

Journalism & Mass Communication

Structure of the 2-year (4-semester) P.G- Course in Journalism & Mass communication

Semester-1

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
1.	JMC-21201A	Mass Communication			8
	JMC-21201B	Specialized Field Of Communication	100	--	
2.	JMC-21202A	Reporting	50	50	4+2=6
	JMC-21202B	Editing			
Total			150	50	14

Semester-2

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
3.	JMC-21203A	Radio			4+2=6
	JMC-21203B	TV	50	50	
4.	JMC-21204A	Film	50	50	4+2=6
	JMC-21204B	Video			
5.	JMC-21205A	History of Journalism	100	---	8
	JMC-21205B	Contemporary Media Related Issues			
Total			200	100	20

Semester-3

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
6.	JMC-21206A	Public Relation			4+2=6
	JMC-21206B	Advertising	50	50	
7.	JMC-21207A	Communication Research	50	50	4+2=6
	JMC-21207B	Editing Dissertation			
8.	JMC-21208	Special Paper (Photojournalism)	50	50	4+2=6
Total			150	150	18

Semester-4

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
9.	JMC-21209A	Traditional & Advanced Media			6+2=8
	JMC-21209B	Media Ethics & Media Laws	75	25	
10.	JMC-212010	Special Paper (Women & Media)	50	50	4+2=6
Total			125	75	14

Programme and Course Outcomes M.A. in Journalism & Mass Communication

Programme Outcomes

The programme is to produce postgraduates with advanced knowledge and understanding of Journalism and Mass Communication ; higher order critical, analytical, problem solving and transferable skills; ability to think rigorously and independently to meet higher level expectations of media industry, academics, research establishments.

At the end of the programme the students will be able to:

1. Equip students with a critical understanding of the media and communication milieu.
2. Acquaint students with the updated developments in Media and Communication Theory and Research.
3. Enhance the journalistic skills of students through practice, assignments, seminars, workshops, discussions and fieldwork to acquaint them with the best global practices in journalism and media industry.
4. Develop platform-agnostic skills for the dynamic digital and convergent media environment.

Course Outcome: Semester-1

Semester-1

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
1.	JMC-21201A	Mass Communication			8
	JMC-21201B	Specialized Field Of Communication	100	--	
2.	JMC-21202A	Reporting	50	50	4+2=6
	JMC-21202B	Editing			
Total			150	50	14

Upon successful completion, students will be able to:

1. Use an understanding of the effects of mass media on culture and society in order to make responsible personal and professional decisions.
2. Recognize the connection between journalistic/media freedoms and democracy in order to maintain balance between freedom of the press and freedom of the society.
3. Provide community leadership.
4. Critically and thoughtfully respond to both explicit and implicit communication of media.
5. Develop and Analyse news reports for various sectors
6. Act as editor, director, producer in a media company
7. Present news, organize and chair intellectual discussions
8. Use various tools and techniques for compilation and presentation of news
9. Lead a team to ensure that projects are completed satisfactorily, on time, and within budget

Course Outcome: Semester-2

Semester-2

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
3.	JMC-21203A	Radio	50	50	4+2=6
	JMC-21203B	TV			
4.	JMC-21204A	Film	50	50	4+2=6
	JMC-21204B	Video			
5.	JMC-21205A	History of Journalism	100	---	8
	JMC-21205B	Contemporary Media Related Issues			
Total			200	100	20

Upon successful completion, students will be able to:

1. Recognize types of films, their impact on society and their roles in our lives and society.
2. Recall the concepts behind storytelling, Mise en Scène and Cinematography.
3. Identify ways sound contributes to movies.
4. List the roles of directors and critics in the film industry.
5. Identify types of movie genres and various editing styles.
6. apprise of the growth of print media in India in historical perspective
7. enable analyze the trends in contemporary journalism.
8. acquaint with set up of print media organizations and editorial working.
9. equip with printing technology and process of print production.
10. train them in the art and craft of TV Journalism and equip them with skills and practices so that they are fully ready to take up journalistic and production jobs in TV News Channels ☐
11. provide them an optimum understanding of Radio Journalism, Radio Programming and Operational Management of Commercial FM stations ☐
12. expose them to the latest digital audio-video technologies, social media and new media tools.

Course Outcome: Semester-3

Semester-3

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
6.	JMC-21206A	Public Relation	50	50	4+2=6
	JMC-21206B	Advertising			
7.	JMC-21207A	Communication Research Editing	50	50	4+2=6
	JMC-21207B	Dissertation			
8.	JMC-21208	Special Paper (Photojournalism)	50	50	4+2=6
Total			150	150	18

On successful completion of this course a student will be able to

1. identify and understand methods for conducting communication research common in strategic communication practice.
2. understand and evaluate academic research using common communication research methodologies.
3. analyze data from qualitative and quantitative perspectives.
4. use qualitative and quantitative data to inform communication strategy.
5. Perform event management and advertising activities

6. Unpack trans-national communication and public relations practices.
7. Deconstruct national media systems and socio-environmental issues and practices in the context of globalisation.
8. Develop intercultural intelligence and global communication competencies.

Course Outcome: Semester-4

Semester-4

Paper	Paper Code	Paper Content	Marks		Total Credit
			TH	Prac.	
9.	JMC-21209A	Traditional & Advanced Media Media Ethics & Media Laws	TH	Prac.	6+2=8
	JMC-21209B		75	25	
10.	JMC-212010	Special Paper (Women & Media)	50	50	4+2=6
Total			125	75	14

On successful completion of this course a student will be able to

1. demonstrate an understanding of the nature of ethics and moral discourse.
2. demonstrate an understanding of a range of specific ethical issues, perspectives and debates relevant to the domain of media.
3. demonstrate an understanding, where applicable, of the legal issues relevant to the domain of media..
4. critically appraise and discuss the relevant literature in written and oral forms.
5. communicate understanding of the relevant ethical and legal issues in written and oral forms.
6. create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
7. Communicate across teams verbally, visually and by writing
8. Deconstruct national media systems and socio-environmental issues and practices in the context of globalisation.
9. Develop intercultural intelligence and global communication competencies.