



ORDINANCE, SCHEME OF EXAMINATION
AND SYLLABUS

FOR

M.A (Journalism and Mass Communication)

FACULTY OF MASS COMMUNICATION & MEDIA TECHNOLOGY

ORDINANCE FOR M.A. (Journalism and Mass Communication)

SHORT TITLE AND COMMENCEMENT

This Ordinance shall be called the Ordinance for the M.A. (Journalism and Mass Communication)MAJMCP Program of SGT University, Gurugram, Haryana.

This Ordinance shall come into force with effect from academic session 2017-18.

- 1. Name of Program:**M.A.Journalism and Mass Communication
- 2. Name of Faculty:**Mass Communication & Media Technology
- 3. Program Duration:**Total duration of the Program shall be of 2 years and each year will comprise of two semesters. In addition, each semester shall normally have teaching for the 90 working days.
- 4. Admission:** Admission to the above course shall be made on the terms & conditions as prescribed in Chapter 2 of the 1st Ordinance of SGT University, Gurgaon as amended from time to time. Selection for admission to the Program shall be made by the Faculty of Mass Communication and Media Technology. The selection of the candidate shall be strictly on merit basis subject to fulfillment of eligibility criteria. Candidates are required to fill the prescribed application form and submit the application form in the admission cell - Faculty of Mass Communication and Media Technology. The Faculty will verify the eligibility and forward the form to the admission cell for further processing. If the candidate is selected, he/she is required to deposit the fee along with application form and with required documents to the Office of Registrar.
 - 4a. Admission schedule and receipt of fees:***The admission schedule along with last date for the receipt of admission forms and fees shall be fixed by the Vice-Chancellor every academic year.*
 - 4b. Eligibility for Admission:***A candidate for admission to M.A. (Journalism and Mass Communication), the candidate must have passed B.A. (Journalism and Mass Communication) or equivalent degree with 45% marks (5% relaxation in case of SC/ST candidates of Haryana only) in aggregate from any recognized university.*
 - 4c. Selection of candidates for admission:***The candidates shall be selected for admission to the above course on the basis of their academic merit to be determined by the marks obtained in the qualifying examination as decided by the University from time to time.*

4d. Syllabus: *Syllabus for the course will be as recommended by Board of Studies and approved by the Academic Council from time to time.*

4e. Medium of Instruction and Examination: *The medium of the instruction and the examination shall be English and Hindi or any other language notified by the University.*

4f. Scheme of Examinations: *The Scheme of Examinations shall be as approved by Board of Studies/Academic Council of the University from time to time.*

- 5. Curriculum:** The 2 years curriculum has been divided into 4 semesters and shall include lectures, tutorials, practical, and projects along with the industrial visits and educational tours etc. The curriculum will also include other curricular, co-curricular and extra-curricular activities as may be prescribed by the University from time to time.
- 6. Choice Based Credit System:** The University has adapted Choice Based Credit System (CBCS) which provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The choice based credit system provides a “flexible” approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. Following are the types of courses and structure for the program:
- 7. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course.
- 8. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate’s proficiency/skill is called an Elective Course.

8a. Discipline Specific Elective (DSE) Course: *Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).*

8b. Dissertation/Project: *An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work. A candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.*

8c. Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

9. Ability Enhancement Courses (AEC): The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). “AECC” courses are the courses based upon the content that leads to knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

9a. Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

9b. Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

10. Introducing Research Component in Under-Graduate Courses. Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits or more. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

11. Mode: The program is offered on ‘Full Time’ mode of study only.

12. Attendance Requirement: Every student is required to attend all the lectures, tutorials, practical and other prescribed curricular and co-curricular activities offered by the Faculty of Mass Communication & Media Technology. The attendance may be condoned up-to 25% on medical grounds or for other genuine reasons beyond the control of students.

12a. Attendance Requirements to Appear in Examination:

The student should fulfill the following criteria to be eligible for appearing in the end term examination:

- i. He/She should bear a good moral character.*
- ii. He/She should be on the rolls of the University during the Semester.*
- iii. He/She should have not less than 75% of the attendance during the respective semester. Twenty Five (25%) of attendance relaxation shall account for illness and contingencies of serious and unavoidable nature.*

- iv. *Dean of the Faculty of his/her own or on the recommendation of the HoD shall have the power to give relaxation upto 5% on genuine grounds over the minimum 75% attendance.*
- v. *Further, the Vice Chancellor of his own or on the recommendation of the Dean shall have the power to give further relaxation upto 5% on genuine grounds over and above the relaxation given by the Dean.*
- vi. *He/She should not be a defaulter in payment of tuition fee or any other dues of the University and no disciplinary action is pending against the student.*

12b. Exemption from Attendance/Shortage of attendance to be condoned:

The shortage of lecture to the maximum limit as under can be condoned by the competent authority:

Sr. No	Exemptable No. of Lectures	Ground of Exemption	Competent Authority
1.	<i>All period of the day of donation</i>	<i>Voluntarily blood donation to the Blood Bank.</i>	<i>Dean of the Faculty</i>
2.	<i>All periods of the day of Examination</i>	<i>For appearing in the supplementary examinations (Theory/Practical/Viva-Voce)</i>	<i>-do-</i>
3.	<i>10 days attendance during a semester</i>	<i>For participation in University or Inter-Collegiate Sports Tournaments/Youth Festivals, NCC/NSS Camps/University Educational Excursions/Mountaineering Courses</i>	<i>-do-</i>
4.	<i>15 days attendance during a semester</i>	<i>For participation in Inter-University Sports Tournaments/Youth Festivals</i>	<i>-do-</i>

Provided:

- i. *That he/she has obtained prior approval of the Dean, Faculty of Mass Communication & Media Technology;*
- ii. *That credit may be given only for the days on which lectures were delivered or tutorials or practical work done during the period of participation in the aforesaid events.*

13. Attendance Shortage Warning:

Attendance shortage warning will be displayed on the Faculty's Notice Board by 10th day of every month.

14. Detained Students:

A student, who does not fulfill the criteria prescribed in Clauses 12 and 13 above, will not be eligible for appearing in the End Term Semester Examination in that particular paper and will be deemed as Detained in that paper. Such student will repeat the course/paper

alongwith the regular students of the subsequent batch to fulfill the prescribed conditions to appear in the “End Term” examination of the course/paper.

15. Submission of Examination Forms and Payment of Fees:

The Dean, Faculty of Mass Communication & Media Technology shall submit the examination admission forms of those students who satisfy the eligibility criteria to appear in the examinations to the Controller of Examinations as per schedule of examination circulated by him from time to time.

16. Setting of Question Papers:

- i. The Head of the Department/Dean of the Faculty shall supply the panel of internal and external examiners, duly approved by the Board of Studies, to the Controller of Examinations. The paper(s) will be set by examiner(s) nominated by the Vice-Chancellor from the panel of examiners.
- ii. An examiner shall be allowed to set not more than two papers in a semester examination.
- iii. The examiner(s) will set the question papers as per criteria laid down in the Scheme of Examinations as approved by the Board of Studies/Academic Council of the University.

17. Evaluation Process – Theory, Practical and Viva Voce:

17a. Evaluation of Answer Books: The answer books may be evaluated either by paper setter or any other internal or external examiner to be nominated by the Controller of Examiners with the approval of the Vice-Chancellor from the panel of examiners. In Case, such examiner does not evaluate the answer book in time, the Controller of Examinations may get the answer book(s) evaluated from any other expert in the subject with the approval of the Vice-Chancellor.

17b. Re-evaluation of Answer Books:

- (a) *Re-evaluation will be permitted only for the theory/external examinations conducted by this University.*
- (b) *No re-evaluation will be allowed for examination in Practical/Viva-Voce/Training Report/Project Report/Sessional/thesis or dissertation, etc. or any other paper wherein there is a join evaluation by two examiners.*
- (c) *The candidate must apply for re-evaluation in theory paper only on the prescribed form in an examination taken by him/her within the 10 days of the declaration of the result along with a copy of Detail-Mark Certificate or the downloaded result and prescribe fee. No re-evaluation form will be accepted thereafter under any circumstances.*
- (d) *The University will not be responsible for postal delay in the receipt of the form from the Candidate, if sent by post.*
- (e) *Award of Re-Evaluation Marks/Score:*

(a) When increase/Decrease is up to 15% of the Maximum Marks of the Paper concerned	Higher grade/marks will be awarded to the candidate
(b) When Increase/Decrease is more than 15% of the Maximum Marks of the paper concerned	Answer Book will be sent to the second Re-Evaluator and average of two highest scores will be given.

(f) The final result of re-evaluation favorable or against will be binding upon the candidate and it will supersede the original score/result.

17c. Practical Examinations:

- (a) Practical examinations shall be conducted by a Board of Examiners consisting of one internal and one external examiner to be nominated by the Vice-Chancellor from the panel of examiners.
- (b) The candidate who fails to obtain pass marks in practical examination shall be allowed to re-appear before Board of Examiners as laid down under (i) above as per schedule specified for Supplementary Examinations.
- (c) Project Report/Dissertation will be evaluated jointly by the internal and external examiners.

17d. Viva-Voce:

- (a) Comprehensive Viva-Voce for Project/dissertation shall be conducted by a Board of Examiners consisting of one internal and one external examiner to be nominated by the Vice-Chancellor from the panel of examiners.
- (b) The Viva voce shall be conducted at the time of practical examinations.
- (c) The marks obtained by the student for the viva-voce shall be taken into account when he/she appears in any future examination under re-appear clause.
- (d) A candidate who fails to obtain pass marks in viva-voce shall be allowed to re-appear in supplementary examinations before the Board of Examiners as laid down under (i) above.

No student will be allowed to appear in the end semester examination if he/she does not satisfy the overall average attendance requirements. Further, the attendance shall be counted from the date of admission in the University or start of academic session whichever is later.

18. Program Structure:The University is following Choice based Credit System which provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. One credit is equivalent to one hour of teaching (lecture or tutorial) or 2 hours of practical work (Practical) per week.

Details of Courses under B.A (Mass Communication and Journalism)

Course	*Credits	
	Theory+ Practical	Theory+Tutorials
I. Core Course		
11 Papers Theory	Total Credits = 38	
10 Papers Practical	Total Credits = 10	
II. Discipline Specific Elective Course		
5 Papers Theory	Total Credits = 15	
1 Minor Project	Total Credits = 04	
2 Major Project	Total Credits = 12	
III. Generic Electives		
3 Papers Theory	Total Credits = 09	
1 Papers Practical	Total Credits = 01	
IV. Internship		
	Total Credits = 08	
<u>Grand Total credits for entire course = 97</u>		

Course Structure (M.A. Journalism and Mass Communication)

(A) Core Courses (CC)

Srl.	Course Type	Sem	Pre-Requisite	Course Name
1	CORE	1	NONE	Introduction to Mass Communication
2	CORE	1	NONE	Introduction to Photography
3	CORE	1	NONE	Radio Production
4	CORE	2	NONE	Advertising, PR, Corporate Communication & Event Management
5	CORE	2	NONE	Digital Journalism
6	CORE	2	NONE	Introduction to TV Production
7	CORE	2	NONE	Reporting for Different Media
8	CORE	3	Reporting for Different Media	Advance Reporting & Anchoring
9	CORE	3	NONE	Development Journalism & Social Issues
10	CORE	3	Introduction to Photography	Documentary Film Making
11	CORE	3	NONE	Media Laws & Ethics

(B) Discipline Specific Elective (DSE)

Srl.	Course Type	Sem	Pre-Requisite	Course Name
1	DSE	1	NONE	Contemporary Issues and Current Affairs - I
2	DSE	1	NONE	Introduction to Different Media
3	DSE	2	NONE	Contemporary Issues & Current Affairs - II3
4	DSE	3	NONE	Media Management
5	DSE	3	NONE	Media Research & Data Journalism

(C) General Electives: As Applicable

Srl.	Course Type	Sem	Pre-Requisite	Course Name
1	GE	1	NONE	Film Studies
2	GE	1	NONE	Story Telling & Creative Writing
3	GE	2	NONE	Writing for Media

COURSE DISTRIBUTION (MATRIX) SEMESTER-WISE

	CORE	GE	DSE	AECC	SEC
Sem 1	3	2	2		
Sem 2	4	1	1		
Sem 3	4		2		
Sem 4			3		1
	11	3	8		1

* Semester 6 will also have a 30/45 days internship.

** Course Scheme & Syllabus is annexed with this Ordinance

19. University Examinations:

19a.End Semester Examinations: The Examination for the 1st, 3rd and 5th semesters shall ordinarily be held in the month of December and for the 2nd, 4th and 6th semesters in the month of May/June or on such dates as may be fixed by the Controller of Examinations with the approval of the Vice-Chancellor.

19b. Supplementary/Re-Appeal Examinations: *Supplementary examinations for the 1st, 3rd and 5th semesters will be held along with the regular semester examinations of 1st, 3rd and 5th semesters and those of 2nd, 4th and 6th semesters will be held along with regular semester examinations of 2nd, 4th and 6th semesters or on such dates as may be fixed by the Controller of Examinations with the approval of the Vice-Chancellor. However, the supplementary examination of 6th semester may be held in the month of December along with odd semester examinations. A candidate on the rolls of Department/Faculty or an ex-student shall submit his/her application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the HOD/Dean of the Faculty.*

20. Examination & Assessment System: Two parameters will be assigned to evaluate student's performance in the entire semester. First, continuous Assessment System (CAS) which includes attendance and internal examination/tests and second End Semester Examination

All subjects with Theory as well as Practical components will have 100 maximum marks. 40% (percent) of the Maximum Marks are allotted to Internal Assessment and 60% to External Assessment.

The subjects with only 'Theory' components will also be of 100 maximum marks, however the distribution of marks for Internal as well as external examination will be on equal basis *i.e.* 50 marks for internal and 50 marks for external examination.

The distribution of marks for Internal as well as External Examination is described below:

20a. Subjects with Theory & Practical Components:

Internal Assessment Marks (40% of 100 Max Marks i.e. 40 Marks)

Theory : 60% of 40 marks i.e. 24 marks

Practical : 40% of 40 marks i.e. 16 marks

Distribution of 24 marks for Internal Assessment – (Theory), will be as per the table below:

<i>Distribution of 24 marks (Theory)</i>		
1	<i>Attendance</i>	05 marks <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5 marks)</i>
2.	<i>Assignments / /Quiz/Seminar</i>	07 marks
3.	<i>Continuous Assessment (Theory) Class Test</i>	12 marks
	Total Internal Marks (Theory)	24 Marks

The Internal Assessment will be a continuous process and assessment test dates will be decided by the Dean/HoD.

Distribution of 16 marks for Internal Assessment – (Practical), will be as per the table below:

<i>Distribution of 16 marks (Practical)</i>		
1	<i>Attendance</i>	05 marks <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5 marks)</i>
2.	<i>Participation (In Group exercises)/Presentation for approval of Project</i>	04 marks
3.	<i>Continuous Assessment (Practical) Progress report / Personal Diary</i>	07 marks
	Total Internal Marks (Practical)	16 Marks

The different components of Continuous Internal Evaluation for evaluating students according to the nature of courses as given below:

<i>Sr. No</i>	<i>Components of Continuous Internal Evaluation</i>
<i>1</i>	<i>Assignment</i>
<i>2</i>	<i>Snap Test</i>
<i>3</i>	<i>Project</i>
<i>4</i>	<i>Presentation/ Class Participation</i>
<i>5</i>	<i>Practical Lab Continuous Assessment</i>
<i>6</i>	<i>Quiz, Multiple Choice Questions</i>
<i>7</i>	<i>Case Study</i>
<i>8</i>	<i>Field Survey/Field Report</i>

20b. Subjects with only Theory Component:

Internal Assessment (50% of Max Marks 100 i.e. 50 Marks):

<i>Distribution of 50 marks</i>		
<i>1</i>	<i>Attendance</i>	<i>05 marks</i> <i>(Less than 75% = 0; 75-80% = 1 mark; 81-85 = 2 marks, 86-90% = 3 marks; 91-95% = 4 marks; 95-100% = 5 marks)</i>
<i>2</i>	<i>Continuous Assessment (Theory)</i>	<i>45 marks</i>
	<i>Total Internal Marks</i>	<i>15</i>

In case of ex-students, those appearing for re-appear/improvement examination in any semester, their previous internal assessment marks will be counted.

The concerned teacher shall preserve records on the basis of which the internal assessment marks have been awarded and shall make the same available to the Controller of Examinations whenever required.

The Head of the Department/Dean of the Faculty shall ensure:

That the internal assessment marks are displayed on the Notice Board for information of the students at least seven (07) days before the commencement of the examinations of each semester.

That the internal assessment marks are submitted to the controller of examinations at least seven (07) days before the commencement of the examinations of each semester.

The ratio between the maximum marks of theory and practical parts of a course in the External Examination will be:

Practical - 40%

Theory - 60%

Each student must pass Internal & External evaluation as well as theory and practical components separately. The pass percentage for each of these will be 40% of the maximum marks.

21. Criteria for Promotion to Higher Semester:The student shall be promoted to 2nd, 4th and 6th semester automatically without any condition of passing minimum number of papers. For promotion from 2nd to 3rd Semester, the student shall have to clear at least 50% papers of 1st and 2nd Semesters taken together. For promotion from 4th to 5th Semester, the student shall have to clear at least 50% papers of 3rd and 4th semesters taken together. In case the total number of papers needed to be passed is an ODD number **(e.g. 5 in semester 1 & 4 in semester 2 which totals up to 9 and 50% of this will be 4.5)* then the higher number of 50% division will be chosen. In the example above* this will be 5. Hence a candidate will need to clear total 5 papers in semester 1 and 2 to be promoted to semester 3.

22. Pass Percentage:The minimum percentage of marks to pass the examination in each semester will be:

A candidate needs to obtain 40% each in Theory/Practical/Viva/Projects separately. Internal assessment will be added only if the candidate has obtained the minimum pass marks in Theory/Practical/Viva/Projects.

40% in the aggregate in each semester examination.

23. Improvement Examination: The student may be permitted to improve his/her result subject to the following conditions:

- i. The student will be permitted to appear in improvement examination as an ex-student with regular batched for the purpose of improvement.
- ii. The student will be permitted to improve his/her CGPA only in those papers in which he/she has obtained CGPA less than 'First Division' in aggregate.
- iii. Only one chance for each semester will be given. The chance must be availed of within a period of two years after passing of the final examination.
- iv. If the status/nature of the student's result does not improve, his/her improvement result will be declared "PRS" (Previous Result Stands).

- v. The candidate shall be allowed to appear in the improvement examination (s) along with regular candidates as and when the course is offered. No separate examination will be held for improvement of result. In case of change of syllabi, the student shall have to appear for improvement in accordance with the changed syllabi of the concerned course applicable to the regular students of that exam.

24. Credit Based Grading System:

Key Definitions:

Programme: An educational programme leading to award of a Degree, Diploma or Certificate.

Course: Usually referred to as 'paper', it is a component of a programme. All courses need not carry the same weight.

Credit: A unit by which the course work is measured. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours for practical work/field work per week.

Credit Point: It is the product of grade point and number of credits for a course i.e. Credit Point = No. of credits in a course X "grade value" of the grade obtained in the course.

Grade Point: There are two types of GPAs as given hereunder:

Average (GPA):

a). Semester Grade Point Average (SGPA)

b). Cumulative Grade Point Average (CGPA)

Every student earns a distinct SGPA and a distinct CGPA at the end of each specified semester.

Semester Grade SGPA is a measure for performance of student in a Semester. It is the Point Average ratio for sum of the product of number or credits with the grade points (SGPA): scored by the student in all the courses taken by him/her and the sum of the number of credits of all the courses undergone by the student i.e. $SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$

Cumulative Grade Point Average CGPA is a measure of performance up to any specified semester beginning from the first Semester. It is also calculated in the same (CGPA) manner as SGPA taking into account all the courses undergone by a student over all the semesters of programme i.e. $CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.

Letter Grades: It is an index of the performance of a student in a said course. The Grades are denoted by letters O, A+, A, B+, B, C, P, F and Ab.

25. Grading Method

The grading method for evaluating student's performance involves award of grade according to the range of total marks in the course. The range of marks between any two grades is framed in such a manner that the effect of individual marking/checking techniques on the overall grading is minimal. The grades will be awarded based on marks out of 100 as under:

Range of Percentage of Marks	Letter Grade	Grade Point	Range of Grade Points	Classification
90 & above	O (Outstanding)	10	9-10	Outstanding
80 & above but less than 90	A+ (Excellent)	9	8 < 9	Excellent
70 & above but less than 80	A (Very Good)	8	7 < 8	1 st Div. with Distinction
60 & above but less than 70	B+ (Good)	7	6 < 7	1 st Division
50 & above but less than 60	B (Above Average)	6	5 < 6	2 nd Division
Above 40 but less than 50	C (Pass-Average)	5	Above 4 < 5	3 rd Division
40	P (Pass)	4	4	Pass

Calculation of SGPA & CGPA

SGPA is calculated by dividing the sum of 'Credit Points' in a Semester divided by the sum of 'Course Credits' in that Semester.

CGPA is calculated by dividing the sum of 'Credit Points' by the sum of 'Course Credits' of the current semester + all pervious semesters.

Hypothetical Example for Computation of SGPA and CGPA:

Let us assume that Mr. X has registered for four courses in the 1st Semester and his performance in these courses in this semester is given in the Table below:

Course/Paper Code	Course Credit	Grade Awarded to the Student	Grade Value	Credit Points
Course/Paper I	4	A+	9	36
Course/Paper II	4	A	8	32
Course/Paper III	4	B	6	24
Course/Paper IV	4	B+	7	28
Total	16		30	120

Calculation of SGPA:

'Credits' of the courses registered by Mr. X in 1st Semester = 16

'Credits Points' of Mr. X in 1st Semester = 120

SGPA of 1st Semester (120/16) = 7.5

Calculation of CGPA:

'Credits' of the courses registered by Mr. X upto 1st Semester = 16

'Credits Points' of Mr. X in 1st Semester = 120

CGPA of 1st Semester (120/16) = 7.5

Let us, now assume that the Mr. X has performed in 2nd Semester as under:

Course/Paper Code	Course Credit	Grade Awarded to the Student	Grade Value	Credit Points
Course/Paper V	4	C+	5	20
Course/Paper VI	4	C	4	16
Course/Paper VII	4	A+	9	36
Course/Paper VIII	4	B+	7	28
Total	16		25	100

Calculation of SGPA of 2nd Semester:

‘Credits’ of the courses registered by Mr. X in 2nd Semester	= 16
‘Credits Points’ of Mr. X in 2nd Semester	= 100
SGPA of 2nd Semester (100/16)	= 6.25

Calculation of CGPA upto 2nd Semester:

‘Credits’ of the courses registered by Mr. X in 1st & 2nd Semesters (16+16)	= 32
‘Credit Points’ of Mr. X in 1st & 2nd Semester (120+100)	= 220
CGPA upto 2nd Semester (220/32)	= 6.87

26. Declaration of Results: After the semester examinations are over, the Controller of Examinations shall publish the results of those students who had appeared in the examinations as early as possible. Each successful student/ the student placed in reappear shall receive a copy of the Detailed Marks Card of each semester examination.

The student whose result is declared late without any fault on his/her part may attend classes for the next higher semester provisionally at his/her own risk and responsibility, subject to his/her passing the concerned semester examination. In case, the student fails to pass the concerned semester examination, his/her attendance/internal assessment in the next higher semester in which he/she was allowed to attend classes provisionally will stand cancelled.

Other Provisions:

- i. Provisions of Chapter 5 (Conduct of Examinations) of 1st Ordinance of the University will be applicable in case of matters which are not covered by this Subject Ordinance.
- ii. Each student shall study “Environmental Studies” it will be a qualifying compulsory paper. Its marks will not be taken into consideration while determining the Division/Grade.
- iii. Paper for this course will be set and evaluated by the internal examiner to be appointed by the Controller of Examination with the approval of the Vice-Chancellor. It will be taken up for study by the student in the semester as prescribed in the Scheme of Examinations.
- iv. Nothing in the Ordinance shall debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.
- v. Any other provision not contained in the Ordinance shall be governed by the rules and regulations framed by the University from time to time.

In case of any dispute, the Vice-Chancellor will be competent authority to interpret the rules and his interpretation shall be final.

27. Program qualifying criteria: For qualifying the Program every student is required to earn minimum 97 credits (must pass Core Courses (CC) and Ability Enhanced Compulsory Courses). A student can earn more credits by choosing programs from the pooled quota of all other faculties. If any student fails to earn minimum credits for the program then he/she will get a chance to complete his/her Program in two more years than the actual duration of degree. In addition, each student of the existing BFTP, BJMC and MJMC programs or any programs that may come into existence at a later date must complete his/her internship to be eligible for the award of a degree. The student who joins an internship program will be required to produce and submit to the university a certificate of successful INTERNSHIP COMPLETION from the organization where he/she has undertaken the internship which will be of minimum 30 days.

-XXX-

Semester wise - Examination Scheme

SGT University, Gurugram								
Faculty of Mass Communication & Media Technology								
M.A. Journalism & Mass Communication 2018-20								
Semester wise - Examination Scheme								
SEMESTER - 1								
S.N o.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theor y	Practic al	Theor y	Practic al		
1		Introduction to Mass Communication	40	0	60	0	100	4
2		Introduction to Photography	24	16	36	24	100	4
3		Radio Production	24	16	36	24	100	4
4		Film Studies	24	16	36	24	100	4
5		Contemporary Issues and Current Affairs - I	40	0	60	0	100	3
6		Introduction to Different Media	40	0	60	0	100	3
7		Story Telling & Creative Writing	40	0	60	0	100	3
		Total Credits						25
SEMESTER - 2								
S.N o.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theor y	Practic al	Theor y	Practic al		
1		Advertising, Public Relations, Corporate Communication & Event Management	24	16	36	24	100	5
2		Digital Journalism	24	16	36	24	100	5
3		Introduction to Television Production	24	16	36	24	100	4
4		Reporting for different Media	24	16	36	24	100	4
5		Contemporary Issues & Current Affairs - II	40	0	60	0	100	3
6		Writing for Media	40	0	60	0	100	3
		Total Credits						24

SEMESTER - 3								
S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1		Advance Reporting & Anchoring	24	16	36	24	100	5
2		Development Journalism & Social Issues	24	16	36	24	100	4
3		Documentary Film Making	24	16	36	24	100	5
4		Media Laws & Ethics	24	16	36	24	100	4
5		Media Management	40	0	60	0	100	3
6		Media Research & Data Journalism	40	0	60	0	100	3
		Total Credits						24

SEMESTER - 4

SPECIALIZATION IN TELEVISION JOURNALISM								
S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1	10020416	Documentary	0	50	0	50	100	6
2	10020417	News Programme	0	50	0	50	100	6
3	10020413	Media Research Project	0	50	0	50	100	6
4	10020415	Internship	0	0	0	100	100	6
		Total Credits						24

SPECIALIZATION IN ONLINE JOURNALISM								
S.No.	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theory	Practical	Theory	Practical		
1	10020418	Website designing and Content writing	0	50	0	50	100	6
2	10020419	Video Blogging	0	50	0	50	100	6
3	10020413	Media Research	0	50	0	50	100	6

		Project						
4	10020415	Internship	0	0	0	100	100	6
		Total Credits						24
SPECIALIZATION IN ADVERTISING, PUBLIC RELATIONS & EVENT MANAGEMENT								
	Course Code	Course Name	INTERNAL		EXTERNAL		Total Marks	Total Credits
			Theor y	Practic al	Theor y	Practic al		
1	10020420	Ad and PR tool Designing	0	50	0	50	100	6
2	10020421	Event Management	0	50	0	50	100	6
3	10020413	Media Research Project	0	50	0	50	100	6
4	10020415	Internship	0	0	0	100	100	6
		Total Credits						24
		Total Credits in the Course						97

Semester wise - CREDIT DISTRIBUTION

SGT University, Gurugram

Faculty of Mass Communication & Media Technology

M.A. Journalism & Mass Communication 2018-20

Semester wise - CREDIT DISTRIBUTION

SEMESTER - 1

S.No.	Course Code	Course Name	Contact Hours			Total Credits	Total Hrs	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	
1		Introduction to Mass Communication	4	0	0	4	4	40	0	60	0	100
2		Introduction to Photography	3	0	2	4	5	24	16	36	24	100
3		Radio Production	3	0	2	4	5	24	16	36	24	100
4		Film Studies	3	0	2	4	5	24	16	36	24	100
5		Contemporary Issues and Current Affairs-I	3	0	0	3	3	40	0	60	0	100
6		Introduction to Different Media	3	0	0	3	3	40	0	60	0	100
7		Story Telling & Creative Writing	3	0	0	3	3	40	0	60	0	100
		Total Credits / Hrs				25	28					700

SEMESTER - 2

S.No.	Course Code	Course Name	Contact Hours			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	
1		Advertising, Public Relations, Corporate Communication & Event	4	0	2	5	6	24	16	36	24	100

		Managemen t										
2		Digital Journalism	4	0	2	5	6	24	16	36	24	100
3		Introduction to Television Production	3	0	2	4	5	24	16	36	24	100
4		Reporting for different Media	3	0	2	4	5	24	16	36	24	100
5		Contempora ry Issues & Current Affairs - II	3	0	0	3	3	40	0	60	0	100
6		Writing for Media	2	0	2	3	4	40	0	60	0	100
		Total Credits / Hrs				24	29					600

SEMESTER - 3

S.N o.	Course Code	Course Name	Contact Hours			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks
			L	T	P			Theory	Practical	Theory	Practical	
1		Advance Reporting & Anchoring	4	0	2	5	6	24	16	36	24	100
2		Development Journalism & Social Issues	3	0	2	4	5	24	16	36	24	100
3		Documentary Film Making	4	0	2	5	6	24	16	36	24	100
4		Media Laws & Ethics	3	0	2	4	5	24	16	36	24	100
5		Media Managemen	3	0	0	3	3	40	0	60	0	100

		t										
6		Media Research & Data Journalism	2	0	2	3	4	40	0	60	0	100
		Total Credits / Hrs				24	29					500

SEMESTER - 4

SPECIALIZATION IN TELEVISION JOURNALISM

S.No.	Course Code	Course Name	Contact Hours			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks	Course Type
			L	T	P			Theory	Practical	Theory	Practical		
1	10020416	Documentary	0	0	0	6		0	50	0	50	100	Project
2	10020417	News Programme	0	0	0	6		0	50	0	50	100	Project
3	10020413	Media Research Project	0	0	0	6		0	50	0	50	100	Project
4	10020415	Internship	0	0	0	6		0	0	0	100	100	Internship
		Total Credits / Hrs				24						400	

OR

SPECIALIZATION IN ONLINE JOURNALISM

S.No.	Course Code	Course Name	Contact Hours			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks	Course Type
			L	T	P			Theory	Practical	Theory	Practical		
1	10020418	Website designing and Content writing	0	0	0	6		0	50	0	50	100	Project
2	10020419	Video Blogging	0	0	0	6		0	50	0	50	100	Project
3	10020413	Media Research Project	0	0	0	6		0	50	0	50	100	Project
4	10020415	Internship	0	0	0	6		0	0	0	100	100	Internship
		Total Credits / Hrs				24						400	

OR

SPECIALIZATION IN ADVERTISING, PUBLIC RELATIONS & EVENT MANAGEMENT

S.No.	Course Code	Course Name	Contact Hours			Total Credits	Total Hours	INTERNAL		EXTERNAL		Total Marks	Course Type
			L	T	P			Theory	Practical	Theory	Practical		
1	10020420	Ad and PR tool Designing	0	0	0	6		0	50	0	50	100	Project
2	10020421	Event Management	0	0	0	6		0	50	0	50	100	Project
3	10020413	Media Research Project	0	0	0	6		0	50	0	50	100	Project
4	10020415	Internship	0	0	0	6		0	0	0	100	100	Internship
		Total Credits / Hrs				24						400	

** The fourth semester of MJMC is divided into 3 specializations which carries 400 marks. Student has to choose one of the specializations and has to submit prescribed projects.

		Total Credits in the Course				97							
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SYLLABUS

Semester - 1

SEMESTER-I
INTRODUCTION TO MASS COMMUNICATION

L	T	P
4	0	0

UNIT I - FUNDAMENTAL OF COMMUNICATION

Communication: Definition characteristics

Concept Feature and scope of Communication

Types of Communication, Theories of communication

Models of communication, 7Cs of communication, Development communication and theories.

Practical: Group discussion and students' seminar

UNIT II - INTRODUCTION OF MASS COMMUNICATION

Mass comm.: meaning, Definition Early Mass comm. Theories, Normative, Technological determinism, sociological theories Various models of Mass comm. Function of Mass communication

Practical: Group discussion and students' seminar

UNIT III - TOOLS OF MASS COMMUNICATION

Journalism & Mass Communication: nature, scope and process Newspaper, magazines, Radio, TV, films, records, internet, advertising, PR & Public Affairs, Traditional & folk Media

Practical: Group discussion and students' seminar

UNIT IV - CHANGING CONCEPTS OF COMMUNICATION

Changing definition of 'mass' in Communication Segmentation of audience for purpose of communication Shift from broadcasting to narrow casting Growth of Media-medium turning into message Reinventing McLuhan's theory Changing forms of feedback, role of Technology.

Practical: Group discussion and students' seminar

UNIT V - MASS MEDIA AND THE DIGITAL SOCIETY

Role of Digital media in modern society Impact of Internet, Digital Media effects, its limitations, Digital mass media and Democracy

Practical

1. Group discussion and students
2. A report on any five models and three theories of communication with suitable examples and diagrams

TEXT & REFERENCES:

- Keval J Kumar, Mass Communication in India, Jaico Publishing House, Mumbai, 2005
- Narula, Uma, Mass Communication Theory and Practice, Haranand Publication, New Delhi, 2004
- Denis Mcquail, Mcquail's Mass Communication Theory, Sage Publications, New Delhi, 2001
- Stanley J Baran & Dennis K. Devis, Mass Communication Theory-Foundation, Fermentand Future, Thomson Wadsworth, 2000,
- Andal N, Communication Theories and Models, Himalaya Publishing House, Delhi
- Uma Joshi, Text Book of Mass Communication and Media Anmol Publications Pvt. Ltd. New Delhi
- KR avindaran, Hand Book of Mass Communication, Anmol Publication, New Delhi
- C.S.Rayadu, Communication, Himalaya Publishing House, Mumbai

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SEMESTER-I
INTRODUCTION TO PHOTOGRAPHY

UNIT I - INTRODUCTION AND APPLICATIONS

L	T	P
3	0	1

Introduction to Art of Photography

History of Photography, stages of development

Difference between Still photography & Motion pictures

Requirement and use of Photographs

Types of Photography (professional based)

Photography as a medium of communication

Photo journalism.

Practical - Familiarization with photography equipments

UNIT II - CAMERA PARTS & ACCESSORIES

Concept of SLR & D- SLR Cameras

Concept of analogue camera & digital camera

Anatomy of SLR& D- SLR cameras, Functions of various parts of camera, Lenses (all types)

fundamentals of aperture and its function, shutter & shutter speed,

Co-relation between aperture, shutter speed & ISO settings Motion, depth of field, relationship with shutter & aperture Capturing motion

Filters: all types, functions & applications

Concept of depth-of-field

Practical – Exercise of DSLR camera with various lenses

Exercise of varying exposure in SLR camera

Individual focus on three different candles aligned in a row

UNIT III - VISUAL COMPOSITION AND LIGHTING

Visual grammar in photography, photographic composition: elements of composition, rule of thirds

Shots and camera angles Understanding lighting: artificial & natural Photographic lighting equipments & sources

Direction and angle of light: front, side, top and back light

One, two and three-point lighting: key, fill and back light News and Current Affairs based programmes

Practical - Photographs depicting different Camera Angles

Portraiture Lighting

Shooting exercises in natural light and artificial light

UNIT IV - INTRODUCTION TO ADOBE PHOTOSHOP

Introduction to Photoshop

Work orientation on Adobe Photoshop

Understanding plug-in

Software overview

Uses and functions of Adobe Photoshop

GUI of the software

Understanding tools palette and other basic function Image designing & color correction

Practicing on photographs & images

UNIT V - PROJECT

Photo Feature (10-15 photographs)

TEXT & REFERENCES:

- Basic Photography, Focal Press, 2003 Private Limited, 1999; Michael Langford
- Food Shots; Hicks, Roger & Schultz, Frances
- A Simple Guide to 35mm Photography; Corbett, Bill
- Point and Shoot; Jacobs, Lou (Jr.)
- Practical Photography, Hind Pocket Books; Sharma, O P

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SEMESTER-I
RADIO PRODUCTION

L	T	P
3	0	1

UNIT I - GROWTH OF RADIO AND CONTEMPORARY TRENDS

Radio in India: inception and growth

Three-tier broadcasting, Public broadcasting service

Education vs. Entertainment, Commercial broadcasting

Privatization, expansion of FM broadcasting and the changing Idioms Community broadcasting, developments of Community radio stations, Web broadcasting, Internet radio, Prospects of Radio in India

Practical: -

- 1. History of Radio PPT Presentation**
- 2. Student seminar on different type of radio stations**

UNIT II - RADIO PROGRAMME FORMATS

Writing for the ear: spoken words and music

Radio news, Interview and Panel discussion

Feature and documentary, Drama and serial

Vox Pop and Jingles, Phone-in programmes

Innovation in Radio programmes formats

Music

Practical: -

- 1. Recording of vox pop on any specific issue**
- 2. Recording of radio commercials**
- 3. Recording of RJ Links**

UNIT III - RADIO NEWS BROADCAST

AIR and its divisions, different News services

News reporting setup at various level, Newsroom functions, News pool ,News bulletins - compilation and production ,News writing, New format (NF)

News and Current Affairs based programmes

Practical: -

- 1. Writing exercises regarding news bulletins, and voice cast**
- 2. Voice modulation practices**

UNIT IV - BROADCAST TECHNOLOGY AND PROGRAMME PRODUCTION

MW and SW transmission, AM & FM, Analogue and digital, digital recording , Satellite vs. terrestrial broadcasting, DTH Studios for recording, broadcasting and dubbing ,Types of Microphones and their uses

Audio editing softwares

Practical: -

- 1. Editing of their recorded programs**

UNIT V - PROJECT

- 1. PSA**
- 2. Interview**
- 3. Panel discussion**
- 4. Radio ads and jingle**
- 5. Phone-in programmes**
- 6. Outside broadcast (OB)**
- 7. Commentary: national events, sport**
- 8. Vox pop**
- 9. Musical entertainment programme**
- 10. News Bulletin**

TEXT & REFERENCES:

- AmbrishSaxena, radio in new avatar: AM to FM, Kanishka publishers,
- R.K. Ravindaran, handbook of radio, television & broadcast journalism,
- Keval J. Kumar, mass communication in India, Jaico publishing
- Paul Chantler, peter, basic radio journalism, focal press 2003
- Stuart we. Hyde, television & radio announcing

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SEMESTER-I
FILM STUDIES

L	T	P
3	0	1

UNIT I - WORLD CINEMA

Brief History of world Cinema

Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French New Wave

Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)

Hollywood studio system.

UNIT II –INDIAN CINEMA

Brief History of Indian Cinema

Star system

Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)

Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani

Indian-global cinema (screening of Mira Nair's Salaam Bombay)

Regional Indian cinema

Gender & Sexuality (Indian Cinema)

UNIT III – GENRES, STYLES & CONTENT

Film Terminology

Different Genres of films

Narrative & Documentary styles

Ingredients - Script, Sound, Visuals, Performers, Assembly, Selling and Exposition

UNIT IV- FILM PRODUCTION, EXHIBITION & BEYOND

Key Film Making Departments

Personnel and Roles

Marketing

Distribution

Exhibition

Censorship

Major Film Awards and events

UNIT V - CASE STUDY

(Amongst other films, the following could be screened)

The King's Speech

The Godfather-I and the Godfather-II

Cast Away

Memento

Seven

Gladiator

The Artist

Hugo

12's Year in Slave

Saving Private Ryan

Hurt Locker

Avatar

Battleship Potemkin-Silent Cinema-Montage

The Godfather-I-Hollywood Classic

The Bicycle Thief – Neo Realism

Rashomon-Asian Classic

PatherPachali- Indian Classic

Meghe Dhaka Tara- Indian Classic

Cast Away-Hollywood Classic

(Other films could be included)

PROJECT

Reviewing Films and Presentations by students

TEXT & REFERENCES:

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, NasreenMunni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford UniversityPress.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

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SEMESTER-I
CONTEMPORARY ISSUES AND CURRENT
AFFAIRS-I

L	T	P
3	0	0

UNIT I - BRIEF HISTORY OF INDIA

History of Modern India, Pre & Post Independence India
Nehruvian Era, Emergence of Non-congress Political parties
India Post-Globalization and Privatization

UNIT II - CONSTITUTION OF INDIA

Main features of Indian Constitution rights and Duties of Indian citizens,
Directive principles, Federal structure

UNIT III - POLITICAL SYSTEM OF INDIA

Democracy, Parliament and Political parties, Legislature, Executive and Judiciary Local
Governance, Autonomous Agencies, Corruption, Defection and Political reforms

UNIT IV -ELECTORAL SYSTEM OF INDIA

Election commission of India-Functions and Powers, Parliament election, Assembly election,
PRIs election, Local Body election, Election of President and Vice President, Election reforms,
Public funding

UNIT V - INTERNAL SECURITY AND DEFENSE AFFAIRS

Organizational structure and functioning of Police and Para-military forces, Police reform,
Special Forces Intelligence agencies-RAW, IB; Investigation agencies-CBI, NIA, Acts to tackle
organized crimes and terrorist activities

UNIT VI - NEWS AND CURRENT AFFAIRS

TEXT & REFERENCES:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- Rajan Harsh & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics
- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
- D. D. Basu An introduction to the Constitution of India
- J.C. Johri Indian Political System

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SEMESTER-I
INTRODUCTION TO DIFFERENT MEDIA

L	T	P
3	0	0

UNITI- NEWSPAPERS

Brief history of newspapers: Worldwide and in India;

Growth of Newspapers and its impact upon society

Organizational Structure and functioning of a Newspaper

The Growth of Indian Newspapers, Wire Services & Syndicates, Changing Patterns of Ownership and its effects

Practical: Group discussions and students' seminar

UNITII -MAGAZINES

The Development of Magazines Globally and that in India

Types of Magazines, Organizational Structure and functioning of a magazine, the challenge of Television, the Magazine as an Industry the Future of Magazines

Practical: Group discussions and students' seminar

UNITIII - PORTABLE MEDIA

Books as Contemporary Mass Medium,

Types of Books, Books as Scrolls, Books with Bound Pages, Printed Book Publishing Process: from Typed Manuscript to Finished Book, The Future of E-Books

Electronic book publishing industry

Practical: Group discussions and students' seminar

UNITIV- TELEVISION

An Overview of Technology Development, The Coming of Color

The Days of Fast Growth of National, Regional and Local TV Viewers, Organizational structure and format of News channels (private and public) DTH, Cable TV and Satellite broadcasting

The Economics of Television and the Challenges to Content Producers, The Future of Television

Practical: Group discussions and students' seminar

UNIT V - NEW MEDIA

Internet (ICT) and Convergence of Technologies

Rapid Growth in Mobile technologies

The New Media Impact on different media

The Future of New Media

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Brief introduction of the following:

Major newspapers- English- 3, Hindi- 3

Magazine- Hindi- 2, English- 2

News TV- Hindi- 2, English- 2

News websites- any 2

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later; Focal Press
- Sharda, Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

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SEMESTER-I
STORY TELLING AND CREATIVE WRITING

UNIT I - WHAT IS CREATIVE WRITING?

Fiction and Non-Fiction writing, Idea generation

Story, Character, Conflict and Motifs

Formal Structure of Drama

Story Reading in Class Room (Hindi/English)

Review of Readings

Poetry/Short story Writing

Project: Write Two Short stories or Poetry.

L	T	P
3	0	0

UNIT II- IDEATION AND CONCEPT DEVELOPMENT

Content development (based on sound, situation and photos)

Creative Analysis on Print Content Creative Analysis on Radio and Television content Creative

Analysis on News Content writing (Print, Radio and TV)

Project:

1. Group Discussion and Participation on content development.
2. Plan a booklet. Tasks include title, theme, Page design, Art, choice of software platform, and criteria for accepting manuscripts. (Group- wise)
3. Prepare a detail Report on creative content analysis

UNIT III - WRITING ON DIFFERENT ISSUES:

- i. Social
- ii. Economy
- iii. Legal
- iv. History etc.

Different creative Genres and writings

Project

Generate content on the basis of observational trip and prepare a Report.

UNIT IV - ENTERTAINMENT AND CREATIVE WRITING

Core Elements and Metaphor in Writing

Film Review

Book Review

Project:

Review on any film/book/programme and make presentation.

TEXT & REFERENCES:

- The art of creative writing, LajosEgri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burro way

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SYLLABUS

Semester - 2

SEMESTER-II
ADVERTISING, PUBLIC RELATIONS, CORPORATE COMMUNICATION
AND
EVENT MANAGEMENT

L	T	P
4	0	1

UNIT I - ADVERTISING

Advertising: Definitions, objectives and classification, Models of advertising

Ad agency structure: various departments and their functioning Creativity and Campaign planning

Social and Economic impact of Advertising, Digital Media and Advertising

Concepts of media planning and buying

Laws and Ethics in advertising: Role of AAA, ASCI and DD's code for Advertisers

Practical: Group discussion and students' seminar

UNIT II - PUBLIC RELATIONS

Public Relation: Concepts, Definitions, Role and Objectives, PR as a source of News for media, The PR process

PR tools and strategies, Media Relations, PR practices Used in India and Abroad, Digital Media and PR

Ethical and Legal Issues (paid news, media net, advertorials, special supplements, stock market analysis in business channels; paid appearances, etc.)

Practical: Group discussion and students' seminar

UNIT III- CORPORATE COMMUNICATION

Understanding the Corporate Sector and its need to be in the news, Principles and Concepts of Corporate Communication

Digital Media and Corporate communication, Inter-communications process in corporate world, Criss Communication vis-à-vis media reporting, Corporate Social Responsibility: concepts and as a source for soft stories

Practical: Group discussion and students' seminar

UNIT IV - EVENT MANAGEMENT

Concept, Objective, Types and Elements

Planning and Design of events

Client approval process, Sponsorships and its importance, Project planning for an event

Event Marketing and Support Functions

Conduct of an Event, Involvement of media for promotion and coverage

Digital Media and events, Risk management, Evaluation and Feedback process of an event

Practical: Group discussion and students' seminar

UNIT V - PROJECT

Ad for Print- 1, TV- 1, Radio- 1

Press Release writing- 2

A report of an event covered by the student

A report on visit to any corporate office

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.
- Cees, B. M., Riel, Van, Fombrun And Charles J. (2007).
- Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management Reputation, Routledge Publication.

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SEMESTER-II **DIGITAL JOURNALISM**

UNIT I - INTRODUCTION TO DIGITAL JOURNALISM

L	T	P
4	0	1

History and growth of digital journalism

Digital media and changing face of journalism

Basics of digital media: Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity.

Practical: Web designing

UNIT II - NEWS ON THE WEB

E-newspapers, E-magazines, Radio and TV newscasts on the web, Changing Paradigms of news

Digital tools for journalist, Basics of digital news publishing

Blogging and micro blogging, Web writing, Editing of digital content, Creation and sharing of content (Audio, Video and pictures)

Practical: Creating and writing for own blog

UNIT III - SOCIAL MEDIA

Characteristics of social media

Types of Social media-Facebook, Twitter, Linked-in, WhatsApp etc. Social media and PR, Advertisizing and Branding

Characteristics of social networking sites

Characteristics of social bookmarking sites

Practical: Creating accounts on facebook, Twitter and linked in.

UNIT IV - MEDIA ETHICS

Privacy, Cyber laws and Cyber security

Metrics and audience development

Practical: Group discussions and student seminar on issues related to media ethics.

UNIT V - NEW TRENDS AND FUTURE OF DIGITAL JOURNALISM

Digital media and democracy

Citizen Journalism

Digital divide

Practical: Group discussions and student seminar.

UNIT VI - PROJECT

Analysis of content and designing of 5 major Indian websites.

Submission of 10 articles written for own blog

TEXT AND REFERENCES-

- Marshall,P. D.(2004). New Media Cultures, Oxford University Press.
- Dewdney, A. &Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
- Schmidt , E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M.(2002). Journalism Online, Focal Press.
- Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J.(2001). Online Journalism, A Critical Primer , Pluto Press, London

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SEMESTER-II
INTRODUCTION TO TELEVISION PRODUCTION

UNIT I - FUNDAMENTALS OF VIDEO PRODUCTION

Key equipments and crew members involved in TV production

Developing programme brief: Objective, content, target audience, duration

Generation of idea, preparing outline, and conducting research

Practical - Writing a treatment for 10 minute News Bulletin

L	T	P
3	0	1

UNIT II - BASICS OF VIDEO CAMERA

Concept of Video and Video Camera

Video file format, Frame rate and Shooting standards (PAL, SECAM, and NTSC)

Interlace and Progressive scan

HD and SD formats

Memory cards (SD, Flash)

Different parts of camera and their function

Exposure Triangle - Aperture, Sutter Speed, Gain

Concept of Depth of field – The factors which determine the Depth of field

Concept of Focal Length

Practical - Story telling without narration / Video essay

UNIT III - STAGES OF VIDEO PRODUCTION

Pre-Production: Idea/concept/script/production crew/budget/location/production/post production

Production: Single camera and multi camera production techniques

Post production: Editing, dubbing, voiceover, music and sound mixing

Script for News, current affair, recreation and docudrama programme

Practical - Writing and shooting a 10 min News/panel discussion/Interview /docudrama programme using single and multi-camera setup.

UNIT IV - EDITING AND POST PRODUCTION

Introduction to editing

Role of the editor – creative editor, technical editor, editor as graphic artist

Theory of editing – continuity editing, montage

Functions of editing – combine, shorten, correct, build

Transition and effects, graphics and design

Sound editing, mixing and sound effects

Editing modes – off and online editing

Practical - Make a promo for Television news channel

UNIT V - TELEVISION PROGRAMMING

Entertainment

Infotainment

Crime

Sports

Talk shows

Practical – watch and writing a review any two type of programme entertainment/

Infotainment/crime/sports/talk shows/

UNIT VI - PROJECT

Make any two TV Productions Programme of 10 minutes each on entertainment/crime/sports
/talk shows

TEXT & REFERENCES:

- Belavadi, Vasuki; Video Production; Oxford University Press
- Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Tyrell, Robert; The Work of a TV Journalist; Hastings House
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
- Schultz, Brad; Broadcast News Producing; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(hindi)
- Chanelokechehre- Dr. Mukesh Kumar and Dr. ShyamKashyap, RajkamalPrakashan(Hindi)

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SEMESTER-II
REPORTING FOR DIFFERENT MEDIA

L	T	P
3	0	1

UNIT I - NEWS: DEFINITIONS, PURPOSE AND IMPORTANCE OF NEWS

News accuracy, clarity, objectivity, balance, directness, etc. News sense and News value, importance of 'what next? Changing concepts of News: Readers, relationship, relevance and utility.

Practical: PPT presentation and students' seminar

UNIT II - NEWS REPORTER: QUALITIES, AND RESPONSIBILITIES

Beat Reporting: importance of sources, spotting, developing and retaining their confidentiality, regular presence at beats, exclusives, without antagonizing group member and not go by obvious and what people tell you, look for news behind news. The role of major beats: Government, Police, Political parties, Municipal Corporation, Health and Education, Environment and law, Rural Development etc. Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, Functions and responsibilities

Practical: PPT presentation and students' seminar

UNIT III - WRITING NEWS REPORTS

The inverted pyramid: What is most important? Choice of one W or H for focus; lead of a news story, types of leads.

Writing techniques: Processing information, order of importance, brevity, precision, quoting the source, chronology, paragraphing Style- individual and organizational, stylebook, changing trends in news writing: new styles, diminishing importance of inverted

Practical: News writing practice and students' seminar

UNIT IV - NEWS GATHERING AND SOURCES

Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives, Cultivating the sources: Why and how? reliability, checking information from various sources, pressures and pulls

Practical: Reporting practice and students' seminar

UNIT V - TECHNIQUES OF REPORTING

TV Reporting, PTC, Phone-in, Live reporting, Interviewing, Dealing with Risks in Reporting, Legal and Ethical aspects of Reporting

Practical: PTC practice and students' seminar

UNIT VI -PROJECT

To cover stories for TV: 5, Newspaper: 5, Cyber: 5

TEXT & REFERENCES:

- Lezzi, Frank; Understanding Television Production; PHI Learning
- Mcleish, Robert; Radio Production; Focal Press
- Lewis, Bruce; Technique of Television Announcing; Focal Press
- Medoff, Norman J.; Kaye, Barbara K.; Electronic Media: Then, Now and Later; Focal Press
- Sharda, Kaushik; Script to Screen; Macmillan
- Musburger, Robert B.; An Introduction to Writing for Electronic Media; Focal Press

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SEMESTER-II
CONTEMPORARY ISSUES AND CURRENT
AFFAIRS- II

L	T	P
3	0	0

UNIT I - UNDERSTANDING SOCIAL ISSUES

Traditional societies: strengths and weaknesses

Social change and Policy changes

Development, Displacement and Rehabilitation

Women's empowerment

Caste and Communal issues

New Social Movements

Practical: Student seminar and group discussions

UNIT II - ECONOMIC SYSTEM OF INDIA

Main features and trends of Indian economy

Management of Economy: Finance Ministry, Planning Commission, Reserve Bank

Problems of Poverty, Hunger, Mal-nutrition, Unemployment, economic disparity

Agricultural crisis and problems of Rural Development

Issues of Growth rate, Human Development

Liberalization, Privatization and Globalization processes and its Impact on Economy

Practical: Student seminar and group discussions

UNIT III - LEGAL SYSTEM

Structure of judiciary: Supreme Court, High Courts, Lower Courts

Appointment process of judges, Pending cases and Delay in justice

IPC and CRPC

Public interest litigation (PILs), RTI

Judicial reforms

Practical: Student seminar and group discussions

UNIT IV -INTERNATIONAL AFFAIRS

Colonialism, French revolution, Revolutions of Russia and China

First and Second World War, World Post cold war

Globalization and changing power balance

International Organizations: Commonwealth, SAARC, ASEAN, G7, G20, BRICS, EU, NATO

India's foreign policy, Relations with the neighboring Countries

Practical: Student seminar and group discussions

UNIT V - DEFENSE AFFAIRS

Organizational structure and strength of Indian forces

Indo-Pak Wars, Indo-china war

Major border issues and Agreements

Practical: Student seminar and group discussions

UNIT VI - ANALYSIS OF NEWS AND CURRENT ISSUES

News and current affairs

TEXT & REFERENCES:

- Tapan Biswal Human Rights Gender and Environment, Vina Books
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher
- Madan Gopal India through the Ages, Publication Division
- I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
- RajanHarshe& K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
- S.R. Sharma Indian Foreign Policy (Om Sons)
- Rajni Kothari Caste in Indian politics
- Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
- D. D. BasuAn introduction to the Constitution of India
- J.C. Johri Indian Political System

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SEMESTER-II
WRITING FOR MEDIA

UNIT I - WRITING FOR PRINT

News Writing-Hard news, soft news

Feature writing

Editorial writing

Column writing

Writing for magazines

Public relations and Corporate writing

Practical: Writing a news story for newspaper and TV

Feature writing for newspapers

L	T	P
2	0	1

UNIT II- WRITING FOR RADIO

Writing for Radio news

Current Affairs programmes writing

Feature writing

Practical: Prepare a radio news bulletin

Prepare a radio feature

Prepare a radio discussion

UNIT III - WRITING FOR TV

Writing for News based programs

Writing for Crime based programs

Writing for entertainment programs and Reality shows

Practical: Prepare a TV news bulletin

5 anchor links on different news stories

PTC on different stories

UNIT IV - WRITING FOR FILMS

Writing for Advertising and Corporate films

Writing for Documentary films

Writing for PSA's

Writing for Fiction Films

Practical: Script for ad Film

Script for 2 PSAs

UNIT V - WRITING FOR DIGITAL

Blog writing

Writing news and features for Websites

Concept and Content creation

Practical: Blog writing

Articles for websites

UNIT VI - PROJECT

Script Writing

News Packaging

Reporting

News Anchoring and studio Discussion

Program Production

TEXT & REFERENCES:

- The art of creative writing, LajosEgri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burro way

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SYLLABUS

Semester - 3

SEMESTER-III
ADVANCE REPORTING AND ANCHORING

UNIT I - SPECIALIZED REPORTING

L	T	P
4	0	1

Salient features of specialized reporting, Essential skills

Specialized reporting: Political, economics, crime reporting, sports, science & technology, health and medical (BCC), culture and life, spiritual, environment, human right, education and carrier reporting, judicial. Legislature, foreign reporting, agriculture and rural development, Entertainment, current issues

Practical: Reporting exercise

UNIT II - INVESTIGATIVE REPORTING

Purposes, sources, styles, techniques.

Sting operation- tools and techniques, use of spy cams

Reporting and news writing for radio, T.V and Internet

Report writing for magazines and different supplements of newspapers

Practical: Reporting exercise, shooting with spy camera

UNIT III- TV ANCHORING

Broadcast skills – pronunciation, flow, modulation, body language

Facing a camera – eye contact, use of teleprompter

Types of anchoring

Live studio and field interviews

Practical: Exercise of voice modulation and pronunciation, facing camera, mock exercise of interviewing

UNIT IV - ANCHORING OF SHOWS

Anchoring during the election and Budget presentation

Anchoring of special events

Practical: Anchoring practice

UNIT V - NEW TRENDS AND AREAS IN REPORTING

Ethical issues in TV reporting and anchoring

New challenges and opportunities

Practical: Anchoring practice

UNIT VI -PROJECTS

Five news/ issue-based reports of 5-7-minutes duration

Recoding of two one to one interview

Anchoring of one bulletin and one program (15 minutes)

TEXT & REFERENCES:

- Scott, C. & Etal, M. (1994). Effective Public Relations, New Jersey: Prentice Hall.
- Jaishri, J. (1994). Public Relations Concepts, Strategies And Tools, New Delhi: Sterling.
- Jethwaney, J. & Sarkar, N. (2009). Advertising, Sterling Publications.
- Baack, C. (2013). Integrated Advertising, Promotion and Marketing Communication, Pearson Publications.
- Cees, B. M., Riel, Van, Fombrun And Charles J. (2007).
- Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management Reputation, Routledge Publication.

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SEMESTER-III
DEVELOPMENT JOURNALISM AND SOCIAL ISSUES

L	T	P
3	0	1

UNIT I - DEVELOPMENT JOURNALISM

Concept and relevance

Development communication: meaning, strategies in development communication

Development Models

Linear Models: Rostow's Demographic transition, transmission

Non-Linear models: World System Theory, Marxist Theory.

Dependency Paradigm: centre-periphery, unequal development, development under development.

Alternative Paradigms: participatory, think local/act global, think global/act local

UNIT II - DEVELOPMENT ISSUES

New concept of development.

Characteristic of developing societies, Development Indicators

Role of mass media in development

Pre-requisites of development and development communication

Economic development and Justice, Growth, Poverty and employment

Environmental communication

Issues of Cast, Creed, Class, Gender etc.

UNIT III - REPORTING

Sources for Development Stories: Governmental and non-governmental

Field work: Research, Documentation, Interviews, Group Discussion

Conventional and non-conventional sources

Tools and Techniques of Diverse Development Reporting and Writing

Reporting of development stories for different media

Organizations associated with the development

Writing skills of development stories and features

UNIT IV - SOCIAL ISSUES

Gender, cast system, communalism. Socio-economic disparity, Growth, poverty and employment

Social cultural and economic barriers to development communication, dealing with data and statistics

Governance and society Production of development programs for different mediums. New challenges

UNIT V - FUNDAMENTAL RIGHTS

RTI, Social Audits, Grass-root activism, Whistleblowers

Right to education

Human rights

TEXT & REFERENCES:

- Dreze, J.& Sen, A.(1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi
- Jayal, N.G.&Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi
- Mahajan, G.(1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi
- Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA
- Dreze, J.& Sen, A.(2013). An Uncertain Glory: India and its Contradictions, Princeton University, USA
- Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit
- Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi
- Traber, M.(1986).The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London
- Khan, A.M. (1997). Shaping Policy: Do NGOs Matter? Lessons from India, PRIA, Delhi

SEMESTER-III

DOCUMENTARY FILM MAKING

UNIT I - HISTORY OF DOCUMENTARY

Type of Documentary

Television Documentary

Documentary Production (Pre to Post) (Idea, Research and Scripting)

Documentary film and Social Sciences

Social, Political and Historical issues in Documentary films

State of Indian Documentary Films

Practical - Review of National & International Documentaries

L	T	P
4	0	1

UNIT II - WRITING & TECHNIQUES

Proposal/Treatment/Synopsis Writing

Documentary Writing

Human Interaction and Interview Techniques

Interview Analysis

Voice Over

Practical - Develop a Proposal for a Documentary on a Subject of your choice

UNIT III - DISTRIBUTION AND EXHIBITION OF DOCUMENTARY

Trailers and Promos

Documentary Films in Current Scenario

Ethics for Documentary Films

Censorship

Film Festivals

Modes of funding/ International funding and Crowd funding

PSBT, FD and other organization

Practical - Research & Basic shoot of a Documentary

Project Pitching - Make 25 to 30 sec trailer on the Documentary film and give presentation.

Mandatory Screening of Documentary (Pitching)

Making a diary on the Film Screening

UNIT IV - PROJECT

Project- A documentary film, Shoot for 8-10 min film.

TEXT & REFERENCES:

Directing the Documentary, Michael Rabiger (Focal Press 1992)

Documentary in the Digital Age, Maxine Baker (Focal Press, 2006)

Theorizing Video Practice, Mike Wayne (Lawrence and Wishart, 1997)

The Technique of Documentary Film Production, W. Hugh Baddeley (Focal Press, 1963)

Bill Nichols, Introduction to Documentary, 2nd edition, Indiana University Press, 2010.

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SEMESTER-III
MEDIA LAWS AND ETHICS

L	T	P
3	0	1

UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA

Constitution of India: Brief Introduction

Fundamental Rights, Duties and Directive Principles

Freedom of speech & expression: Main features, Scope and Importance of Article 19

Interpretations of Article 19

Supreme Court Judgments related to Article 19

Election Commission

Law Relating to the Election Coverage

Practical: -

Presentation on Freedom of Speech and Expression

Analysis of news stories relate to Freedom of Speech and Expression

UNIT II - ACTS AND REGULATIONS -I

Contempt of Courts Act 1971

Civil and Criminal Laws of Defamation

Rule of Court Reporting, sub-Judice matter

Basic of IPC and Cr.PC

Right to information Act 2005

Indecent Representation of Women (Prohibition) Act 1986

Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc

Practical: -Case study on cases related to Defamation and Contempt of Court

Student seminar on RTI as tool of news source

UNIT III - ACTS AND REGULATIONS -II

Press & Registration of Books Act 1867

Prasar Bharti Act

Cinematograph Act **1952**

Official Secrets Act

Copyright Act

IT Act

Cable Network Act

Practical: -

Group Discussion on structure and working of Prasar Bharti as an autonomous body

Case study on cases related to Copyright Act.

UNIT IV - MEDIA ETHICS

Introduction to media ethics

History of media ethics, role of conventions

Personal and group ethics

Global media ethics BBC Guidelines

Press Council of India

Practical: -

Group Discussion on role of Press Council of India in present media scenario.

UNIT V - NEW EMERGING TRENDS

New technologies and Ethics

Investigative Journalism and Sting Operation (Legality and ethics) Cheque book journalism/paid news/embedded journalism, Media crisis & global issues

Future of media Ethics

Practical: -

Group Discussion and presentation on Citizen Journalism and future perspectives of Media.

UNIT VI -PROJECT

Analysis of 4 major sting operations in India.

TEXT & REFERENCES:

- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.

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SEMESTER-III
MEDIA MANAGEMENT

L	T	P
3	0	0

UNIT I - INTRODUCTION TO MEDIA ECONOMICS

Definition & scope

Economics & media economics

Micro & macro economics

Fundamental economic problems; supply & demand

Consumer behavior, Demographics & Psychographics

Practical: Group discussions and students' seminar

UNIT II - MEDIA ORGANIZATION & MEDIA MARKETS

Media organization: Definition, its nature and importance, organizational culture, media organizations as communication systems

Media markets: definition & scope, dual market products & geographic dimensions, industrial organization model

Market structures

Theories of the firm: applicability and limitations to media markets

Market conduct and performance, evaluating media markets

Practical: Group discussions and students' seminar

UNIT III - STRUCTURE AND OPERATION OF MEDIA ORGANIZATIONS IN INDIA

Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production, circulation, management, housing & arranging the newspaper production plant

Managing broadcast media organizations: organizational hierarchy of public and private television channels, radio stations in India, factors affecting its growth

Growth of digital media; Emerging trends in Internet mobile sectors in term of new services, revenue models and job types, Organizational structure of advertising agencies and public relation firms, Roles and responsibilities of the personnel in the organizational hierarchy

Start up in Media industry: scope and future

Practical: Group discussions and students' seminar

UNIT IV-MANAGEMENT CONCEPTS AND THEIR APPLICATIONS TO MEDIA ORGANIZATIONS

Principles of management

Leadership, staffing and motivation

Planning Budget/ financial management

Market research and audience analysis

Practical: Group discussions and students' seminar

UNIT V - ISSUES IN MEDIA ECONOMICS & MANAGEMENT

Issues in media economics: consolidation of media industries, technology convergence, globalization

Various social, political and economic forces influencing the media industry

Regulatory mechanism & policy challenges

Ethics of media management: public interest v/s private profit; public interest v/s Government control

Legal issues in Advertising, Personnel management, mergers and acquisitions

Practical: Group discussions and students' seminar

UNIT VI - PROJECT

Project on TV media house: 2, Radio: 2, Newspaper media house: 2, Magazine media house: 2, Cyber media house: 2

TEXT & REFERENCES:

- Albarran. Media Economics. Surjeet Publications. Delhi. 2007.
- Samuelson & Nordhaus. Economics. Tata McGraw Hill. New York. 2005.
- Kung, Lucy. Strategic Media Management. Sage. London. 2009.

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SEMESTER-III
MEDIA RESEARCH AND DATA JOURNALISM

UNIT I - INTRODUCTION

L	T	P
2	0	1

Meaning & definition of Research; Objectives of Research

Kinds of Research Approaches to Research Qualitative Quantitative Deductive and Inductive

Media Research and the Scientific method, Research methods

Introduction to Data Journalism

Practical: Prepare Hypothesis on different Research Problems

UNIT II - TOOLS AND TECHNIQUES OF RESEARCH

Selection of Research Topic

Survey of Literature/ Review of Literature

Hypothesis and Its Types

Research Design and its types

Sampling Techniques and types of Sampling

Tools of Data collection

Ethics in Research

Practical:Conduct a Survey

Content analysis of two Newspapers

PPT On Research Design

UNIT III - DATA INTERPRETATION AND PRESENTATION

Data and Its Types: Primary and Secondary

The Web as Data Source, Crowd sourcing Data, Traditional Data sources

Processing Of data: Editing, Coding, Classification and Tabulation

Measures of Central tendency: Mean, Median and Mode

Importance of Statistical Tools In research

Data presentation tools

DATA INTERPRETATION SOFTWARE: Introduction to SPSS

Report writing: steps involved into the process

Practical: 1. PPT on Different Types of Data

2. Use of SPSS and Statistics in Data Interpretation

UNIT IV - RESEARCH APPLICATIONS

Research in Print Media – Readership (IRS, NRS), circulation, typography and make-up

Research in Electronic Media – TRP, BARC

Production Research; Content analysis – Qualitative & Quantitative

Practical: 1. PPT on Readership Surveys

2. Student seminar on opinion polls and Exit polls

UNIT V - UNDERSTANDING DATA & DATA JOURNALISM

Why Data Journalism is important for a reporter

Skills required by a data journalist

Data Literacy, Tips for Working with Data

Using Microsoft Excel to analyze data

Practical: 5 data-based research stories

Project:

Research report of 3000 words max. on any topic.

TEXT & REFERENCES:

- Folkerts& Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
- Jensen & Jankowski. Handbook of Media and Communication Research. Routledge. London. 2002.
- Wimmer& Dominick. Mass Media Research. Wadsworth Cengage. Delhi. 2006.
- Berger, Asa. Mass Communication Research Methods. Sage.
- Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press. Ltd, London, 1998.

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SYLLABUS

Semester - 4

The fourth semester of MJMC is divided into 3 specializations which carries 400 marks.

Student has to choose one of the specializations and has to submit prescribed projects.

SPECIALIZATION IN TELEVISION JOURNALISM

SEMESTER-IV

DOCUMENTARY

Total Credit: 06

L	T	P
0	0	0

The student has to produce a **15-Minutes** documentary. He/ She has to go through all the 3 levels of production and also has to submit a full project report in which detailed account of elements of pre- Production, Production and Post – Production. Each report will be of 2000 – 3000 words.

TEXT & REFERENCES:

- Zettl,H.(2006) Handbook of Television Production, Wadsworth.
- Shelley, S.L. (1999) A Practical Guide to Stage Lighting, Focal Press.
- Compesi, Ronald J et.al (1997) Video field Production and Editing, Allyn& Bacon
- Burrows, Thomas D., et.al. (2000) Video Production: Disciplines and Techniques. McGraw-Hill

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SEMESTER-IV
NEWS PROGRAMME
Total Credit: 06

L	T	P
0	0	0

The student has to make a news programme on one of the following news beats. The duration of the programme will be **15 – Minutes**.

- a) Finance,
- b) Sports,
- c) Crime,
- d) Political,
- e) Entertainment,
- f) Health & Lifestyle and Travel

For this project too, the student has to submit full project report separately in which detailed account of elements of pre- Production, Production and Post – Production. Each report will be of 2000 – 3000 words.

TEXT & REFERENCES:

- Zettl, H. (2006) Handbook of Television Production, Wadsworth.
- Shelley, S.L. (1999) A Practical Guide to Stage Lighting, Focal Press.
- Compesi, Ronald J et.al (1997) Video field Production and Editing, Allyn & Bacon
- Burrows, Thomas D., et.al. (2000) Video Production: Disciplines and Techniques. McGraw-Hill

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SEMESTER-IV
MEDIA RESEARCH PROJECT

Total Credit: 06

L	T	P
0	0	0

Each student will carry out a research project during the semester and he/she will have to submit research dissertation in which they will apply their learning in previous core courses by way of formulating research problems, designing their research and execution the project. Topic of the research project will be related to the specialization opted by the student and selected in consultation with the Dean and Faculty members and there after a Supervisor will be allocated to each student by the Dean. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation will be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size14 for Hindi. It will **NOT** be spiral bound. Line space will be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer-generated tables and other rough work will be presented at the time of viva voce examination. The dissertation should be of **MINIMUM** 5000 words. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else.

During the viva voce examination each student will make a short presentation (not more than 10 minutes) of her or his work preferably with the help of power point.

TEXT & REFERENCES:

- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies, Routledge.
- Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition, University Of California, Sage publication
- Reinard, John C. (2006). Communication Research Statistics, California State University, Fullerton Sage publication.

- Wimmer and Domnick,(2011) Mass Media 'Research: An Introduction, 10th edition, Boston: Wadsworth. Hansen Anders ,Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods, New York University Press.

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SEMESTER-IV
INTERNSHIP
Total Credit: 06

L	T	P
0	0	0

It is a 4-6 weeks faculty supervised internship program which a MA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

Evaluation needs these things also:

Internship certificate issued by the Media House

Internal Report of the Media house

Learning Report prepared by students on the basis of intern

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SPECIALIZATION IN ONLINE JOURNALISM

SEMESTER-IV

WEBSITE DESIGNING AND CONTENT WRITING

Total Credit: 06

L	T	P
0	0	0

The student has to create his/her website through free website designing portal Eg: wix.com. After designing the website student has to write relevant content for that website.

TEXT & REFERENCES:

- Jenkins, Henry (2006) Convergence Culture: Where Old and New Media Collide. New York, London: New York University Press.
- Hassan Robert (2004) Media, Politics and the Network Society, Open University Press.
- Hassan Robert, Thomas Julian (2006) The New Media Theory Reader, Open University Press.
- Warschauer Mark (2004) Technology and Social Inclusion: Rethinking the Digital Divide, MIT Press (MA).
- Marshall P David (2004) New Media Cultures, Hodder Stoughton Educational.
- Hamelink Cees J. (2001) Ethics of Cyberspace, Sage Publications.

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SEMESTER-IV
VIDEO BLOGGING

Total Credit: 06

L	T	P
0	0	0

The student has to make 10 Video blogs which will include pre-production, Production and Post – Production. The student has to upload all the videos on their YouTube Channel.

For these projects the student has to submit detailed project report respectively of each project. Each report will be of 2000 – 3000 words.

TEXT & REFERENCES:

- Jenkins, Henry (2006) Convergence Culture: Where Old and New Media Collide. New York, London: New York University Press.
- Hassan Robert (2004) Media, Politics and the Network Society, Open University Press.
- Hassan Robert, Thomas Julian (2006) The New Media Theory Reader, Open University Press.
- Warschauer Mark (2004) Technology and Social Inclusion: Rethinking the Digital Divide, MIT Press (MA).
- Marshall P David (2004) New Media Cultures, Hodder Stoughton Educational.
- Hamelink Cees J. (2001) Ethics of Cyberspace, Sage Publications.

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SEMESTER-IV
MEDIA RESEARCH PROJECT

Total Credit: 06

L	T	P
0	0	0

Each student will carry out a research project during the semester and he/she will have to submit research dissertation in which they will apply their learning in previous core courses by way of formulating research problems, designing their research and execution the project. Topic of the research project will be related to the specialization opted by the student and selected in consultation with the Dean and Faculty members and there after a Supervisor will be allocated to each student by the Dean. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation will be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size14 for Hindi. It will **NOT** be spiral bound. Line space will be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer-generated tables and other rough work will be presented at the time of viva voce examination. The dissertation should be of **MINIMUM** 5000 words. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else.

During the viva voce examination each student will make a short presentation (not more than 10 minutes) of her or his work preferably with the help of power point.

TEXT & REFERENCES:

- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies, Routledge.
- Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition, University Of California, Sage publication
- Reinard, John C. (2006). Communication Research Statistics, California State University, Fullerton Sage publication.

- Wimmer and Domnick,(2011) Mass Media ‘Research: An Introduction, 10th edition, Boston: Wadsworth. Hansen Anders ,Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods, New York University Press.

-X-
SEMESTER-IV
INTERNSHIP
Total Credit: 06

L	T	P
0	0	0

It is a 4-6 weeks faculty supervised internship program which a MA (Journalism and Mass Communication) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established media house. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

In this evaluation component students are required to select topics of their choice and make a presentation in front of a panel of faculty members. They will be evaluated on the basis of relevance of the topic, contents, presentation skills and questions handling.

Evaluation needs these things also:

Internship certificate issued by the Media House

Internal Report of the Media house

Learning Report prepared by students on the basis of intern

-X-

**SPECIALIZATION IN ADVERTISING, PUBLIC RELATIONS & EVENT
MANAGEMENT**

SEMESTER-IV
ADVERTISING & PUBLIC RELATIONS TOOL DESIGNING

Total Credit: 06

L	T	P
0	0	0

The student has to frame an event for which he/she has to do following projects

- a) The student has to design advertisements for the same event which he/ she is organizing.
 - i) 2 half – page newspaper ad
 - ii) 2 Television Ad of duration 1 minute each
 - iii) 2 Radio Ad of duration 1 minute each
- b) For the same event he/she has to design PR tools and has to organize a press conference.

TEXT & REFERENCES:

- Jethwaney, Jaishri&Jain, Shruti(2012) , Advertising Management, OUP India
- Sachdeva, Iqbal S. (2009), Public Relations – Principles and Practices, OUP
- Ogilvy, David. (2001). Ogilvy on Advertising, Prion.
- Valladares, June A. (2000). The Craft of Copywriting. Sage Publications.

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SEMESTER-IV
EVENT MANAGEMENT

Total Credit: 06

L	T	P
0	0	0

The student has to frame and organize that event. That event should on a faculty level or merger of maximum 3 faculties.

For these projects the student has to submit detailed report respectively of each one. Each report will be of 2000 – 3000 words. In the detailed report for event management the student has to describe pre and post event working too.

TEXT & REFERENCES:

- Jethwaney, Jaishri&Jain, Shruti(2012) , Advertising Management, OUP India
- Sachdeva, Iqbal S. (2009), Public Relations – Principles and Practices, OUP
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-X-

SEMESTER-IV
MEDIA RESEARCH PROJECT

L	T	P
0	0	0

Total Credit: 06

Each student will carry out a research project during the semester and he/she will have to submit research dissertation in which they will apply their learning in previous core courses by way of formulating research problems, designing their research and execution the project. Topic of the research project will be related to the specialization opted by the student and selected in consultation with the Dean and Faculty members and there after a Supervisor will be allocated to each student by the Dean. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

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SEMESTER-IV
INTERNSHIP
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