To encourage critical thinking, ethical writing practices, and readiness for academic publishing.

Course outcomes: Students will be able to:

- Understand the conventions, types, and formats of scholarly writing.
- Write academic documents such as research papers, book chapters, and reviews with clarity and coherence.
- Demonstrate the ability to prepare and present a structured research proposal.
- Apply appropriate citation and referencing styles (APA, MLA, Chicago, etc.) in academic writing.
- Follow ethical practices in writing and be equipped to contribute to academic publishing.

Unit-No	Description	No. of Lectures
1	Nature and purpose of scholarly writing, Differences between academic, journalistic, and technical writing, Types of scholarly writing: research papers, book chapters, review articles, policy briefs, Characteristics: coherence, objectivity, evidence-based approach, academic tone, Common errors in scholarly writing	15
2	Title, abstract, keywords, Introduction, literature review, objectives, Methodology, findings, discussion, and conclusion, Tables, figures, and appendices, Writing styles across disciplines	15
3	Purpose and importance of research proposals, Elements of a proposal: title, rationale, objectives, review, methodology, timeline, budget, Conceptual framework and statement of the problem, Ethics in research planning and proposal submission, Format of UGC, ICSSR, and other funding agencies	15
4	Importance of citation and avoiding plagiarism, Referencing styles: APA, MLA, Chicago – format and in-text citation, Using citation tools: Zotero, Mendeley, Google Scholar, Paraphrasing and summarising techniques,	15

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	Plagiarism detection tools and ethical guidelines, • Identifying suitable journals and publication platforms, • Peer-review process and editorial expectations, • Writing cover letters and responding to reviewers, Abstract submission for conferences/seminars, Common reasons for rejection and how to avoid them	
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Suggested Readings:

1. Swales, John M., and Christine B. Feak. Academic Writing for Graduate Students: Essential Tasks and Skills. 3rd ed., U of Michigan P, 2012.
2. Lester, James D., and James D. Lester Jr. Writing Research Papers: A Complete Guide. 15th ed., Pearson, 2015.
3. Chattopadhyay, B. K. Scholarly Writing and Research Proposals in India. Sage Publications India, 2019.
4. Booth, Wayne C., et al. The Craft of Research. 4th ed., U of Chicago P, 2016.
5. Parthasarathy, Rangaswami. Research Proposal Writing for Media Studies. Sterling Publishers, 2021.







Program	MA-JMC	Semester	IV
Course Title	Media Management	Course Code	MAJMC-402
Credits	4	Max. Marks	100

Course objectives:

- To understand foundational principles of media management and ownership structures in the Indian context.
- To familiarize students with the internal structure and inter-departmental functions of media organizations.
- To introduce the principles of marketing and consumer analysis as applied to media products.
- To analyze the media market environment and the impact of market forces on media operations.
- To equip students with knowledge of financial planning and economic strategies within media industries.

Course outcomes: Students will be able to:

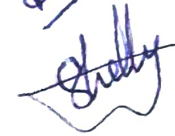
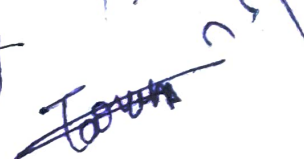
- Explain various media ownership patterns and comprehend the significance of planning and organizational control in media operations.
- Identify and describe the roles and interconnections of different departments in a media organization.
- Design basic media marketing strategies using consumer behavior and brand-building insights.
- Assess how market structures and government policies influence media economics and operations.
- Interpret media financial documents and develop basic operational strategies for media business sustainability.

Unit-No	Description	No. of Lectures
1	Principles of media management and their significance – media as an industry and profession, Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains)., Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.	15
2	Hierarchy, functions and organisational structure of different departments –general management, finance, circulation (sales promotion –including pricing and price –war aspect); advertising (marketing), personnel management, production and reference sections	15
3	Marketing Mix, life cycles, market and product planning and analysis,	15

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	use of consumer research for product development, promotion, advertiser influence in product design, distribution, Employed/ Employer and customer relations services, marketing strategies, brand, Concepts and Issues - role of the market, government intervention, market responses, consumer and producer choices, labour, Monopoly and competition in the media market, general management, finance, circulation, sales promotion (including pricing and price war aspect)	
4	Economics of print and electronic media – management, business, legal and financial aspects of media management, Budgeting and finance, capital costs, production costs, commercial polity, Advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, Budget control, costing, tax, labour laws and PR for building and sustaining business and audience	15
Suggested Readings: 1. Küng, Lucy. Strategic Management in the Media: Theory to Practice. 2nd ed., Sage Publications, 2017. 2. Chattopadhyay, B. K. Media Management in India. Sage Publications India, 2018. 3. Chan-Olmsted, Sylvia M. Media Management and Economics Research in a Changing Landscape. Routledge, 2011. 4. Parthasarathy, Rangaswami. Contemporary Media Management. Sterling Publishers, 2020. 5. Mierzejewska, Bozena I., and Alan B. Albarran, editors. Handbook of Media Management and Economics. 2nd ed., Routledge, 2018.		



Program	MA-JMC	Semester	IV
Course Title	Development Communication	Course Code	MAJMC-403 A
Credits	4	Max. Marks	100

Course objectives:

- To introduce students to the foundational principles, historical evolution, and theoretical bases of development communication.
- To explore the evolution, ethics, and global framework of development journalism.
- To develop a comprehensive understanding of different media forms and their evolving role in development communication.
- To investigate how media, culture, and participatory practices contribute to inclusive communication and sustainable development.
- To provide practical insights into how media planning is executed in real development settings.

Course outcomes: Students will be able to:

- Critically assess different approaches to development communication and analyze its role in bridging information gaps and facilitating social change.
- Understand the relationship between journalism and development, and critically evaluate global media practices through ethical and cultural lenses.
- Evaluate and compare the effectiveness of traditional, print, electronic, and new media in reaching diverse communities and promoting development goals.
- Design development messages and assess participatory approaches for grassroots engagement.
- Conceptualize and evaluate communication strategies for development interventions effectively.

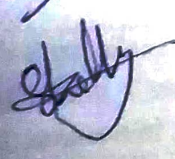
Unit-No	Description	No. of Lectures
1	Definition, concept, role, and importance of development communication in social change, Historical evolution – national and international perspectives., Theoretical foundations – issues, strategies, and approaches, Pre-requisites to development communication: development effort, threshold, communication links, and access, Approaches & theories: Diffusion of Innovation, Empathy, Magic Multiplier, Localized Communication, Case Study: Satellite Instructional Television Experiment (SITE), India (1975–76), Kheda Communication Project	15
2	Concept and types of journalism; roles and responsibilities of journalists, Development journalism – its significance and status in India and abroad, Theories of the Press/Media, News sources and agencies – national and international context, Right to information, NWICO, media freedom and autonomy, Human Centric Rights, Military Organizations, Business and Trade Organizations, Globalization and changes in journalistic trends and	15

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	audience behavior, Case Study: UNESCO's MacBride Commission and NWICO, Rural reporting initiatives by Gaon Connection (India)	
3	Traditional media and performing arts: history, role, and impact in modern India, Print media: types, history, audience habits, and influence., Electronic media: types, evolution, characteristics, societal impact, Political Tensions/Conflicts in Development Communication, ICTs and New Media: emerging platforms, accessibility trends, role in development, Case Study: Use of Puppetry and Street Theatre for Rural Campaigns in India, Digital India Campaign and New Media Outreach	15
4	Communication's role in the development process – retention, learning, and media selection, Media, culture, and society – interrelationships, Right to communicate and media democratization, Development message design – influencing factors, Participatory communication: approaches, relevance, and models, Case Study: Community Radio initiatives like Radio Namaskar, Odisha, Participatory Video by Digital Green	15

Suggested Readings:

1. Melkote, Srinivas R., and H. Leslie Steeves. Communication for Development: Theory and Practice for Empowerment and Social Justice. 3rd ed., Sage Publications, 2015.
2. Vilanilam, J. V. Development Communication in Practice: India and the Millennium Development Goals. Sage Publications India, 2009.
3. Servaes, Jan. Communication for Development and Social Change. Sage Publications, 2008.
4. Narula, Uma. Development Communication: Dilemmas in Public Service Broadcasting. Sage Publications India, 2006.
5. Manyozo, Linje. Media, Communication and Development: Three Approaches. Sage Publications, 2012.



Program	MA-JMC	Semester	IV
Course Title	Event Management	Course Code	MAJMC-403 B
Credits	4	Max. Marks	100

Course objectives:

- Understand the fundamentals and classification of events and their significance in various sectors.
- Learn event planning, budgeting, team coordination, and risk management strategies.
- Gain insights into logistics, venue selection, legal requirements, and vendor management.
- Develop marketing and communication strategies specific to events.
- Apply knowledge through designing, executing, and evaluating sample event projects.

Course outcomes:

- Define and classify various types of events and recognize their roles in society and business.
- Plan and manage event operations including budgeting, team formation, and risk analysis.
- Organize event logistics with a focus on venue, legal permissions, and vendor coordination.
- Create effective marketing plans and communication strategies for different types of events.
- Design and present a practical event management proposal using acquired skills and tools.

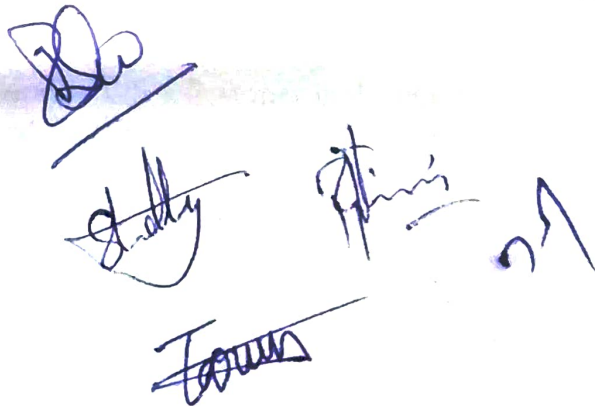
Unit-No	Description	No. of Lectures
1	Definition, objectives, and scope of event management, Classification of events: cultural, corporate, religious, educational, political, etc., History and evolution of the event industry, Importance of events in tourism, media, business, and community development, Role of event manager and core competencies	15
2	Steps in event planning, Event feasibility and SWOT analysis, Budgeting and financial planning, Team structure and human resource management, Risk assessment and legal permissions	15
3	Venue selection and layout planning, Infrastructure and equipment planning, Catering, transport, accommodation and hospitality, Vendor management and negotiation, Health, safety, and crowd management	15
4	Event branding and theme development, Advertising and media planning, Social media and digital promotion, Public relations and sponsorship, Ticketing and registration systems, Event execution checklist, Event documentation and report writing, Post-event evaluation and feedback systems, Case analysis of failed or successful events, Designing and presenting a complete event proposal	15





Suggested Readings:

1. Allen, Joe. Event Planning: The Ultimate Guide to Successful Meetings. 4th ed., Wiley, 2010.
2. Sharma, Anjana. Event Management in India: Principles and Practices. 2nd ed., Anmol Publications, 2018.
3. Getz, Donald. Event Management & Event Tourism. 3rd ed., Cognizant Communication Corporation, 2020.
4. Van Der Wagen, Lynn. Event Management for Tourism, Cultural, Business and Sporting Events. 5th ed., Pearson Australia, 2018.
5. Rai, Shipra. Contemporary Event Management: Indian Perspectives. Sage Publications India, 2021.

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Program	MA-JMC	Semester	IV
Course Title	Film and OTT Studies	Course Code	MAJMC- 404-A
Credits	4	Max. Marks	100

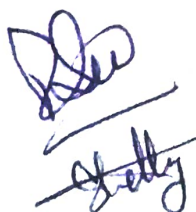
Course objectives:

- Introduce students to the historical evolution and theoretical foundations of cinema and digital streaming platforms.
- Explore the language, grammar, and aesthetics of films and web content.
- Familiarize students with global and Indian cinematic movements and landmark films.
- Understand the structure, content strategies, and business models of OTT platforms.
- Encourage critical thinking through analysis of cinematic and OTT content in socio-political and cultural contexts.

Course outcomes: students will be able to:

- Describe key milestones in the development of cinema and OTT platforms.
- Analyze film narratives and streaming content using cinematic language and critical frameworks.
- Evaluate global film movements and Indian cinema's transformation.
- Examine OTT content creation, distribution, and monetization models.
- Critically assess the cultural, political, and ethical dimensions of film and OTT media.

Unit-No	Description	No. of Lectures
1	Origin and evolution of cinema (silent era to digital age), Milestones in world and Indian cinema, Emergence and growth of OTT platforms (Netflix, Amazon Prime, etc.), Transition from analog to digital: Impact on content and audience behavior, Film vs. Web Series: Changing media landscapes	15
2	Mise-en-scène, cinematography, editing, sound, and lighting, Narrative styles: Linear, Non-linear, Hyperlink, Fragmented,, Genres in cinema and OTT (thriller, comedy, sci-fi, docudrama, etc.), Auteur theory and role of director, Film grammar in web series and short-form content	15
3	Italian Neorealism, French New Wave, German Expressionism, Parallel Cinema in India: Satyajit Ray, ShyamBenegal, MrinalSen, Mainstream Bollywood: Evolution of genres, stars, and narratives, Indian Llanguage cinema: Case studies from Marathi, Bengali, Tamil industries, New wave OTT content vs. Traditional film storytelling	15
4	Overview of OTT platforms in India and abroad, Subscription (SVOD), Ad-based (AVOD), and Freemium models, Content acquisition, commissioning, and licensing,, Representation of gender, caste, class,	15





	and politics, Censorship vs. creative freedom, Audience reception and fan culture in OTT era, Impact of streaming content on youth and rural audiences, Ethical concerns: Violence, sexuality, misinformation, Censorship, content guidelines, and self-regulation, Role of data analytics in viewer personalization	
Suggested Readings: 1. Gopalan, Lalitha. Cinema of Interruptions: Action Genres in Contemporary Indian Cinema. British Film Institute, 2004. 2. Dwyer, Rachel. Bollywood's India: A Public Fantasy. Reaktion Books, 2014. 3. Jaikumar, Priya. At the End of Empire: A Politics of Transition in Britain and India. Duke UP, 2006. 4. Ray, Manas. Bollywood Down Under: Fiji Indian Cultural History and Popular Assertion. Equinox Publishing, 2010. 5. Chatterjee, Angana P. Bollywood and OTT Platforms: The New Entertainment Ecosystem in India. Sage Publications India, 2023		






Program	MA-JMC	Semester	IV
Course Title	AI Tools and Techniques	Course Code	MAJMC-404 - B
Credits	4	Max. Marks	100

Course objectives:

- To introduce the fundamentals of Artificial Intelligence (AI) and its relevance in media and communication.
- To familiarize students with AI tools used in journalism, content creation, and audience analysis.
- To enhance students' understanding of the ethical and legal implications of AI use in media.
- To provide practical exposure to AI-based applications in newsrooms, advertising, PR, and social media.
- To enable students to critically assess the impact of AI on traditional and digital media landscapes.

Course outcomes: Students will be able to

- Demonstrate an understanding of AI basics and its integration with mass communication.
- Use AI-based tools for content writing, editing, voiceovers, and visual design.
- Apply AI analytics in audience targeting, media planning, and reporting.
- Identify ethical and privacy issues related to AI use in journalism.
- Evaluate the changing role of media professionals in the AI era.

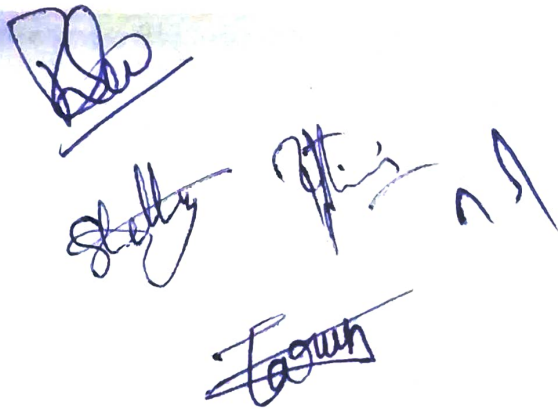
Unit-No	Description	No. of Lectures
1	Definition and history of AI, AI vs. Machine Learning vs. Deep Learning, Importance of AI in communication, Current trends of AI in newsrooms and media industries, Global practices in AI and journalism	15
2	AI-based news writing (e.g., Wordsmith, Heliograf), AI for transcription (e.g., Otter.ai, Descript), Automated fact-checking and content verification tools, Language models and AI-assisted research, Real-time news tracking through AI bots	15
3	Personalized advertising and recommendation algorithms, Chatbots and virtual influencers, Predictive analytics and audience segmentation, Sentiment analysis and media monitoring, Tools: Brandwatch, Sprinklr, Hootsuite Insights	15
4	AI and data privacy, Deepfakes and misinformation, Bias in AI-generated content, Ethical standards and regulatory frameworks, Case studies on AI misuse in journalism, AI and job transformation in journalism, AI-supported media education and learning tools, Human-	15

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AI collaboration in content creation, Role of media professionals in the age of automation	
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Suggested Readings:

1. Russell, Stuart, and Peter Norvig. Artificial Intelligence: A Modern Approach. 4th ed., Pearson, 2020.
2. Chattopadhyay, B. K. AI Tools and Techniques in Indian Media. Sage Publications India, 2023.
3. Goodfellow, Ian, et al. Deep Learning. MIT Press, 2016.
4. Parthasarathy, Rangaswami. Artificial Intelligence Applications in Communication. Sterling Publishers, 2022.
5. Bishop, Christopher M. Pattern Recognition and Machine Learning. Springer, 2006.



Program	MA-JMC	Semester	IV
Course Title	Social Responsibility and Citizen Journalism	Course Code	MAJMC-405
Credits	4	Max. Marks	100

Course objectives:

- To introduce the concept of social responsibility in the field of media and communication.
- To understand the emergence and importance of citizen journalism in democratic societies.
- To develop ethical awareness and legal understanding related to citizen-generated content.
- To train students in identifying social issues and reporting them through digital platforms.
- To enable students to design, produce, and share citizen journalism stories with responsibility and accuracy.

Course outcomes: Students will be able to

- Understand the role of media in promoting social responsibility and civic engagement.
- Critically analyze the contribution and challenges of citizen journalism.
- Demonstrate knowledge of ethics, accuracy, verification, and legal aspects in participatory journalism.
- Report and present social issues through multimedia tools with public interest focus.
- Develop practical citizen journalism projects to address local community concerns.

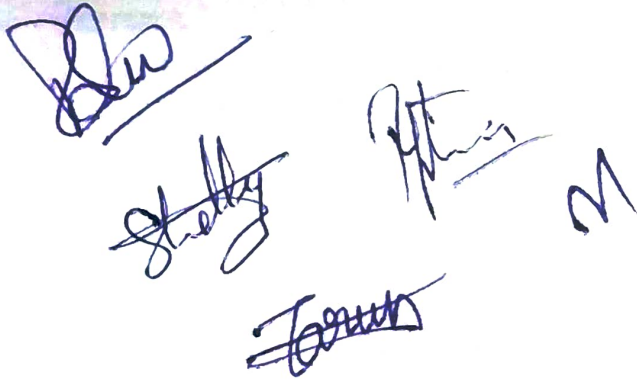
Unit-No	Description	No. of Lectures
1	Concept of social responsibility in media, Media's role in nation building and social awareness, Models: Libertarian vs Social Responsibility Theory, Media accountability and public interest	15
2	Citizen Journalism: Definition, evolution, and importance, Case studies, Tools and platforms for citizen journalism, Differences: Professional vs Citizen journalism	15
3	Code of conduct for citizen journalists, Legal considerations: Defamation, privacy, cyber laws, Responsible content creation: fact-checking and verification, Tackling misinformation and disinformation	15
4	Identifying issues: Environment, gender, education, health, etc., Interviewing and mobile journalism techniques, Script writing and storyboarding, Use of photos, videos, blogs, and social media for storytelling Students will produce a short digital citizen journalism report (video/blog/podcast), Focus on underrepresented or marginalized communities, Group discussion and peer review of projects, Viva-voce	15

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	and evaluation based on originality, social relevance, ethics	
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Suggested Readings:

1. Blowfield, Michael, and Alan Murray. Corporate Social Responsibility. 4th ed., Oxford UP, 2019.
2. Middleton, Michael. Social Responsibility in the Media. Routledge, 2009.
3. Singer, Jane B., and Ian Hutchins, editors. Participatory Journalism: Guarding Open Gates at Online Newspapers. Wiley-Blackwell, 2012.
4. Chattopadhyay, B. K. Citizen Journalism and Media Ethics in India. Sage Publications India, 2020.
5. Bowman, Shayne, and Chris Willis. We Media: How Audiences are Shaping the Future of News and Information. The Media Center at the American Press Institute, 2003.



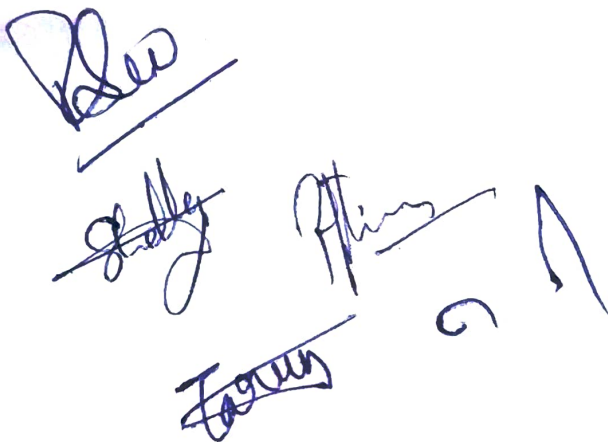
Program	MA-JMC	Semester	IV
Course Title	Personal Portfolio and Viva	Course Code	MAJMC-406
Credits	4	Max. Marks	100
Course objectives: - To help students identify their area of media expertise and build a personal brand. - To provide practical exposure to various forms of journalistic and media content creation. - To develop a professional portfolio showcasing student competencies. - To prepare students for viva and interviews through presentation and articulation practice. - To inculcate reflective thinking and self-assessment to improve professional readiness.			
Course outcomes: Students will be able to - Understand the structure, purpose, and importance of a personal portfolio in media careers. - Demonstrate proficiency in curating journalistic, audiovisual, and multimedia content. - Apply self-branding and digital presentation techniques effectively. - Present their body of work confidently in a viva setting. - Reflect critically on their learning and professional growth.			
Unit-No	Description		No. of Lectures
1	Media portfolio, Types of portfolios: print, digital, multimedia, Choosing focus areas: reporting, editing, PR, advertising, film, photography, etc., Branding oneself as a media professional		15
2	Selecting best works: news reports, features, scripts, designs, AVs, campaigns, Editing, formatting, and organizing content, Creating a personal website/blog		15
3	Using Canva, InDesign, PowerPoint, Google Sites, Adobe tools, , Building e-portfolios using free platforms, Creating showreels and media kits, QR Codes and LinkedIn profile integration		15
4	Preparing for viva: presentation structure, showcasing strengths, Anticipating questions: content, vision, skills, ethics, Presentation and interview etiquettes, Panel discussion, peer mock viva, Final portfolio submission (digital/printed), Reflection on learning journey: Written/self-video		15






Suggested Readings:

1. Reynolds, Linda, and Richard Hammond. Portfolio Writing for Journalists. 3rd ed., Routledge, 2018.
2. Chattopadhyay, B. K. Building a Media Portfolio in India. Sage Publications India, 2020.
3. Hammond, John. The Digital Portfolio: Creating and Using Digital Portfolios. Kogan Page, 2017.
4. Parthasarathy, Rangaswami. Journalism Portfolio Techniques. Sterling Publishers, 2019.
5. Sills, Ellen. The Writer's Portfolio: A Guide to Professional Writing. McGraw-Hill, 2015.



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Program	MA-JMC	Semester	IV
Course Title	Media Entrepreneurship and Startup Culture	Course Code	MAJMC-403 - A
Credits	2	Max. Marks	100

Course objectives:

- To develop an entrepreneurial mindset among media students.
- To introduce the basic concepts of startup culture, business models, and innovation in media.
- To equip students with the skills to develop, pitch, and manage a media startup.

Course outcomes: students will be able to:

- Understand the fundamentals of entrepreneurship and startup ecosystems in the media industry.
- Identify opportunities, build strategies, and conceptualize media startups.
- Design a basic business plan and pitch for a media venture.

Unit-No	Description	No. of Lectures
1	Concept of entrepreneurship and intrapreneurship, Characteristics of a media entrepreneur, Types of media startups: digital news platforms, podcasts, influencer startups, content creation, etc., Challenges and opportunities in media entrepreneurship	15
2	Overview of startup culture: incubators, accelerators, venture capital, Business model canvas and lean startup methodology, Revenue models in digital media (subscription, freemium, ads, affiliate), Case studies of Indian and global media startups, Basics of ideation and innovation in media, Steps to launch a media startup (team, tools, platforms), Creating a media startup pitch (problem, solution, value proposition, target audience), Project work: Develop and present a basic pitch deck	15

Suggested Readings:

1. Küng, Lucy. Strategic Management in the Media: From Theory to Practice. 2nd ed., Sage Publications, 2017.
2. Chattopadhyay, B. K. Media Management and Entrepreneurship in India. Sage Publications India, 2021.
3. Chan-Olmsted, Sylvia M. Competitive Strategy for Media Firms: Strategic Decision Making in a Digital Convergence. Routledge, 2006.
4. Parthasarathy, Rangaswami. Media Entrepreneurship: Opportunities and Challenges. Sterling Publishers, 2020.
5. Albarran, Alan B. The Media Economy. 2nd ed., Routledge, 2017.

Program	MA-JMC	Semester	IV
Course Title	Digital Marketing	Course Code	MAJMC- 403 - B
Credits	2	Max. Marks	100

Course objectives:

- To introduce students to the fundamentals of digital marketing and its applications.
- To develop skills in creating digital campaigns using tools and platforms.
- To familiarize students with analytics, SEO, and social media strategies for effective brand communication.

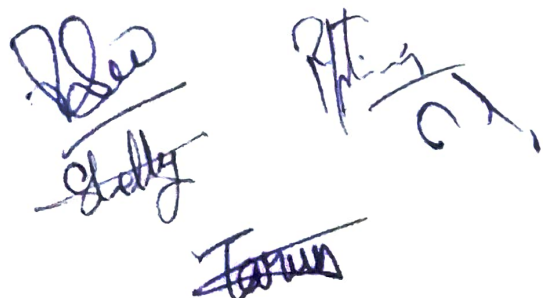
Course outcomes: students will be able to:

- Understand the principles and importance of digital marketing in the media landscape.
- Gain practical knowledge of tools used in SEO, content marketing, and social media campaigns.
- Design basic digital marketing strategies for brands or media products.

Unit-No	Description	No. of Lectures
1	Definition, evolution, and significance of digital marketing, Traditional vs digital marketing, Components: SEO, SEM, Content marketing, Email marketing, Social media marketing, Digital consumer behavior and trends	15
2	Introduction to Google Ads, Meta (Facebook/Instagram) Ads, Basics of SEO and keyword strategy, Blogging and content strategy for engagement, Case studies of successful digital campaigns, Creating digital marketing strategy for a brand or product, Web analytics (Google Analytics), CTR, impressions, engagement rate, Understanding ROI and KPIs in digital campaigns, Project work: Create and present a basic digital campaign plan	15

Suggested Readings:

1. Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing. 8th ed., Pearson, 2019.
2. Ryan, Damian. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 5th ed., Kogan Page, 2020.
3. Sasikala, K., and Ramesh Babu. Digital Marketing in India: Concepts and Cases. Sage Publications India, 2021.
4. Dodson, Ian. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley, 2016.
5. Jethwaney, Jaishri, and A. Chatterjee. Digital and Social Media Marketing in Emerging Markets. Routledge India, 2022.



Program	MA-JMC	Semester	IV
Course Title	Dissertation	Course Code	MAJMC-
Credits	12	Max. Marks	100

Course objectives:

- Apply Classroom-based education for practical work experience in the industry
- Network with the industry professional

Course outcomes: Students will be able to:

- Make a comprehensive report of his/her work experience.
- Make themselves ready for the industry accordingly.

Unit-No	Description	No. of Lectures
1	Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication. Note: Research paper publication is mandatory requirement.	

Suggested Readings:

1. Swales, John M., and Christine B. Feak. Academic Writing for Graduate Students: Essential Tasks and Skills. 3rd ed., U of Michigan P, 2012.
2. Lester, James D., and James D. Lester Jr. Writing Research Papers: A Complete Guide. 15th ed., Pearson, 2015.
3. Chattopadhyay, B. K. Dissertation Writing in Indian Universities. Sage Publications India, 2018.
4. Booth, Wayne C., et al. The Craft of Research. 4th ed., U of Chicago P, 2016.
5. Murray, Rowena. How to Write a Thesis. 4th ed., Open UP, 2017.