

**Syllabus for
Master of Arts
(Journalism and Mass Communication)
based on CBCS System with LOCF
(Two Years/Four Semesters)**

(To be implemented from the Academic Session: 2022-2023)

Degree: M.A. (Journalism and Mass Communication)

**Department of Journalism and Mass Communication
School of Studies of Arts
Guru Ghasidas Vishwvidyalaya
Bilaspur (C.G.)- 495009**

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Semester-I

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
Core-1	JMPATT1	History of Journalism	5	4:1:0	30	70
Core -2	JMPATT2	Theories of Mass Communication	5	4:1:0	30	70
Core -3	JMPATT3	Media Writing	5	4:0:1	30	70
Open Elective	JMPATO1	Multimedia Journalism	5	4:1:0	30	70
*Additional Credit Courses			2			
Other if any						
TOTAL			22			

Semester-II

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-4	JMPBTT1	Print Media-I (Reporting)	5	4:0:1	30	70
Core -5	JMPBTT2	Print Media-II (Editing)	5	4:0:1	30	70
Core -6	JMPBTT3	Media Law and Ethics	5	4:1:0	30	70
Soft Core/Discipline Specific elective 1	JMPBTD1	(a)Radio Communication (b)T.V. Communication (c) Film studies	5	4:0:1	30	70
Research Methodology	JMPBTT4	Communication Research	2		30	70
*Additional Credit Courses			2		30	70
Other if any						
TOTAL			24			

Semester-III

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-7	JMPCTT1	Internet Journalism	5	4:0:1	30	70
Core -8	JMPCTT2	Internship	5	0:0:5	--	100
Soft Core/Discipline Specific elective 2	JMPCTD1	(a)Women, Children and Media (b)Human Rights & Media (c) Folk Media & Community Media	5	4:1:0	30	70
Soft Core/Discipline Specific elective 3	JMPCTD2	(a)Citizen Journalism (b)Corporate Communication (c) Digital Journalism	5	4:1:0	30	70
*Additional Credit Courses			2		30	70

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Other if any					
		TOTAL	22		

Semester-IV

Course Opted	Course Code	Name of the Course	Credit	L:T:P	Internal Assessment Exam (Total Marks 30)	End Semester Exam (Total Marks 70)
Core-9	JMPD TT1	Advertising and Public Relations	5	4:0:1	30	70
Core-10	JMPD TT2	Development Communication	5	4:1:0	30	70
Soft Core/Discipline Specific elective 4	JMPD TD1	(a) Global Communication (b) Community Radio (c) Documentary Production	5	4:1:0	30	70
**Dissertation /Project	JMPD D1	Dissertation /Project	6	0:0:6	--	100
Other if any						
		TOTAL	21			

L= Lecture, T= Tutorial, P = Practical (Lab)

* Additional Credit courses (not mandatory in nature)

** Departments may allot 4 to 20 credits for dissertation /project work. Dissertation/Project would be of 100 marks.

Please refer 6.3 of the CBCS PG Regulation 2021-22 for deciding number of core / softcore / discipline specific and dissertation courses.

The departments have liberty to decide the number of these courses as per their requirements. *The above table is suggestive in nature.*

The number of teaching hours per week preferably should not exceed 26-28 hours.

The soft core / Discipline specific courses will be treated as special paper of old pattern as and when needed.

MOOC's courses will be offered as per university guidelines

***Dissertation and Internship exams will be conducted of 100 marks each.

****Internal assessment Exam will be conducted twice in each semester, each will be of 15 marks. And the end semester Exam will be of 70 marks.

The above syllabus is based on CBCS system with LOCF.

POs(Programme Outcomes):

PO1. To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

PO2. To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

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PO3. To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

PSOs(Programme Specific Outcomes):

PSO1. Students will learn the concept of journalism and different aspects of mass communication

PSO2. Students will acquaint with the required skills and practices of the journalism and the mass communication

PSO3. Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

PSO4. Students will understand the different creative and constructive roles that communication professionals play specifically for development

PSO5. Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

Note: Abbreviations-

PO=Programme Outcome

PSO=Programme Specific Outcome

CO= Course Outcome

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SYLLABUS FOR SEMSTER- III

Core-07: JMPCTT1 - Internet Journalism

Course Objectives

- 1.To understand the concept and distinct characteristics of Internet journalism
- 2.To learn the process of computer assisted reporting and uses of multimedia technology.
- 3.To understand the various types of cyber platforms and communities.
4. To understand the social media, its uses and cyber law.

Unit – I

Internet Journalism: Meaning, concept, scope; Growth of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms of Internet Journalism.

Unit- II

Characteristics and Importance of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, computer ; animation and its types, messaging through mobile phones, media convergence.

Unit –III

Cyber platform and communities, Social Networking Site; New Media Journalism: Broadcast news vs. news in print, history of internet; Feature of net: E-mail, www, search engine, directories, Internet addressing; search engine, blog.

Unit – IV

Social Media, types of social media, future of social media in journalism. Citizen Journalism. Civil Society, Political, economic and cultural aspects of the Internet, Advertising on the Internet. Internet and censorship, Cyber law,

Course outcomes

1. |Understanding of the concept and distinct characteristics of Internet journalism
2. Learning of the process of computer assisted reporting and uses of multimedia technology.
3. Understanding of the various types of cyber platforms and communities.
4. Knowing the social media, its uses and cyber law.

BOOKS FOR REFERENCE

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.

Hahn, Harley. *The Internet: Complete Reference*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 1997.

Sengupta, Aditya. *Electronic Journalism: Principles and Practices*. New Delhi: Author Press, 2006.

Sexena, Sunil. *Breaking News: The Craft and Technology of Online Journalism* New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2004.

Ramanujam, Dr R.C. *Multimedia Journalism*, New Delhi: APH Publishing Corporation, 2006.

References

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.

CO	PO			PSO				
	PO1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	1
CO2	2	3	2	2	3	3	1	2
CO3	3	2	1	3	3	3	2	1
CO4	3	2	2	3	3	2	2	2

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Core-08: JMPCTT2 - INTERNSHIP (Minimum 4 weeks)

Course Objectives

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn the cultures and work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Internship

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

Course Outcomes:

As a result of the internship experience students will be able to:

1. Apply appropriate workplace behaviours in a professional setting.
2. Demonstrate content knowledge appropriate to job assignment.
3. Exhibit evidence of increased content knowledge gained through practical experience.
4. Explain how the internship placement site fits into their broader career field.
5. Evaluation of the internship experience in terms of their personal, educational and career needs.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3
CO2	2	3	2	2	3	3	3	2
CO3	2	3	2	2	3	3	3	2
CO4	2	3	2	2	3	3	2	2
CO5	2	3	2	2	3	3	3	2

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Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Women, Children and Media

Course Objectives:

1. To know important social issues & problem and their reflection in media
2. To know the role of media in social issues
3. To know the rights and reforms process of children.
4. To know the role of media in women empowerment and portrayal of women and children in different platforms of media.

Unit-I

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems of elderly women, single women and working women, gender discrimination, reflections of such issues in media.

Unit-II

Rights of children and adolescents, child labour, exploitation of children and reform process.

Unit-III

Media and violence against women, media and women empowerment, Impact of media on women and children, women and children in advertising, reality shows-women and Children.

Unit-IV

Women as news makers, women and children's magazines, role portrayal of women in media, programmes on women and children on radio and TV, children's films, Women Journalists.

Course Outcomes:

1. Understanding of the important social issues & problem and their reflection in media
2. Learning of the role of media in social issues
3. Understanding of the rights and reforms process of children.
4. Learning of the role of media in women empowerment and portrayal of women and children in the different platforms of media.

BOOKS FOR REFERENCE

1. Publication Division. *Women in Mass Media*
2. Kaplan, E. Ann; *Women & Film: Both sides of the Camera*, New York: Methnen, 1983.
3. Cowil, Elizabeth. *Representing the Women: Cinema and Psychoanalysis*. London: Macmillan Press ltd, 1997.

CO	PO			PSO				
	PO 1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	2	3	3	2	2	3	3
CO3	3	1	3	3	1	1	3	3
CO4	2	1	3	2	1	2	1	3

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Soft Core/(Discipline Specific elective) DSE 2: JMPCTD1 – Human Rights and Media

Course Objectives

1. To enhance the knowledge and understanding of human rights.
2. To foster attitudes of tolerance, respect, solidarity, and responsibility.
3. To learn the writing for human rights.
4. To understand the role of media and journalism in protecting human rights

Unit-I

Evolution of human rights, universal declaration of human rights, media and human rights in national and international perspective.

Unit-II

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to privacy.

Unit-III

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right and issues. Right to Information Act.

Unit-IV

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

Course Outcomes

1. Understanding of the human rights and the role of media in human rights
2. Understanding of various issues related to human rights
3. Learning of how to report about the human rights issues
4. Understanding of the role of media and journalism in protecting human rights

BOOKS FOR REFERENCE

1. Department of Public Affairs, United Nations. *Universal Declaration of Human Rights*.
2. Papademos, Diana (Ed). *Human Rights & Media*.
3. Guruswamy, S. *Human Rights & Gender Justice*
4. Kar, P.K and P.P. Panda. *Awareness of Women's Rights: Projection in Mass Media*

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	3	1	1	1	3
CO2	3	1	2	3	1	1	1	2
CO3	3	3	2	3	3	2	2	2
CO4	3	2	3	3	2	2	2	3

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DSE-10: JMC-DSE – 307 - Folk Media and Community Media

Course Objectives:

1. To understand the concept of culture and know the folk forms and traditions
2. To understand the concept of community, its norms and customs
3. To understand the community media and its initiations
4. To learn the community participation techniques

Unit I

Culture and Tradition -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Odisha, Devotional and religious forms, voicing public opinion and creating awareness through folk media.

Unit II

Community: Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India, Community social capital, Communities as stakeholders in development. Types of communities

Unit III

Understanding community media- Case study of select community media initiatives. Community media in India and Chhatisgarh. **Community Radio in India:** Introduction, History and Recent development.

Unit IV

Participatory techniques- Community participation, Participatory data collection techniques, Report writing, techniques of report writing.

Course outcomes:

1. Understanding of the concept of culture and learning of the different folk forms and traditions
2. Understanding of the concept of community, its norms and customs
3. Understanding of the community media and its role
4. Learning of the techniques of the community participation

Practical – Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

Textbooks

Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage

Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

References

Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.

Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	2	1	1	1
CO2	3	1	2	3	1	2	2	1
CO3	3	2	2	3	2	2	1	1
CO4	2	2	3	2	2	3	2	1

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Core- Soft Core/Discipline Specific elective (DSE)3: JMPCTD2 – Citizen Journalism

Course Objectives:

- 1.To understand the concept of Citizen Journalism.
- 2.To understand the use of ICT in citizen journalism
- 3.To understand the Cyber Activism for social welfare
4. To learn the web designing and uses of multimedia in citizen journalism

Unit-I

Citizen Journalism: Concept, nature and scope, news and types of news, basics of news writing and news selection. Interview: type and techniques. Platforms for Citizen Journalism. Introduction to Social Media. Cell phone/ Mojo journalism

Unit-II

ICT in journalism, Social Collaboration and crowd sourcing, Virtual community, wikis, blogs, instant messaging, Copyright, and Censorship: Threats Facing Open Source Journalism.

Unit-III

Cyber activism: Concept and Case Studies. Social Collaboration: virtual community, wikis, blogs, instant messaging; collaborative office and crowd sourcing. Social publishing: Flickr, Instagram, Youtube, Sound cloud.

Unit-IV

Web design, integrating multimedia content, audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography.

Practical -

Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

Course Outcomes

1. Understanding the concept of Citizen Journalism and learning of the news writing
2. Understanding the use of ICT in citizen journalism
3. Understanding of the Cyber Activism for social welfare
4. Learning of the web designing and uses of multimedia in citizen journalism

References:

Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.

Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.

Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph

We the media: grassroots journalism by the people for the people by Dan Gillmor. 1st edition, July 2004.

We've got blog: how weblogs are changing our culture. Perseus publishing

Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.

Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	2	2	2	2
CO2	2	2	3	2	2	3	2	3
CO3	3	2	2	2	2	2	1	2
CO4	2	3	2	2	3	3	2	2

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Soft Core/Discipline Specific elective (DSE)3- JMPCTD2 – Corporate Communications

Course Objectives

1. To understand the concepts and evolution of corporate communication in the context of organizations
2. To learn the media relations and corporate reputation management
3. To introduce the application of corporate communication to achieve organizational goals
4. To learn the various applications of corporate communication

Unit I

Corporate Communication – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication v/s Public Relations, Scope, functions, trinity in Corporate Communication.

Unit II

Media Relations - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media.

Unit III

Corporate Reputation Management and Crisis Communication – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management. Crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

Unit IV

Various applications of Corporate Communication - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC.

Unit V

Legal, Ethical issues and emerging Trends –Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media

Course Outcomes

1. Course will enhance knowledge and skills of fundamentals of corporate communication and public relations
2. Students will be able to Understand the strategy of media relations and corporate communication management
3. Students will be able to understand prerequisites of writing for different media platforms.
4. Students will be able to understand the applications of corporate communication, legal and ethical issues as well as emerging trends in corporate communication

Textbooks

Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

References

Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.

Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	2	2
CO2	2	2	3	2	2	2	2	3
CO3	2	2	2	2	2	1	2	2
CO4	2	3	3	2	3	3	3	3

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Soft Core/Discipline Specific elective DSE 3 – JMPCTD2 -Digital Journalism

Course Objectives

- 1.To understand the distinct characteristics of digital journalism
- 2.To understand the digital newsroom, various platforms of digital journalism and learn the basic writing styles used by online journalists
- 3.To learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
4. To learn the basic approach to digital journalism

Unit-I

Digital Journalism: Understanding of Digital Journalism, Evolution of Digital Journalism, Equipment Requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet, Printer Etc.

Unit-II

Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components

Unit-III

Social Media Platforms: Historical Overview, Citizen & Collaborative Journalism, Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc., Profiling And Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flickr etc.

Unit-IV

Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques, Traditional Journalism Versus The Multimedia Mindset, E-Journals, Online Magazines, Webinars, Video Conferencing, Blogging, Mobile Journalism (Mojo): Tools & Operating Systems

Course Outcomes:

1. Understanding of the distinct characteristics of online journalism
2. Learning of the basic method of news delivery and writing styles used by online journalists as well as understanding of the digital newsroom and various platforms of digital journalism
3. Learning of the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).
4. Learning of the basic approach towards digital journalism

BOOKS FOR REFERENCE

1. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication •
2. Saxena Sunil (2006), Headline Writing, Sage •
3. Kim Jihoon :Between film, video and the digital, Bloomsbury •
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury •
5. Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S. •
6. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge •
7. Tapas Ray, Online Journalism, Cambridge University Press, 2011 •

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2	2	1	1
CO2	2	3	2	2	2	2	1	2
CO3	2	3	2	2	3	3	3	2
CO4	2	2	2	2	2	2	2	2

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SYLLABUS FOR SEMSTER- IV

Core-9: JMPDTT1- Advertising and Public Relations

Course Objectives

1. To impart basic concepts of advertising and its development.
2. To learn the advertising campaign, strategy and creative process of advertising..
3. To impart the concept and the fundamentals of public relations.
4. To learn the ethics and laws of public relations.

Unit I

Evolution and growth of advertising: Meaning and definitions of advertising. History of advertising, various media for advertising, changing advertising scenario. Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, DAGMAR approach; advertising agency, various departments in agency, Preparing advertisements for various media-magazine, radio, TV, outdoors advertising etc.

Unit- II

Advertising campaign, product analysis, media planning, copywriting, various stages of creative process, advertising appeals, language of advertising, Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising- AAAI, ASCI etc. Social Marketing.

Unit III

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

Unit IV

Public in Public Relations; Public opinion formation and measurement; Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign. PR in government and corporate sectors. PR Agencies: Organisation and functions, PR Departments; Interface with management disciplines; Role, qualities and qualifications of PR executives. Corporate Social Responsibility, PR ethics and codes. PRSI.

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able learn the advertising strategy and creative process of advertising.
3. Students would gain knowledge about the concept and the fundamentals of public relations.
4. Students would gain knowledge about the basic ethics and laws of public relations.

BOOKS FOR REFERENCE

Dr Varma and Agarwa I. *Advertising Management*
Vilani, J.V. and A.K.Verghese. *Advertising Basics*
Chunawala and Sethia. *Foundation of Advertising*
Chauhan. *Essentials of Advertising*
Mohan, Mahendra. *Advertising Management*
Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.
Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
Jethwaney, Jaishri N. & N.N. Sarkar. *Public Relations*. New Delhi: Sterling Publishers Pvt. Ltd.
Black, Sam. *Practical Public Relations*.
Sahai, Baldeo. *PR: A Scientific Approach*
Sardana, C.K. *The Challenge of P.R*
Kanl, J.M. *Public Relations in India*
Mehta, D.S. *Handbook of PR in India*

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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	3	2	2	1	1
CO2	2	3	2	2	3	3	2	2
CO3	3	2	1	3	2	2	1	1
CO4	2	2	3	2	2	2	2	3

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Core- 10: JMPD TT2- Development Communication

Course Objectives

1. To understand the basic concepts, meaning and process of development
2. To learn the concept of development communication and understanding of its models, strategies and tools
3. To understand the various theories and models of development communication and the role of media in development communication
4. To learn the message designing and approaches in the uses of media in development communication

Unit I

Development: meaning, definition, concept and process of development; history of development communication; approaches of development communication; role of communication in development; paradigms of development communication; different models of Development Communication.

Unit II

Strategies and tools in Development Communication; Core areas of Development; social, cultural and economic barriers to Development Communication; Democratic Decentralization-Planning at national, state and regional levels.

Unit III

Diffusion of Innovations theory; Role of media in Development Communication-print, electronic and folk media. Development Communication in India; Relevance of Development Communication in India; Development campaigns.

Unit IV

Designing messages for Development Communication; Alternative Media; Community Newspapers; Multi-media approach to Development Communication; Technological approach to Development Communication.

Course Outcomes

1. Understanding of the basic concepts, meaning and process of development
2. Learning of the concept of development communication and understanding of its models, strategies and tools
3. Understanding of the various theories and models of development communication and the role of media in development communication
4. Learning of the message designing and approaches in the uses of media in development communication.

BOOKS FOR REFERENCE

Narula, Uma. *Development Communication*.
Murty, DVR. *Development Communication-Theory & Practice*.
Gupta, V.S. *Communication Technology, Media Policy and National Development*
Mody, Bela. *Designing Messages for Development Communication*.
Mathur, K.B. *Communication for Development and Social change*.
Gupta, V.S. *Communication, Development and Civil Society*.
Joshi, Uma. *Understanding Development Communication*.
Gupta, V.S. *Communication and Development*

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	3	1	1	1	1
CO2	2	3	2	2	3	3	3	2
CO3	2	2	3	2	2	2	2	3
CO4	2	2	1	2	2	2	2	1

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Soft Core/Discipline Specific elective DSE 4: JMPDTD1—Global Communication

Course Objectives

1. To develop the understanding of the concept of the Global Communication
2. To create understanding of the world politics and economics related to Global Communication
3. To impart knowledge of global information flow and its order

Unit I

Global Communication: Meaning and concept, Globalization of media, transnational news, international relations and propaganda, emergence of third world communication, freedom of press. UNO's Universal Declaration of Human Rights and communication, International news agencies and its functions,

Unit II

Introduction to identity politics and its relation to nation-building, Gender issues: country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration. Human development Index (HDI), Development Concerns: conflict of interests between economic and environmental concerns.

Unit: III

Political, Economic and Cultural dimensions of International Communication- communication and information as a tool of equality and exploitation. International news flow, imbalance in media growth, Impact of ICT on news flow, information super highways, International telecommunication and regulatory organizations.

Unit: IV

UNESCO's efforts in removal of Imbalance in News flow, debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – it's working, success, failure. Issues in international communication, Cultural imperialism, violence against media persons, effects of globalization on media, transnational media ownership

Course Outcomes

1. Students will have the understanding of the concept of Global Communication
2. Students will have the understanding of the world politics, culture and economics prevailing in Global Communication
3. Students will have the understanding of the global information flow and its order

Textbooks

Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2nd second. Hodder Arnold Publication.

Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

References

Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.

Seator, Jean. (1998). *Politics and the Media*, Blackwell.

Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.

Thussu, DayaKishan (2009), *International Communication: A Reader*, Routled

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	1	3	3	1	1	1	3
CO3	3	1	3	3	1	1	1	3

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Soft Core/Discipline Specific elective DSE 4: JMPDTD1- Community Radio

Course Objectives

1. To understand the concept, importance and development of community radio
2. To understand the role community radio for society
3. To understand the production techniques used in community radio station for broadcasting

Unit I

Community radio: Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium; history of community radio

Unit II

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development, Problem and prospects of CRS

Unit III

Growth and development of CR in India, CR in Chhatisgarh, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India,

Unit IV

Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow casting, Microphone, recording software.

Practical

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

Course outcomes

1. Understanding of the concept, importance and development of community radio
2. Understanding of the role community radio for society
3. Understanding of the production techniques used in community radio station for broadcasting

Textbooks

Tabing Louie. (2002). *How to do community radio*, Unesco Publication, New Delhi.

Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO

References

Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London

Pavarala, V & Malik, K. (2007) *Other Voices –Struggle for community Radio in India*. Sage.

CO	PO			PSO				
	PO 1	PO 2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	2	1	3	2	1	1	1	3
CO3	2	3	1	2	3	3	3	1

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Soft Core/Discipline Specific elective DSE 4: JMPDTD1- Documentary Production

Course Objective

1. The course is designed to enable students to understand the concept of the documentary and its making
2. The students are exposed to theoretical understanding of the production process of documentary and approaches to documentary production
4. The students would learn the essential elements and various production stages of documentary making

Unit I

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries.

Unit II

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Research, zeroing on the subject, Development of script, Scheduling, Budgeting.

Unit III

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

Unit IV

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

Unit V

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments, understanding copyright.

Course Outcome

1. Learning of the concept of documentary and its making
2. Understanding of the language and approaches in documentary making and the social relevance of the documentary
3. Learning of the production of documentary

Practical – Shooting and Editing

Textbooks

Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.

Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

References


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.

Amita
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CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	1	1	1	2
CO2	3	3	2	3	3	3	3	2
CO3	2	3	2	2	3	3	3	2


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DISSERTATION / PROJECT –JMPDD1- DISSERTATION/ PROJECT & VIVA-VOCE

Course Objectives

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Every student will have to prepare a dissertation/project in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertation/project will be appointed by the Head of the Department from among the faculty members of the Department. The guide(s) should certify that the dissertation/project is based on the work carried out by the candidate. Three copies of the dissertation/project should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation/project. The dissertation/project will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

Course outcomes:

1. After successful completion, students will have the knowledge and skills to: plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.
2. The students will learn to apply qualitative and/or quantitative evaluation processes to original data.
3. The students will understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.
4. The students would learn the competencies specific to an occupation or profession and the cultures to work effectively within diverse environments.

CO	PO			PSO				
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	3	3	2
CO2	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	3	3
CP4	1	3	3	1	3	3	3	3

Amita
12/05/2023

Shruti
12/05/2023