



Nurturing Knowledge. Empowering Minds.

School of Mass Communication

Master of Journalism and Mass Communication (MJMC)

(Two-Year, Full Time Program)

- **Two Year (Semester Based) Master Degree Programs**
(Examinations and Miscellaneous Provisions) Ordinances
[Effective from Academic Session 2014-15].
- **Program Curriculum**
- **Program Syllabi**

Recommended by the Academic Council in its first meeting held on 27th July, 2013 and the Board of Management in its first meeting held on 5th October, 2013 and adopted by the Board of Governors in its first meeting held on 8th October, 2013, and as amended by the Academic Council in its meeting held on 12th April, 2014. Further amendments recommended by the Faculty Council in its meeting held on 18th July, 2014 and approved by the Chairman Academic Council.



Nurturing Knowledge. Empowering Minds.

Two Year (Semester Based) Master Degree Programs (Examination and Miscellaneous Provisions) Ordinances, 2013

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act and Statutes of the University, the Academic Council hereby makes the following Ordinances, namely;

PRELIMINARY

Short Title and Commencement

- (a) These Ordinances may be called **The Two Year (Semester Based) Master Degree Programs (Examinations and Miscellaneous Provisions) Ordinances, 2013.**
- (b) They shall come into force from the Academic Session 2014-15.

Definitions

In these Ordinances, unless there is anything repugnant to the subject or context:

- a) *“Academic Cell” means the Academic Section of the University*
- b) *“Academic Council” means the Academic Council of the University*
- c) *“Academic Session” means the period of academic activities (normally July/August to June of the next year)*
- d) *“Board of Examinations” means the Board of Examinations of the University*
- e) *“Chairman” means the Chairman of the Board of Examinations and the Academic Council of the University*
- f) *“Class Representative” means a student representative of the students of concerned program.*
- g) *“COE” means the Controller of Examinations of the University*
- h) *“Dean Academics” means the Dean (Academics) of the University*
- i) *“Dean” means the Dean of Faculty/School concerned*
- j) *“DSW” means the Dean of Students’ Welfare of the University*
- k) *“Examination Cell” means the Examination Section of the University*
- l) *“HOD” means the Head of the concerned Department*
- m) *“Moderation Board” means the Moderation Board of the concerned program*
- n) *“MO” means the authorized Medical Officer of the University*
- o) *“Pro V C” means the Pro Vice Chancellor of the University*
- p) *“Program Coordinator” means the Coordinator of specific program of the University*
- q) *“Registrar” means the Registrar of the University.*
- r) *“Statutes” means the Statutes of the IMS Unison University, Dehradun*
- s) *“Student” means a student of concerned program.*
- t) *“University” means IMS Unison University, Dehradun*
- u) *“V C” means the Vice Chancellor of the University*

1.0 GENERAL

- 1.1 These Ordinances are applicable to students of **Two Year (Semester Based) Post Graduate Programs**. These shall be applicable to ongoing Two Year (Semester Based) MJMC Program and to such other similar programs that may be introduced in future.
- 1.2 Each academic session shall be divided into Two Semesters, each of approximately 18-20 weeks duration. The Program shall also include **Internship in the appropriate semester, if included in course curriculum**, under the supervision of teacher/faculty. The academic activities for a session, as approved by the Academic Council, include dates of Commencement and End of semesters, Mid Term Examinations, End Term (final) Examination, Special Examination (if any), Training Period, Term Paper submission, Comprehensive/Composite viva-voce, last date for submission of marks, date of publication of results etc., as laid down in the **Academic Calendar** for the concerned session.
- 1.3 **End Term (final) Examination** is the final examination at the end of each Semester. Special examination, if any, is the supplementary examination of each Semester, i.e., a second chance to appear at the End Term (final) Examination. The End Term (Final) Examination shall have weightage of 50% of the total marks of the subject (refer clause 1.7(a)).
- 1.4 **Mid Term Examinations:** There shall be **two** Mid Term Examinations each of **10** marks for all theory papers, which have component of End Term (final) Examination. There will be no Mid Term Examination for purely Sessional (Continuous Evaluation) or Practical subjects. Following shall be the allocation of marks for various components of continuous evaluation:
- (a) Two Mid-Term Examinations shall carry **20 marks**.
 - (b) Activities like Quizzes, Home Assignments, Seminars, Case Discussions, Attendance, etc. shall carry **30** marks, which will be assessed round the semester and shall be awarded by the teacher/faculty concerned in the end of the each semester.

Weightage and criteria for assessment shall normally be:

- (i) Quiz Tests : **15 marks**. There shall normally be 3 surprise quiz tests during the semester which will be fairly distributed over the semester.
- (ii) Home Assignments/Case Study/Presentation etc : **10 marks**, and
- (iii) Attendance and Participation : **5 marks**.

The aggregate of these two i.e. (1.4(a) and 1.4(b)) will constitute the Sessional (Continuous Evaluation) of **50 marks** for a subject having End Term (final) Examination.

To pass in Sessional (Continuous Evaluation), a student must score at least **20 marks** out of **50 marks**.

Mid Term Examination will be of **1.30 (one and half) hours** duration and the End Term (final) Examination shall be of **3.00 (Three) hours** duration. Mid Term Examinations and End Term Examinations will be conducted as per the Academic Calendar of the University.

Provided that “if a student fails to appear in the all Mid Term Examinations of a Semester due to hospitalization and the said student informs the concerned HOD timely with request to grant him/her a chance for a make-up test, the HOD shall make a specific report to the Chairman, Board of Examinations of the University in this regard. The Chairman shall place the matter before the

Board of Examinations for consideration. While considering the matter, the authorized / resident Medical Officer of the University shall be co-opted as member of the Board of Examinations. The Board of Examinations may grant permission on the merit of individual cases, one and only one chance to appear in a make-up test in lieu of absence in all Mid Term Examinations. This make-up test shall be conducted just before the commencement End Term Examinations of the concerned Trimester. No make-up test shall be permissible to any of the students on any other ground.”

The subject teacher/Coordinator concerned shall prepare a list of **failed students** (i.e. students who have secured **less than 20 marks out of 50** marks) in Sessional (Continuous Evaluation) of the subject concerned and notify the same to students and also forward the same to the examination section before the commencement of the End Term (final) Examination, if any, for the semester. Such students will be **debarred from appearing at the End Term (final) Examination** in the concerned subject.

- 1.5 Practical subject will include Practical Class Work, Practical Report Writing, Practical Lab Examination, Viva-voce etc. The performance of a student in a Practical subject will be evaluated by assigning **60%** weightage to regular laboratory work and **40%** weightage to End Term Practical Examination and viva-voce. For this purpose, **a committee of two or three examiners including one External Examiner**, if it is felt necessary by the Head of the concerned Department and approved by the Vice Chancellor, will conduct practical examination and hold Viva-voce.
- 1.6 For a purely Sessional subject, the assessment will be made on the basis of continuous evaluation throughout the semester, which may include regular course work, practice work, home assignments, quizzes, excursions, presentations etc.
- 1.7 Students’ performance in subjects offered in each semester will be evaluated as under:
 - a) End Term (final) Examination and Sessional work with **50:50** weightage respectively out of **100** marks;
 - b) Purely Sessional subject with full weightage of **100**;
 - c) Purely Practical subject with full weightage of **100**.

REMARKS: A student should score at least **15 out of 50** in End Term (final) Examination and **20 out of 50 in** Sessional (Continuous Evaluation) to pass in a subject.

1.8 **Submission of Term Paper/Dissertation/Research work**

- a) The Term Paper / Dissertation/ Research work will normally be of 50 to 100 pages.
Students are required to submit Term Paper/ Dissertation/Research work within the date mentioned in the Academic Calendar of each Academic Session.
The Term Paper/Dissertation/Research work will not be accepted after expiry of last date as stipulated. If a student fails to submit the same by the stipulated date, he/she will be declared failed and will be required to repeat the same in the appropriate semester of the next academic session provided other provisions of the Ordinances permit continuance of studies in the University.
- b) The student shall submit to **Program Coordinator** three typed (or printed) bound copies of his/her Term Paper/ Dissertation/Research work.

- c) An Assessment Committee comprising the concerned HOD **or** a senior member of the faculty as Chairman and at least two/ three faculty members of the department shall conduct the seminar on Term Paper/Dissertation/Research work and hold viva-voce thereon, if required.
- d) The Assessment Committee shall meet on a prefixed date, notified well in advance by the concerned HOD / Program Coordinator for conducting seminar and/or viva-voce of all students.
- e) The final grade on Term Paper/Dissertation/Research work shall be computed by the Assessment Committee and shall be forwarded to the Examination Section of the University.

2.0 REGISTRATION

- 2.1 Each student shall be required to get himself/herself registered on the scheduled date of registration in each semester. Registration thereafter may be done **with a late fee** as decided/notified from time to time.

Provided that no student shall be eligible for registration in the next Semester, if he/she has been debarred from appearing in the End Term (final) Examination of the previous Semester on Disciplinary grounds.

In such case, student concerned shall be required to re-register in previous Semester(s) first (as and when available) subject to fulfillment of other conditions of the Ordinances.

Further, no relaxation will be given on attendance requirement for late registration on any account.

2.2 Registration in Failed /Deficient Subjects

- (a) Registration will be permitted in maximum two failed courses / subjects and/or lower graded courses/subjects to meet the **CGPA** requirement.
 - (b) For registration in II Semester onwards, a student has to take all courses/subjects of the current Semester plus maximum of two courses/ subjects **as additional courses/subjects of previous Semester in which the student has failed, on payment of prescribed fee for each subject for which separate classes shall be organized in the afternoon session.**
 - (c) Above provision (2.2(a) and (b)) may also be extended to such students who were not allowed to take End Term (final) Exam due to shortage of attendance.
- 2.3 A student, who has absented himself / herself in the End Term (final) Examination but has fulfilled the attendance requirement, may also be allowed to register under provisions 2.2(a) and 2.2(b) subject to **limit of two courses/subjects.**
- 2.4 The students, who are registering under clause 2.2(a), 2.2 (b) and/or 2.2 (c) along with subjects of current Semester, have to submit during registration, a completed registration card checked and verified by the office of **COE** and **Program Coordinator/HOD concerned** to the academic/admission cell. The registration card will contain the list of failed / lower graded / debarred subjects of previous Semester for which the student is **registering as additional subjects on payment of prescribed fee as per clause 2.2(b) along with current Semester**

subjects, as the case may be.

- 2.5 Only those students will be permitted to get registered who have :-
- a) paid all required tuition fees and other charges including hostel charges for the current Semester,
 - b) cleared all University and Hostel dues of previous Semester(s) / year(s) and
 - c) have not been debarred from getting registered for a specified period on disciplinary and other ground.
- 2.6 Examination fee (non-refundable) for End Term (final) Examination will be collected at the time of payment of fee.
- 2.7 **Summer Term:** Students, who have failed in Previous Semester(s) Examinations, may be allowed to carry subjects as regular students during **Summer Term** specially organized for students during summer. Students have to register for the failed subjects ,subject to conditions mentioned in following clauses, on payment of prescribed fee per subject:
- (a) Carryover will be permitted up to **maximum of three courses/subjects**.
 - (b) Subjects with less than required attendance due to which the student was not allowed to appear in the End Term (final) Examination, may also be allowed to take benefit of clause 2.7 (a) to clear backlog.
- 2.8 A student, who has absented himself / herself in the End Term (final) Examination or who has been debarred from appearing in an End Term (final) Examination but has fulfilled the attendance requirement, may also be allowed to register under clause **2.7** subject to **limit of three courses/subjects** to clear backlog provided further that, in case of debarred student, competent authority has condoned the same.
- 2.9 The students, who are registering in Summer Term for carryover subject(s), have to submit during registration, a completed registration card checked and verified by the office of **COE** and **Program Coordinator/HOD concerned**, to the academic/admission cell. The registration card will contain the list of failed and/or lower graded subjects for which the student is registering.
- 2.10 Only those students will be permitted to get registered who have :
- a) paid all required tuition fees and other charges including hostel charges for the current semester,
 - b) cleared all University and Hostel dues of previous semester(s) / year(s) and
 - c) have not been debarred from getting registered for a specified period on disciplinary or other grounds.
- 2.11 Examination fee (non-refundable) for End Term (final) Examination will be collected at the time of payment of fee.

3.0 END SEMESTER (FINAL) EXAMINATION AND PROMOTION

3.1 Attendance

In order to maintain high standards and academic excellence, all students must attend every

lecture, tutorial and practical classes. However, to account for late registration, self sickness, family calamity or other contingencies, the attendance requirement will be a minimum of **75%** of the classes actually held in **each subject**.

Provided further that if a student has been officially deputed to participate / represent University outside, he/she may be given relaxation in attendance requirement subject to a maximum of 10% by the Vice Chancellor on all account including medical exigencies on the recommendations of the Program Coordinator / Head of the Department and Dean of the Faculty/School concerned.

A student with attendance less than required (i.e. **75%** in normal cases and **65%** with permission of the Vice Chancellor) in a subject during the semester will be awarded “**F**” grade in that subject irrespective of his/her performance in the **Sessional (Continuous Evaluation) including Mid Term Examination**.

- 3.2 The concerned subject teacher shall maintain the attendance record and shall forward **names of such students, whose attendance is less than required one** to the office of the Dean (Academics) / Dean of the Faculty/School concerned latest by the evening of the last class held in that semester. The Dean(Academics) / Dean of Faculty / School concerned will publish the defaulters list within three days from the day of last class of each semester. A student with less than required attendance in a subject during the semester will not be allowed to sit for the End Term (final) Examination as well as Special Examination, if any, of that subject and will be awarded “**F**” grade in the said subject irrespective of his/her performance in the Sessional (Continuous Evaluation) including Mid Term Examination. Rest of the registered candidates, whose names do not appear in the defaulters list, will be eligible for appearing in the End Term (final) Examination. **An ADMIT CARD will be issued for this purpose. However, identity card has to be carried positively in the examination hall as a proof of identity.**
- 3.3 Examination Schedule, as per dates indicated in the Academic Calendar, will be prepared by the Program Coordinator in consultation with HOD concerned and submitted to Examination Section at least three weeks before the start of End Term (final) Examination. The Examination Section will notify the consolidated program for all the students one week before the commencement of Examination.
- 3.4 In order to clear a year and promotion to next year of the program, a student must obtain:

At least pass marks, each in the End Term (final) Examination & its Sessional (Continuous Evaluation) and also a combined “**D**” grade in the course/subject, “**D**” grades in purely Sessional and Practical courses/ subjects, and **CGPA** of at least **4.50**, provided further that a student shall not have backlog of more than **FOUR** courses/ subjects of previous year(s) to qualify for promotion to next year subject to meeting the **CGPA** requirement.

Provided further that, if a student is not eligible for promotion to the next year of the program due to not fulfilling of above conditions, he/she shall be required to Repeat the previous Semester first (as and when available). In case, no such Semester is available to repeat, the Semester concerned shall be treated as “Idle” and shall not be counted for the purpose of prescribed duration for completion of the Program.

However, a student may not repeat the Semester, which he/she has already passed. Provided further that, if such a student desires to re study the semester already passed, his/her previous performances in all courses/subject including continuous assessment shall be treated as

cancelled and in no case shall be taken into account for the purpose of examination results of re-registered Semester.

- 3.5 A student, who absents himself/herself in the End Term (final) Examination of a subject, will be declared fail in that subject. In all such cases, a chance available but not utilized will be treated as a chance utilized.
- 3.6 Students abstaining from the End Term (final) Examination without prior written permission (**as per Clause 4.2 below**) of the Vice Chancellor, will not be allowed to appear in Special Examination.

4.0 SPECIAL EXAMINATION

- 4.1 Facility of special examinations shall be available to such students only, who fall under clause 4.2 below. In no other circumstances, special examination shall be available to students.
- 4.2 A student, who fails to appear in some or all subjects of the Semester at the End Term (final) Examination due to hospitalization and the said student informs the HOD concerned timely (i.e. before the last date of the said End Term Examination) with a request to grant him/her a chance to appear in a Special Examination, the HOD concerned shall make a specific report to the Chairman, Board of Examinations of the University in this regard. The Chairman shall place the matter before the Board of Examinations for consideration. While considering the matter, the authorized / resident Medical Officer of the University shall be co-opted as member of the Board of Examinations. The Board of Examinations may grant permission on the merit of individual cases, one and only one chance to appear in the End Term (final) Examination, in the absent subject(s), of the concerned Semester.
- 4.3 No special examination will be available for Practical and Sessional subjects. This can only be cleared either by repeating the semester or taking carryover facility in the next academic session, as the case may be.
- 4.4 An application in a prescribed format is required to be submitted to Examination Section through Program Coordinator/HOD concerned, who will ensure eligibility as per clause 4.2 above along with prescribed examination fees for Special Examinations, as decided from time to time for appearing at the Special Examination. All the documents are to be submitted at least two weeks before the start of Special Examination for which separate schedule of examination will be notified after declaration of concerned semester examination result. A separate ADMIT CARD will be issued for appearing in the Special Examination indicating names of subjects in which student will be appearing.

Further, along with admit card student must carry identity card in the examination hall as a proof of identity.

5.0 RE-REGISTRATION (for Repeaters / Deficient students only)

- 5.1 A student, who after availing End Term (final) Examination as well as Special Examination, if any, fails in course(s)/subject(s), may carry the failed course(s)/subject(s) as backlog course(s)/subject(s), subject to restrictions of maximum FOUR course(s)/subjects (as per clause 3.4 above) so long the student is able to maintain a **CGPA of 4.50** up to the end of **II and IV semesters** of the relevant programs, as may be applicable.

- 5.2 If a student, after availing End Term (final) Examination as well as Special Examination, if any, passes in all course(s)/ subjects individually but fails in aggregate i.e. scores less than the required **CGPA** of 4.50, the student may repeat / carry lower graded courses / subjects up to two courses / subjects under clause 2.2 and up to maximum **3 courses / subjects** in the Summer Term by getting re-registered as per clause 2.2 above on payment of prescribed fee.
- 5.3 The repeater students (i.e. deficient students) registered in the Summer Term, subject to **limitation of not more than three courses / subjects**, shall be required to attend regular classes arranged and fulfill attendance requirements, pass the Sessional (Continuous Evaluation), Practical and End Term (final) Examination like regular students.
- 5.4 Special Examination facilities shall be available to such students only, who fall under clause **4.2** for the re-registered subjects during Summer Term.
- 5.5 **Attendance clause 3.1 will be strictly followed for re-registered subject(s) under clauses 2.2 and / or 2.7 above.**
- 6.0 NOT FIT FOR THE PROGRAM (NFP) / DELETION FROM UNIVERSITY ROLLS**
- 6.1 The name of a student will be struck off from University Rolls if he/she cannot complete **First Year** (both I & II semesters) in all respect within first **Two Academic Years**.
Provided further that “if a student secures a CGPA of 3.0 or lower, then he/she shall be declared “NFP”. This will apply after the student has been provided with at least one opportunity to appear in the back-log subject(s) to clear them. At the end of first year, the student obtaining a CGPA of 3.0 or lower will become ineligible to continue in the Program (NFP) and his/her name will be struck off from the University rolls”.
- 6.2 The name of the **New Entrant** (student taking admission in first semester) will be struck off from the University rolls, if he/she :
- is unauthorizedly absent continuously for four academic weeks in first or second semester.
 - falls short of required attendance in more than **4 (Four)** courses / subjects of either first or second semester or both except on medical ground due to hospitalization subject to limit specified in clause 3.1.
- 6.3 Normally, a student should complete all the requirements for a 2-Year degree in **Four Semesters**.
However, students who do not qualify for some of the requirements in their first attempt and have to repeat in subsequent semesters as per clauses 5.1 to 5.5, may be permitted up to a maximum of **Six Semesters** (Three Years) to fulfill all the requirements of degree of 2-Year degree programs respectively beyond which, the names of the students will be struck off from the University Rolls.
- 6.4 Name of the students, whose academic record at the end of any semester clearly indicate that they will not be able to fulfill all the requirements and conditions for the award of 2-Year degree within the stipulated time, as mentioned under different clauses above, will be struck off from the University Rolls.

7.0 BANNED ITEMS IN THE EXAMINATION HALL

Cell Phones, i Pods, Pagers, any other Electronic gadgets should not to be carried in the Examination Hall. Possession of any of the above gadgets by a student in the Examination Hall, will be considered as an act of Unfair Means and shall be dealt with by the Unfair Means Committee of the University. Besides, the gadget(s) found in his/her possession shall be confiscated.

8.0 APPOINTMENT OF PAPER SETTERS AND EXAMINERS & GUIDELINES TO PAPER SETTERS/EXAMINERS

- 8.1 Paper Setters/ Examiners shall be appointed by the Chairman, Board of Examinations / Academic Council upon the recommendations of HOD / Dean of Faculty/School concerned. Some of the papers of the semester may be set by External Paper Setters, if so decided by the Chairman, Board of Examinations / Academic Council.
- 8.2 The Paper Setter shall be guided by the scope of the subject as per the syllabus prescribed. The paper set should be such that a student, **fairly well prepared** on the subject can reasonably be expected to answer it within the time allotted. The questions in each subject shall be uniformly distributed over the syllabus.
- 8.3 The Paper Setter shall ensure that question paper of Special Examination is not easier than that of End Term (final) Examination and questions from previous examinations are not repeated.
- 8.4 Answer books shall normally be evaluated by Internal Faculty/Teachers appointed by the Chairman, Board of Examinations on the recommendation of HOD / Dean of Faculty / School concerned unless decided otherwise, by the Chairman, Board of Examinations.
- 8.5 There shall be centralized evaluation of answer books for which schedules shall be notified in each semester.
- 8.6 After totalling all the marks obtained by a student in a paper, the fraction of a mark, if any, shall be rounded off to the next higher integer figure.
- 8.7 In a Practical Examination, the laboratory notebook of the student shall also be assessed by the examiner(s), who shall consider this while evaluating the student's performance in the Practical examination. A practical notebook, which has not been signed at frequent and regular intervals by the teacher under whom the student carried out practical work, shall not be accepted. Practical Examination shall be conducted by a committee/ group of faculty nominated by the HOD/Dean of Faculty/School concerned.
- 8.8 Paper Setters and Examiners shall keep the question papers and the evaluation report strictly confidential.
- 8.9 No person should accept the appointment as Paper Setter/Examiner, if his/her near relations are pursuing study in the University in the concerned semester of the program. Each paper setter / examiner will have to sign a declaration to this effect , in a prescribed format.

9.0 MODERATION OF QUESTION PAPER

- 9.1 The Chairman, Academic Council, shall appoint "Moderation Board" for the purpose of moderation of question papers of both Mid Term Examinations and End Term (final)

Examinations and results of all degree programs.

- 9.2 In case, the moderation done in a question paper is more than 30% (not merely edited), the case shall be reported with full justification to the Chairman, Academic Council, who shall have the power to change the paper, if necessary.

10.0 RULES FOR AWARD OF GRADES

- 10.1 The following numerical equivalence shall be adopted for awarding grades and making qualitative assessment. If the strength of students in the program concerned is less than or equal to 60, then absolute grading shall be followed. For a student strength in a program more than 60, **relative grading** shall be followed:

(a) **Range of marks for Absolute Grading (for student strength ≤ 60):**

Grade	Range of Marks	Grade Point	Performance Level
A ⁺	91 - 100	10	Outstanding
A	81 - 90	9	Excellent
B ⁺	71 - 80	8	Very Good
B	61 - 70	7	Good
C ⁺	51 - 60	6	Above Average
C	41 - 50	5	Average
D	35 - 40	4	Pass
F	Below 35	0	Fail

(b) **Range of Marks for Relative Grading (for student strength > 60):**

Lower Range of Marks	Grade	Grade Point	Upper Range of Marks
	A+	10	$> \bar{X} + 1.5\sigma$
$\bar{X} + 1.0\sigma <$	A	9	$\leq \bar{X} + 1.5\sigma$
$\bar{X} + 0.5\sigma <$	B+	8	$\leq \bar{X} + 1.0\sigma$
$\bar{X} <$	B	7	$\leq \bar{X} + 0.5\sigma$
$\bar{X} - 0.5\sigma <$	C+	6	$\leq \bar{X}$
$\bar{X} - 1.0\sigma <$	C	5	$\leq \bar{X} - 0.5\sigma$
$\bar{X} - 1.5\sigma <$	D	4	$\leq \bar{X} - 1.0\sigma$
	F*	0	$\leq \bar{X} - 1.5\sigma$

*“Subject to the fulfillment of general guidelines for the Award of Grades”

where:-

1. \bar{X} denotes the Mean of the marks obtained by all the students in the concerned subject,
2. σ denotes standard deviation of marks obtained by all the students in the concerned subject.
3. The Moderation Board will use its judgment in deciding the grade based on the table given above with marginal adjustment for natural cut-off.

4. A student securing 35% (thirty five percent) or more cannot be awarded a grade lower than “D”
 5. A student cannot be awarded “A+” grade, if he/she has secured less than 80% marks.
- 10.2 Besides the above grades, there will be other **non-numeric grades** “I”, “NC” etc. which will not be assigned any numerical value and shall not be taken into consideration for the purpose of calculation of **SGPA / CGPA** “I” grade specifies that subject(s) has not been completed in all respect and “NC” specifies that Semester has not been completed.
- 10.3 The following formula shall be used for calculating the **Semester Grade Point Average (SGPA)** of a semester:

$$SGPA = \frac{TCP}{TC} = \frac{G1C1 + G2C2 + G3C3 + \dots}{C1+C2+C3+ \dots}$$

Where G1, G2 etc. stand for the Grade Point obtained in specified courses and C1, C2 etc. stand for Credit allotted to the respective subjects in the concerned course structure.

TCP Stands for Total Credit Points obtained in the Semester

TC Stands for Total Credits allotted in the Semester

SGPA Stands for Semester Grade Point Average calculated up to 2nd place of decimal

- 10.4 The **CGPA (Cumulative Grade Point Average)** for the whole program shall be calculated on the basis of the Total Credits allotted to each semester as indicated below:

$$CGPA = \frac{TCP1 + TCP2 + \dots}{TC1+ TC2 + \dots}$$

Where, TCP1, TCP2 etc. stand for Total Credit Points for respective semesters and TC1, TC2 etc. stand for Total Credits allotted to those semesters.

Along with the SGPA, Cumulative Grade Point Average (CGPA) will also be shown in the Grade Card of each semester of the program.

11.0 TABULATION OF GRADES AND PREPARATION OF RESULT SHEET

- 11.1 The marks list in each subject shall be prepared in duplicate by the Examiner concerned and forwarded to COE in sealed confidential covers indicating on the TOP of the cover, the name of the subject, subject code, semester & program to which it relates to.
- 11.1 The tabulators, appointed by the competent authority, shall be provided with detailed instructions for computing the grades and Semester Grade Point Average.
- 11.2 Appropriate Grade Cards shall be prepared for communicating the results of the examination to the students. A photocopy of the Grade Card may also be sent to the parents/guardians, if University so decides.
- 11.3 Grade Card of students, who pass subjects & semester in Special Examinations, will have distinct indication of special examination. Further, such students shall not be eligible for any University award / rank / merit of the program.

12.0 AWARD OF CLASS

Under the Grading System, there is no equivalence of class/division to CGPA. Hence, no division shall be awarded to students on completion of the program.

However, on written request of the students, the University may issue equivalence of CGPA in terms of percentage of marks, as per norms in vogue from time to time.

13.0 DECLARATION AND RECTIFICATION OF RESULT

13.1 The grades obtained will be tabulated by the tabulators and moderated by Moderation Board as below:

a) A student, who fails in End Term (final) Examination/Special Examination, if any, (Theory component only) of one subject in any Semester, by not more than 3 (three) marks in Theory (End Term Examination), will be awarded the requisite marks to enable him/her to pass the subject. Thus, the student has to secure at least 12 marks out of 50 for getting the benefit of moderation under this clause.

b) A student, who passes in all subjects independently but fails to secure the required **CGPA of 4.50** by virtue of having obtained one grade lower in any one subject by not more than 3 (three) marks of the full marks of the subject concerned, will be awarded higher grade in that subject by adding requisite marks in the total. In case of possibility of moderation in more than one subject, the subject having least credit will be considered for moderation

Normally, only one of the clauses, either 13.1 (a) or 13.1 (b) shall be applicable to a student in a particular Semester. However, as a special case, the Board of Examinations may allow the application of both the clauses of moderation simultaneously for a student, once and only once during his study period at the University on specific recommendations of the Moderation Board under the following circumstances:

i) if the student of final year is in a position to complete the degree by application of both clauses, or

ii) if the student can be saved from deletion of his/her name from the University rolls by application of both clauses.

c) While calculating **CGPA**, a student who misses a higher class in his degree program by virtue of having obtained one grade lower in any one subject of the last semester examination of the program (i.e. in IV Semester of 2-Year degree) by not more than 3 (three) marks in that subject, will be awarded the next higher grade. In case of possibility of moderation in more than one subject, the subject having least credit will be considered for moderation.

d) The Sessional (Continuous Evaluation) of a subject having End Term (final) Examination, purely Sessional subject, and purely Practical subject shall not be moderated.

e) In case the Moderation Board detects some obvious errors in the tabulation sheet, it may not be necessary to call the tabulator for rectification of the mistakes. The Chairman of the Moderation Board can rectify the mistake.

REMARKS: The Chairman, Moderation Board shall affix his/her signature on the tabulation sheet for each such modification.

13.2 The results tabulated and moderated as above, shall be put up to the Chairman, Board of Examinations / Academic Council for approval for declaration of results.

13.3 The Board of Examinations shall have the power to quash or rectify the result of a student (even after it has been declared) if:

- (a) it is found that he/she was not eligible to appear at the examination
- (b) he/she used unfair means in the examination,
- (c) a mistake is found in his/her result.

13.4 If the result of the examination has been ascertained and/or declared and it is found that such result has been affected by any error, malpractice, improper conduct or other sufficient cause, the Board of Examinations shall have the power to amend the result and declare the modified/rectified result.

13.5 Sharing of answer books of End Term Examinations:

Answer books of End Term Examinations of the program shall be shared with the students on pre notified date(s) in the department concerned subject to following conditions:

- (i) Answer books shall be shown by the faculty of the department on pre notified date(s) only;
- (ii) Student shall be entitled to check whether all answers have been evaluated and marked;
- (iii) Marks allotted have been correctly transferred on the cover sheet of the answer book; and
- (iv) Marks have been correctly totalled.

If the student finds any discrepancy, he/she shall bring the same into the notice of the faculty concerned. Faculty, in turn, shall report the matter to the Head of the Department with detailed report for rectification of discrepancy and re-notification to the student and submission of correct marks to the Controller of Examinations.

However, no request from the students shall be entertained on marks awarded by the examiner(s) against evaluated question(s).

14.0 GRADUATION REQUIREMENTS

14.1 In order to qualify for the concerned degree of the University, a student must

- a) complete all the credit requirements for the degree with grade 'D' or a higher grade in each of the subjects, seminar, project work and viva-voce etc.
- b) satisfactorily complete all other requirements for the degree viz. industrial training, field trip, if any etc.
- c) obtain **CGPA** of **5.00** or more in the concerned degree program at the end of the semester in which he completes all the requirements for the degree.

14.2 A student, who has qualified for the degree, will be admitted to it only after he has cleared all

University and Hostel dues, if any, outstanding against him, has returned all Library books borrowed by him as well as the Library Cards, and has also returned departmental library books, etc. all in good condition.

15.0 Notwithstanding anything contained in the above Ordinances:

- (a) In case of a dispute, the decision of the Board of Examinations will be final and binding.
- (b) In case of difficulty in application of any of the clauses of the Ordinances specified above, the Vice Chancellor shall have all powers to amend/modify/remove difficulty in the relevant Regulation.

Master of Journalism and Mass Communication (MJMC)
(Two-Year, Full Time Program)

PROGRAM CURRICULUM

Semester –I

S.No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 101	Theories of Mass Communication	3	0	0	3
2	MJM 102	Introduction to Audio Visual Media	3	0	0	3
3	MJM 103	Growth and Development of Media	3	0	0	3
4	MJM 104	Print Media	3	0	0	3
5	MJM 105	National and International Affairs	3	0	0	3
6	MJM 106	Advertising and Public Relations	3	0	0	3
7	MJM 102P	Introduction to Audio Visual Media (Practical)	0	0	4	2
8	MJM 104P	Print Media - I (Practical)	0	0	4	2
9	MJM 107P	Computer Applications in Mass Communication (Practical)	0	0	4	2
Total Credits			18	0	12	24
Total Periods			30			

Semester –II

S.No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 201	Corporate Communication	3	0	0	3
2	MJM 202	Media Management	3	0	0	3
3	MJM 203	Radio Production	3	0	0	3
4	MJM 205	Television Production	3	0	0	3
5	MJM 206	Advertising Management	3	0	0	3
6	MJM 203P	Radio Production (Practical)	0	0	4	2
7	MJM 204P	Print Media – II (Practical)	0	0	4	2
8	MJM 205P	Television Production (Practical)	0	0	4	2
Total Credits			15	0	12	21
Total Periods			27			

INTERNSHIP PROJECT (IP)

The students will undergo an Internship Project of 6-8 weeks to do practice (Electronic Media/ Print Media/ Advertising/ Public Relation/ Corporate Communication/Event Management, etc.) after Semester II. They will prepare a Project Report after Completion of the Internship Project. Based on the Project Report a presentation and Viva-Voce will be conducted as Course No. MJM307 in Semester III.

Semester –III

S.No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	MJM 301	Media Laws and Ethics	3	0	0	3
2	MJM 302	Advanced Radio Production	3	0	0	3
3	MJM 303	Advanced Television Production	3	0	0	3
4	MJM 304	Digital Photography	2	0	0	2
5	MJM 305	Design and Graphics	2	0	0	2
6	MJM 306	Event Management	3	0	0	3
7	MJM 307	Internship Project, Presentation and Viva-Voce	-	-	-	4
8	MJM 302P	Advanced Radio Production - I (Practical)	0	0	4	2
9	MJM 303P	Advanced Television Production - I (Practical)	0	0	4	2
10	MJM 304P	Digital Photography (Practical)	0	0	4	2
11	MJM 305P	Design and Graphics (Practical)	0	0	2	1
Total Credits			16	0	14	27
Total Periods			30			

Semester –IV

S.No	Course Code	Course Name	Periods			Credits
			L	T	P	
1	-	Elective I	4	0	0	4
2	-	Elective II	0	0	8	4
3	MJM 403	Development Communication	3	0	0	3
4	MJM 404	Media Research	3	0	0	3
5	MJM 405	Dissertation, Presentation and Viva-Voce	-	-	-	4
6	MJM 406	Information Security	2	0	0	2
7	MJM 407	Comprehensive Viva-Voce	-	-	-	4
8	MJM 404P	Media Research (Practical)	0	0	4	2
Total Credits			12	0	12	26
Total Periods			24			

Total Credits (Semesters I-IV): 98

Note: L: Lectures, **T:** Tutorials, **P:** Practical

S.No	Course Code	List of Electives	Periods			Credits
			L	T	P	
Elective-I (Select any one paper)						
1	MJM 401E1	Film Studies and Production	4	0	0	4
2	MJM 401E2	Inter-Cultural Communication	4	0	0	4
3	MJM 401E3	New Media and Social Networking	4	0	0	4
Elective II (Select any one paper)						
1	MJM 402 E1P	Advanced Radio Production - II (Practical)	0	0	8	4
2	MJM 402 E2P	Advanced Television Production - II (Practical)	0	0	8	4
3	MJM 402 E3P	Advanced Digital Photography (Practical)	0	0	8	4



Master of Journalism and Mass Communication (MJMC) (Two-Year, Full Time Program)

PROGRAM SYLLABI

Course:	THEORIES OF MASS COMMUNICATION	Semester: I
Course Code:	L T P	Credits: 3
MJM 101	3 0 0	

Objective: This course aims to give students in-depth knowledge about the theories and models of communication, the different kinds of communication and their efficacy in communicating with people in day-to-day life, with a view to enable them to become efficient communicators.

SYLLABUS

Fundamentals of Communication 9

Communication: definition, nature and scope, elements and process, Seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication.

Detail Study of Different Forms of Communication 9

Intra-personal communication, Inter-personal communication, Group communication: public, crowd, small group, and mass communication, Verbal and non-verbal communication, Universals of verbal communication, Meaning and barriers in verbal communication, Language, dialects and culture, Elements of speech, Non-verbal behavior as communication, Body language, Facial communication, Space communication, Physical environment, silence, paralanguage and temporal communication.

Theories of Communication 9

Hypodermic Needle Theory, Two-step and Multi-step Theory, Four Press Theories: authoritarian, totalitarian, libertarian, and social responsibility, Mass media: public opinion and democracy, Media culture and its production, Media organizations, Media content: market driven media content, effects, sky invasion, cultural integration and cultural pollution.

Models of Communication 9

SMR model, SMRC model, Shannon and Weaver model, Laswell model, Osgood model, Dance model, Schramm model, Gerbner model, Newcomb model, Convergent and Gate keeping model.

Issues of Media Monopoly 9

Cross media ownership, Ownership patterns of mass media: Sole proprietorship, trust ownership, Ethical aspects of mass media, Freedom of speech and expression, Right to information, Media and social responsibility.

Suggested Readings

1. McQuail, Dennis; *Mass Communication Theory*; Sage Publications
2. Baran, Stanley J; Davis, Dennis K; *Mass Communication Theory*; Wadsworth Publications
3. MacBride, Sean; *Many Voices One World* ; Rowmen & Littlefield Publishers
4. DeFleur, Melvin L.; Dennis, Everette E.; *Understanding Mass Communication*; Houghton Mifflin Company
5. Vivian, John; *The Media of Mass Communication*; Pearson Publication

Course:	INTRODUCTION TO AUDIO VISUAL MEDIA			Semester: I
Course Code:	MJM 102	L T P	3 0 0	Credits: 3

Objective: This course aims to give students an insight into audio visual communication, which is an important part of mass communication. The student will learn about the growth and development of radio and television along with the basic techniques of audio visual communication.

SYLLABUS

Growth and Development of Electronic Media 9

Radio as a medium of communication and its characteristics, Television as a medium of communication and its characteristics, Internet as a medium of communication and its characteristics, Spoken and visual communication.

Principles and Techniques of Audio-Visual Communication 9

Visualizing audio and pictures, Grammar of sound, AM and FM radio, Microphones and its uses. Sound recorders, Camcorders, Video recorders, Computer graphics and Studio equipment.

Audio- Visual Editing 9

Technology and skill of linear and non-linear systems of audio-visual communication, Video standards and tape formats. Linear and Non-Linear editing, Continuity and Non-Continuity Editing, Cut, Mix and Dissolve, Use of cut-away and cut-ins.

Satellite Communication: Growth & Development 9

Evolution and growth of satellite communication, Ground receiving and transmission systems: transmission of sound, images and data through microwave, cable and television.

Introduction to New Media 9

Infrastructure, Content and flows of internet with specific reference to India, Reach and access to personal computers and internet connectivity.

Suggested Readings

1. Iezzi, Frank; *Understanding Television Production*; Prentice Hall Trade
2. Tyrell, Robert; *The Work of a Television Journalist*; Focal Press
3. Kumar, Keval J.; *Mass Communication in India*; Jaico Publishing Company
4. Rayudu, C.S.; *Media and Communication Management*; Himalaya Publishing House
5. Gormly, Eric K.; *Writing and Production Television News*; Wiley Blackwell Publisher
6. Schultz, Brad; *Broadcast News Production*; Sage Publication
7. Boyd, Andrew; *Broadcast Journalism*; Taylor & Francis
8. Cohler, David Keith; *Broadcast Journalism*; Prentice Hall Trade

Course:	GROWTH AND DEVELOPMENT OF MEDIA		Semester: I
Course Code: MJM 103	L T P	3 0 0	Credits: 3

Objective: This course aims to make students aware of the history and evolution of mass media including print, radio, television, films, traditional media and new media. Also, it will help to gain an in-depth knowledge of journalism in India.

SYLLABUS

Early Communication System and Indian Press 13

Language and society: development of language as a vehicle of communication, Invention of printing press and paper, Early newspaper publications in different parts of India, Newspapers and magazines in the nineteenth century, First war of Indian independence and the press, Birth of the Indian language press: contribution of Raja Ram Mohan Roy, Indian Press and freedom movement: Mahatma Gandhi and his journalism, Birth of the Indian News agencies, Journalism in Indian languages (a brief historical perspective of important newspapers of Uttarakhand), Bodies of media professionals, Press Council of India, DAVP, INS and ABC, PIB and other agencies.

Forms of Traditional Media 8

Folk Media in India: theatre, dance, art, tales, fairs and festivals, Relevance of traditional media in the modern age, Regional diversity: content form, evolution, and future.

Growth and Development of Radio 8

Development of radio as a medium of mass communication: technology, innovations, history of radio in India, emergence of AIR, FM radio and online (Net and application) radio, Recent trends in radio.

Growth and Development of Television 8

Development of television as a medium of communication: historical perspective of television in India, satellite and cable television in India and Internet Protocol Television (IPTV).

Growth and Development of Cinema 8

Early efforts, Films as a mass medium, Historical development of Indian films: silent era, talkies, Indian cinema after independence, Parallel cinema and commercial cinema, Issues and problems of Indian cinema.

Suggested Readings

1. Parmar, Shyam; *Folk & Traditional Media in India*; Gekha Books Publication
2. Mehta, Nalin; *India in Television*; Routledge
3. Chatterjee, P C.; *Broadcasting in India*; Sage Publications
4. Natarajan, J.; *History of Indian Journalism*; Jain Book Depot Publications
5. Parthasarathi, Rangaswamy; *Journalism in India*; Jain Book Depot Publications
6. Saklani, Shakti Prasad; *Uttarakhand Mein Patrakarita ka Itihas*; Uttra Prakashan
7. Ahuja, B.N.; *History of Indian Press: Growth of Newspaper in India*; Surjeet Publications
8. Maitra, Prabodh; *100 Years of Cinema*; Nandan Publication

Course: PRINT MEDIA			Semester: I
Course Code: MJM 104	L T P	3 0 0	Credits: 3

Objective: This course seeks to provide knowledge in the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism.

SYLLABUS

Introduction to News **9**

News: definition, concept, elements, values, sources, and lead writing, Types of News: hard, soft and human interest, Tools of news gathering, Kinds of reporting: court, election, riots, war, conflict and tensions, crime, weather, city life, speech, accident, disaster.

Specialized Reporting **9**

Beat Reporting: political, legislative, science, sports, economic development, crime, disaster, weather, obituary, Scoop and exclusive reporting.

Art of Interviewing and Special Writings **9**

Art of interviewing: kinds, purposes, and techniques, Interpretative reporting: purposes and techniques, Investigative reporting, In-depth reporting: purposes, sources, styles, and techniques, Feature writing: article, column, editorial, review and middle.

Editing **9**

Editing: definition, purpose, tools, lead, body, and paragraphing, Proof reading: meaning, symbols, and purposes, News desk, Editorial department set up, News flow, Copy management.

Role and Significance of Headlines **9**

Headlines: definition, styles, and purposes, Types of headlines, Dummy page make-up: layout, photo editing and caption, Magazine editing and layout design.

Suggested Readings

1. Harrower, Tim; *Inside Reporting*; McGraw-Hill Education
2. Cottle, Simon; *Media Organization and Production*; Sage Publication
3. Manning, Paul; *News and News Sources: A Critical Introduction*; Sage Publication
4. Bloom, Stephen G.; *Inside the Writer's Mind: Writing Narrative Journalism*; Wiley Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course:	NATIONAL AND INTERNATIONAL AFFAIRS		Semester: I
Course Code: MJM 105	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the issues, ideas and challenges of the twenty first century thereby broadening their world view as future media professionals. The students will be in touch with the latest happenings in the country and around the world.

SYLLABUS

Indian Constitution and its Salient Features **9**

Preamble, Fundamental rights and duties, Power and position of President, Prime Minister, Council of Ministers, Supreme Court, Parliament, Chief Minister, Governor, Speaker of Lok Sabha, Assemblies and Panchayat Raj.

Indian Electoral System **9**

Election Commission, Objectives of India's Five Year Plans, Current economic policy, Contemporary national events and issues.

United Nations and Media **9**

Role of United Nations, UNESCO mass media declaration, Emergence of IPDC, International news systems, International news flow, News values and controversy, Media imperialism, Communication policies. Imbalances in information flow, McBride Commission, NWICO, NANAP.

Globalization and Media **9**

Different phases of globalization, Mediating globalization, Media organizations: International Press Institute, International Telecommunication Union, European Union, BBC, Voice of America. International news agencies.

India and International Relations **9**

Foreign Policies of India and USA, Unipolar World, Sino-Indian Relations, Indo-Pak Relations, Indo-Sri Lanka Relations, Indo-Bangladesh Relations, Regional Groupings: ASEAN, SAARC, OPEC and G8.

Suggested Readings

1. Bandyopadhyaya, J.; *The Making of India's Foreign Policy*; Allied Publications
2. Frankell, Joseph; *International Relations*; Oxford University Press
3. Melkote, Srinivas; Leslie Steeves H; *Communication for Development in the Third World*; Sage Publications
4. Basu, Durga Das; *Introduction to the Constitution of India*; Jain Book Depot Publications
5. Maheswari, S.; *Indian Administration*; Oxford University Press
6. Stephen, Philip Cohen; *India: Emerging Power*; Oxford University Press
7. Kamath, P. M; Mathur, D Krishna; *Conduct of India's Foreign Policy*; Longfellow Publications

8. Federick, Howard H.; *Global Communication and International Relations*; Wadsworth Publications
9. Theodore, A.; Hastings, James; *Introduction to International Relations; Power and Justice*; PHI Learning
10. *Many Voices One World*; Report of the McBride Commission

Course:	ADVERTISING AND PUBLIC RELATIONS			Semester: I
Course Code: MJM 106	L T P	3 0 0	Credits: 3	

Objective: This course intends to provide knowledge to the students in the area of advertising and public relations with a few to sharpen their professional skills.

SYLLABUS

Introduction to Advertising 9

Advertising: definition, evolution and growth, Objectives and classification, Different media for advertising, National and global advertising scenario, Socio-economic effects of advertising.

Categories of Advertising 9

Types of Advertising: newspaper, magazines, radio, television, internet and outdoor, Ad Agency management: types, structure and functions, Departments in an Ad Agency: account planning, account servicing, creative, media planning, ASCI and its code of conduct.

Introduction to Public Relations and Event Management 9

Public Relations: definition, concepts, elements, significance, evolution and history of PR in India, PR and allied disciplines: publicity, propaganda, public affairs, lobbying and opinion building.

Communication with Public 9

Public: internal and external, employee, media, stakeholders, trade unions, and communities, PR tools and relation building techniques: house journal, annual reports, news release, speeches, interviews, open houses, photography, campaigns, demonstration, exhibitions, and trade, Press: press conference, and press tours, Crisis management: concepts and practice.

Role of PR in Different Sectors 9

Role of PR: government, corporate, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labor unions, and NGOs, Symmetrical and asymmetrical theories of PR, Law and ethics of PR: defamation, copyright, and invasion of privacy, PRSI code of ethics, PR organizations: PRSA, IPRA, PRSI, BPRA and PASA.

Suggested Readings

1. Belch, George E.; Belch, Michael A.; *Advertising and Promotion*; McGraw-Hill
2. Chunawala, S.A.; Sethia, K.C.; *Foundation of Advertising*; Himalayan Publishing House
3. Cutlip, Scott M.; Center, Allen H.; Broom, Glen M.; *Effective Public Relations*; Pearson Education
4. Lesley, Philip; *Handbook of Public Relation and Communication*; Pearson Education
5. Rayudu, C S; Balyan, K.R.; *Principles of Public Relation*; Himalaya Publishing House
6. Johnson, Monle Lee; *Principles of Advertising*; Viva Books Pvt. Ltd
7. Batra, R.; Myers J.G.; Aaker, D.A.; *Advertising Management*; Pearson Education
8. Balan, K.R; Raudu, C.S.; *Handbook of Public Relation and Communication*; Castle Books
9. Kellehar, Tom; *Public Relations Online: Lasting Concepts for Changing Media*; Sage Publication

Course:	INTRODUCTION TO AUDIO VISUAL MEDIA (PRACTICAL)			Semester: I
Course Code:	MJM 102P	L T P	0 0 4	Credits: 2

Objective: This course aims to give students an insight into audio visual communication, which is an important part of mass communication. The student will learn about the growth and development of radio and television along with the basic techniques of audio visual communication.

Suggested Practicals:

Principles and Techniques of Audio-Visual Communication

Visualising audio and pictures, Grammar of sound, AM and FM radio, Microphones and its uses, Sound recorders, Camcorders, Video recorders, Computer graphics and Studio equipment.

Audio- Visual Editing

Technology and skill of linear and non-linear systems of audio-visual communication, Video standards and tape formats. Linear and Non-Linear editing, Continuity and Non-Continuity Editing, Cut, Mix and Dissolve, Use of cut-away and cut-ins.

Suggested Readings

1. Iezzi, Frank; *Understanding Television Production*; Prentice Hall Trade
2. Tyrell, Robert; *The Work of a Television Journalist*; Focal Press
3. Kumar, Keval J.; *Mass Communication in India*; Jaico Publishing Company
4. Rayudu, C.S.; *Media and Communication Management*; Himalaya Publishing House
5. Gormly, Eric K.; *Writing and Production Television News*; Wiley Blackwell Publisher
6. Schultz, Brad; *Broadcast News Production*; Sage Publication
7. Boyd, Andrew; *Broadcast Journalism*; Taylor & Francis
8. Cohler, David Keith; *Broadcast Journalism*; Prentice Hall Trade

Course:	PRINT MEDIA - I (PRACTICAL)			Semester: I
Course Code:	MJM 104P	L T P	0 0 4	Credits: 2

Objective: This course seeks to provide knowledge in the areas of reporting and editing for print. The curriculum broadly covers the techniques of reporting and editing as required in the field of print journalism.

Suggested Practicals:

Introduction to News

News writing, Types of News: hard, soft and human interest, Tools of news gathering, Kinds of reporting: court, election, riots, war, conflict and tensions, crime, weather, city life, speech, accident, disaster.

Specialized Reporting

Beat Reporting: political, legislative, science, sports, economic development, crime, disaster, weather, obituary, scoop and exclusive reporting.

Art of Interviewing and Special Writings

Art of interviewing: kinds, purposes and techniques, Interpretative reporting: purposes and techniques, Investigative reporting, In-depth reporting, Feature writing: article, column, editorial, review and middle.

Editing

Editing: definition, purpose, tools, lead, body, and paragraphing, Proof reading: meaning, symbols, and purposes, News desk, Editorial department set up, News flow, Copy management.

Role and Significance of Headlines

Headlines: definition, styles and purposes, Types of headlines, Dummy page make-up: layout, photo editing and caption, Magazine editing and layout design.

Suggested Readings

1. Harrower, Tim; *Inside Reporting*; McGraw-Hill Education
2. Cottle, Simon; *Media Organization and Production*; Sage Publication
3. Manning, Paul; *News and News Sources: A Critical Introduction*; Sage Publication
4. Bloom, Stephen G.; *Inside the Writer's Mind: Writing Narrative Journalism*; Wiley Publication
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course:	COMPUTER APPLICATIONS IN MASS COMMUNICATION (PRACTICAL)			Semester: I
Course Code:	MJM 107P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn and understand the practical working of computers, its components and various applications that are required in the field of mass communication.

Suggested Practicals:

Introduction to Computer

Applications of Computer, Functions of Input-output device, Computer languages, Computer hardware and software.

Word Processing

Working on MS-Windows, MS- Office and its applications, use of various tools: proofing tools, text formatting, working with graphics and web pages.

MS Excel

MS-Excel with features: working with formulas, working with graphs and charts, and setting up worksheets for printing.

MS Power Point

Power point: Preparing power point presentations, working on design templates, notes, handouts and masters.

Internet and New Media

Web browsing, searching the web, Internet: basics of sending and receiving e-mail, specific mail programs, Blogging, Twitter, Face book, YouTube and LinkedIn.

Suggested Readings

1. Rajaram, V.; *Fundamentals of Computer*; PHI Learning
2. Parthasarathy, G.K.; *Computer Aided Communication*; Authors Press
3. Chakravorthy, J.; *Cyber Media*; Authors Press
4. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
5. Adobe; *Adobe PageMaker*; Techmedia

Course: CORPORATE COMMUNICATION		Semester: II	
Course Code: MJM 201	L T P	3 0 0	Credits: 3

Objective: Corporate Communication is the new buzzword and the latest mantra in the corporate world. It assists an organization to form an appropriate and a professional relationship with the media and the public. This course aims to give the students an in-depth idea of corporate communication and equip students with the professional skills of corporate communication.

SYLLABUS

Corporate Communication 9

Corporate communication: definition, concept, evolution and functions of corporate communication, corporate communication in India in the present context, need for corporate communication and trinity in corporate communication.

Strategy of Corporate Communication 9

Corporate governance, Corporate Social Responsibility (CSR): concept, dimensions and framework, Strategic public relations, CC and management: formulating strategy and its relevance in corporate communication, campaign planning, management and execution.

Stakeholders 9

Defining stakeholder and media selection, Building a distinct corporate image and identity: concepts, variables and process, Making of house style: logo, lettering and process.

Corporate Communication and Media 9

Media relations: organizing a press conference, facility visit, press briefs, proactive and reactive media relations, ethical aspects in media relation and role of technology in PR/CC, Event Management.

Crisis Management 9

Crisis Management: definition and concept, types of crisis, Crisis management techniques: study of symmetrical and asymmetrical models in handling crises, proactive and reactive public relations, role of PR/CC in crisis and disaster management, e-PR: definition, concepts and objectives, online e-PR and functions, e-PR for internal and external communication: objectives, methodology and evaluation.

Suggested Readings

1. Chatterji, Madhumita; *Corporate Social Responsibility*; Oxford University Press
2. Jethwani, Jaishree J.; *Corporate Communication*; Oxford University Press
3. Cutlip, Scott M.; Center, Allen H.; Broom, Glen M.; *Effective Public Relations*; Pearson Education
4. Parul, Argenti A.; Foreman, Janis; *The Power of Corporate Communication*; McGraw-Hill

Course:	MEDIA MANAGEMENT		Semester: II
Course Code: MJM 202	L T P	3 0 0	Credits: 3

Objective: This course intends to familiarize the students with the management practices of media organizations, and special characteristics of media organizations.

SYLLABUS

Media Management Principles 9

Principles of media management and their significance, Media as an industry and profession, Organizational principles and their importance.

Ownership in Media 9

Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, cooperatives, religious institutions (societies), franchisees (chains), cross ownership and ownership pattern of electronic media.

Organizational Structure of Print Media 9

Functions, Organizational structure: editorial, general management, finance and circulation of newspapers and magazines, Sales promotion: Pricing, advertising, marketing, personal management, production and reference sections, Apex bodies: DAVP, INS and ABC.

Organizational Structure of Electronic Media 9

Functions, Organizational structure: editorial, general management, finance, distribution, personal management and production department, Sales promotion: pricing, advertising, marketing, public relations, promotion of the programs, Role of allied organizations: TAM and various broadcasting associations, Organizational structure of new media.

Editorial Response System 9

Policy formulation: Planning and control, problems, process and prospects of launching media ventures, Organization theory: Delegation, decentralization, motivation, control and co-ordination, Economics of print and electronic media management: business, legal and financial aspects of media management, Budgeting and finance: capital costs, production costs, commercial polity, advertising and sales strategy, PR for building and sustaining business and audience.

Suggested Readings

1. James, Redmond; Trager, Robert; *Balancing on the Wire – The Art of Managing Media Organizations*; Cengage Learning
2. Cranberg, Gilbert; *Taking Stock – Journalism and the Publicly Traded Newspaper*; Iowa State Press
3. Roberts, Gene; *Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering*; University of Arkansas Press
4. Robert, Gene; *Leaving Readers Behind – The Age of Corporate Newspapering*; University of Arkansas Press
5. Albarran, Alan B.; *Management of Electronic Media*; Wadsworth Publications
6. Herrik, F. Dennis; *Media Management in the age of Giants*; Surjit Publication

Course: RADIO PRODUCTION			Semester: II
Course Code: MJM 203	L T P	3 0 0	Credits: 3

Objective: This course intends to provide students with the basics of radio journalism along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.

SYLLABUS

Radio Journalism 9

Definition, concept & scope, Reporting for radio, Script writing, Radio news bulletin.

Formats of Radio Programs 9

Radio formats: talk, discussion, panel discussion, radio-play, feature, commentary and interview, techniques and presentation, Types of interviews and on-line interview techniques, Moderating skills for radio discussion programmers, Interactive live transmission.

Radio Reporting and Writing 9

Reporting specialized areas: investigative reporting, news writing, structuring radio-copy, editing agency copy, reporter’s copy, compiling radio news programs, structuring a radio report, news capsuling and writing for programs.

Radio Program Production 9

Studio production of radio programs: current affairs, features, documentary, entertainment, live studio broadcast with multiple sources, news production, studio interviews, studio discussions, phone in programs, and OB production of sporting and mega events, Radio program rating: Audience research and marketing strategies for radio, Writing for radio commercials: sound effects, voice dispatches, teasers and promos.

Management of a Radio Station 9

Radio stations: management in public and private sectors, accountability and code of ethics (with special reference to AIR).

Suggested Readings

1. Siegel, High; *Key Concepts in Radio studies*; Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual*; Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People*; National Book Trust Publications
4. Awasthi, G. C.; *Broadcasting in India*; Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio* ; Focal Press

Course:	TELEVISION PRODUCTION	Semester: II
Course Code: MJM 205	L T P	3 0 0
		Credits: 3

Objective: This course intends to provide the students with the basics of television journalism along with the basic knowledge and working of camera, video editing and television program production. The students will also learn the basics of studio lighting and how to make concepts for television programs.

SYLLABUS

Visual Communication 9

Communicating with still pictures and video shooting with TV camera, Camera mounting, Colour balance, Basic shots and camera movement.

Basics of TV Production 9

Stages of production, TV lighting: in field, using reflectors, types of lights, studio lighting, three-point lighting, high and low key lighting properties, Studio sets and make-up.

Reporting and Writing for Television 9

Television reporting: visualizing news, ENG, research, investigation, interview techniques, PTC (Piece to camera) and VO (Voice over), Sequencing and editing news packages.

Video Editing Techniques 9

Visual transitions: digital effects, and post production, Planning location shoots, Script screenplay and story board, Single and multi camera shooting, Shooting and editing schedules, Studio production, Role of functionaries, Planning studio programs, Cues and commands, Formats of studio TV programs: studio interview, studio discussion, studio chat shows with audience participation, studio quiz programs with audience participation, TV documentary and corporate video production.

Television News Production 9

Planning, production and compilation of news programs, Writing lead-in/intro to news packages, Headline writing, Teasers and promos, Television Anchoring: voice broadcast skills, enunciation, flow, modulation, facing the camera, eye contact, use of teleprompter, live studio interviews, field interviews, moderating TV studio discussions and anchoring chat shows.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Belavadi, Vasuki; *Video production*; Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist*; Focal Press
4. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life*; Wiley Publisher
6. Frederick, John, Frederick Graft; *Electronic Media*; Wadsworth Thomson Learning

Course: ADVERTISING MANAGEMENT			Semester: II
Course Code: MJM 206	L T P	3 0 0	Credits: 3

Objective: This course aims to provide students with extensive knowledge to shape their creativity and talent in the field of advertising.

SYLLABUS

Advertising and Consumer Behavior 9

Advertising: definition, concept and advertising media tools and practice, Consumer behavior: definition, analysis, external environment, culture, sub-culture, social class, social group, family, Internal states: perception, learning, motivation, personality, lifestyle and attitudes, Role of consumer in economic theories and models of consumer behavior.

Brand Management 9

Definition, Concepts and evolution of brands, Management components of a brand, Strategy and structure, Brand equity, Image and personality, Corporate branding.

Creative Process in Advertising 9

Defining creativity, Stages in the creative process: creative brief, advertising appeals, language copy, debriefing of campaigns, process of motivation, and theories of graphics, Role and scope in advertising, Design principles: use of colours in design, type and typefaces, advertising copy, visualization, illustrations, layout, headlines, text, and graphics, Psychological factors in advertising, Trademarks, Slogans, Evaluation of effectiveness.

Media Characteristics 9

Media Planning: definition, media scenario in India, sources of media information, media strategies, budgeting and presentation to client media scheduling, reach and frequency, media buying, and analyzing media information online.

Advertising Research and Legal Aspects 9

Advertising research: Definition, scope and objective, Research as a decision making tool, Market and advertising research, Types of research: target marketing research, positioning research, pre-test and post test research, audience research, Legal aspects of advertising and mass communication in India: Cable Networks Act, Indecent Representation of Women (prohibition) Act, 1985, and Trademarks Act, 1999.

Suggested Readings

1. Jethwaney, Jaishri; Jain, Shruti; *Advertising Management*; Oxford University Press
2. Vilanilam, J.V.; Varghese A.K.; *Advertising Basic*; Sage Publications
3. Batra, Rajeev; *Advertising Management*; PHI Learning
4. Mooij ,Marieke de; *Culture: Consequences for Global Marketing and Advertising*; Sage Publications
5. Ries, Al; Trout, Jack; *Positioning*; McGraw-Hill

Course:	RADIO PRODUCTION (PRACTICAL)		Semester: II
Course Code:	MJM 203P	L T P	0 0 4
			Credits: 2

Objective: This course intends to provide students with the basics of radio journalism along with the management of radio stations. The students will learn different aspects of radio news compilation and various formats of radio programs along with the latest trends in radio broadcasting.

Suggested Practicals:

Radio Journalism

Reporting for radio, Script writing, Radio news bulletin.

Formats of Radio Programs

Radio formats: talk, discussion, panel discussion, radio-play, feature, commentary and interview, techniques and presentation, Types of interviews and on-line interview techniques, Moderating skills for radio discussion programmers, Interactive live transmission.

Radio Reporting and Writing

Reporting specialized areas: investigative reporting, news writing, structuring radio-copy, editing agency copy, reporter's copy, compiling radio news programs, structuring a radio report, news capsuling and writing for programs.

Radio Program Production

Studio production of radio programs: current affairs, features, documentary, entertainment, live studio broadcast with multiple sources, news production, studio interviews, studio discussions, phone in programs, and OB production of sporting and mega events, Writing for radio commercials: sound effects, voice dispatches, teasers and promos.

Suggested Readings

1. Siegel, High; *Key Concepts in Radio studies*; Sage Publications
2. De Maeseneer, Paul; *Here's The News: A Radio News Manual*; Asian Books Publications
3. Mehra, Masani; *Broadcasting and the People*; National Book Trust Publications
4. Awasthi, G. C.; *Broadcasting in India*; Allied Publications
5. Rumsey, Francis; McCormick, Tim; *Sound and Recording Applications and Theory*; Focal Press
6. Geller Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio* ; Focal Press

Course:	PRINT MEDIA - II (PRACTICAL)			Semester: II
Course Code:	MJM 204P	L T P	0 0 4	Credits: 2

Objective: This course is professionally designed to sharpen the reporting and editing skills of the students. The nature of this paper is practical and provides students with advanced skills for reporting and editing.

Suggested Practicals:

Reporting

This segment will mainly consist of practical exercises in various areas of reporting enumerated in the first semester. Assignments will be given to the students on each relevant topic, including feature writing, report writing, reviewing, interviewing, investigative and interpretative reporting, sports, court reporting, legislative reporting and other allied areas of reporting. Assignments will be evaluated by the internal/external faculty.

Editing

Assignments in editing will be completed by the students and assessed by internal/external faculty. They will also bring out the practice journals, mini/lab newspaper and magazines and do page make-up and layout exercises. Assignments on news selection, subbing, editorial and article writing will also be given and assessed.

Suggested Readings

1. Welford, Dave; Moore Gillian, Hemmingway, Emma, Fleming Carole; *An Introduction to Journalism*; Sage Publication
2. Saxena, Sunil; *Headlines Writing*; Sage Publications
3. Mckane Anna; *News Writing*; Sage Publication
4. Stonecipher, Harry; *Editorial and Persuasive Writing: Opinion functions of News media*; Hastings House
5. Rystrom, Kenneth; *The why, who and how of the Editorial Page*; Strata Publishing
6. Parthasarthy, Rangaswami; *Basic Journalism*; MacMillan Publisher
7. Srivastava, K.M.; *News Reporting and Editing*; Sterling Publishers
8. Warren, Care H.; *Modern News Reporting*; Harper Collins
9. Mehta, D.S.; *Mass Communication and Journalism in India*; Allied Publishers Ltd.
10. Sterling, Christopher H.; *Encyclopedia of Journalism*; Sage Publication

Course:	TELEVISION PRODUCTION (PRACTICAL)			Semester: II
Course Code:	MJM 205P	L T P	0 0 4	Credits: 2

Objective: This course intends to provide the students with the basics of television journalism along with the basic knowledge and working of camera, video editing and television program production. The students will also learn the basics of studio lighting and how to make concepts for television programs.

Suggested Practicals:

Visual Communication

Communicating with still pictures and video shooting with TV camera, Camera mounting, Colour balance, Basic shots and camera movement.

Basics of TV Production

TV lighting: in field, using reflectors, types of lights, studio lighting, three-point lighting, high and low key lighting properties, Studio sets and make-up.

Reporting and Writing for Television

Television reporting: visualizing news, ENG, research, investigation, interview techniques, PTC (Piece to camera) and VO (Voice over), sequencing and editing news packages.

Video Editing Techniques

Visual transitions: Digital effects and post production, Planning location shoots, Script screenplay and story board, Single and multi-camera shooting, Shooting and editing schedules, Studio production, Role of functionaries, Planning studio programs, Cue's and commands, Formats of studio TV programs: studio interview, studio discussion, studio chat shows with audience participation, studio quiz programs with audience participation, TV documentary and corporate video production.

Television News Production

Planning, production and compilation of news programs, Writing lead-in/intro to news packages, Headline writing, Teasers and promos, Television Anchoring: voice broadcast skills, enunciation, flow, modulation, facing the camera, eye contact, use of teleprompter, live studio interviews, field interviews, moderating TV studio discussions and anchoring chat shows.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Belavadi, Vasuki; *Video production*; Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist*; Focal Press
4. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
5. Scannell, Paddy; *Radio, TV & Modern Life*; Wiley Publisher
6. Frederick, John, Frederick Graft; *Electronic Media*; Wadsworth Thomson Learning

Course: MEDIA LAWS AND ETHICS			Semester: III
Course Code: MJM 301	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the legal framework in print and audio visual media and assess the need for regulation and control on the quality of contents and ethical media conduct.

SYLLABUS

Indian Constitution and Freedom of Press 9

Constitution of India: fundamental rights, freedom of speech and expression and reasonable restrictions, Directive principles of state policy, Provisions of declaring emergency and its effect on media, Provisions for amending the constitution.

History of Press Laws in India 9

Provision for legislature reporting, Parliamentary privileges and media, Basic structure of Union and States, Election Commission and its machinery, Specified press laws, History of press laws in India, Contempt of Court Act 1971, Civil and criminal law of defamation, Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children and law dealing with obscenity.

Media Laws 9

Official Secrets Act (1923), Right to Information Act (2005), Press and Registration of Books Act (1967), Laws for working journalists and other newspaper employees, Conditions of service and Miscellaneous Provisions Act (1955), Cinematograph Act (1953), Prasar Bharati Act, WTO agreement and intellectual property right legislations, Copyright Act, Trade Marks Act, Patent Act, Information Technology Act (2000), Convergence legislations including cyber laws, Cable Television Act, Media and public interest litigation.

Media Ethics 9

Media's ethical problems including privacy, right to reply, communal writing, sensational and yellow journalism, Freebies, Paid news, Page three culture, Plagiarism, Revealing confidential sources, Hoax, Sting operations and morality, Bias-coloured reports, Ethical journalism and press ombudsmen in the world, Press Council of India and its broad guidelines for the press, Codes for radio, television, advertising and public relations.

Media Case Studies 9

Freedom of Press: Ramesh Thapar vs. State of Madras, Brij Bhusan vs. State of Delhi, Virendra vs. State of Punjab, Ramji Lal Modi vs. State of UP, Sakal newspaper vs. Union of India, Bennett Coleman and Co. vs. Union of India, Indian Express vs. Union of India (1986), Reports of various committees and commissions dealing with media in India: Chanda Committee, Varghese Committee, Joshi Committee, Vardhan Committee and Sengupta Committee.

Suggested Readings

1. Thakurta, Paranjoy Guha; *Media Ethics*; Oxford University Press
2. Rayudu, C.S.; Rao, S.B. Nageshwar; *Mass Media Laws and Regulations*; Himalaya Publishing House

3. Crook, Tim; *Comparative Media Law and Ethics*; Routledge
4. Neelamalar, M.; *Media Law and Ethics*; PHI Learning
5. Basu, Durga Das; *Constitutional Law of India*; LexisNexis
6. *Right to Information Act, 2005 (BARE ACT)*; Universal Publication

Course: ADVANCED RADIO PRODUCTION			Semester: III
Course Code: MJM 302	L T P	3 0 0	Credits: 3

Objective: To enable students to learn and to handle various equipments involved in radio production and produce varied types of radio shows.

SYLLABUS

Radio Script Writing **5**

Writing different kinds of radio scripts.

Sound Recording **5**

Handling and care of different kinds of microphones, sound construction and picture formation through a wide range of microphones.

Voice Training **5**

Effective use of Voice, Enumeration, Flow, Pronunciation and Modulation.

Editing **10**

Different kinds of audio editing techniques and use of sound effects in radio programs, Field and studio interviews, Phone in programs, Studio discussions, Talk shows, Panel discussion, Radio play and commentary.

Radio News **10**

Radio news reporting/writing, News editing, Planning production and compilation of news and other programs, Radio news reading and presentation.

Radio Program Production **10**

Organizing and participating in program production, Studio production of radio news reel and current affairs programs, Radio documentary production.

Suggested Readings

1. Chignel, Hugh; *Key Concepts in Radio studies*; Sage Publications
2. Maeseneer, De Paul; *Here's The News: A Radio News Manual*; Asian Books Publications
3. Masani, Mehra; *Broadcasting and the People*; National Book Trust Publications
4. Awasthy, G. C.; *Broadcasting in India*; Allied Publications
5. Geller, Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio* ; Focal Press

Course:	ADVANCED TELEVISION PRODUCTION		Semester: III
Course Code: MJM 303	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn to handle various equipments involved in television production and produce varied television programs.

SYLLABUS

Video Camera handling **10**

Handling different kinds of video cameras, Shooting with a professional video camera, Placement of camera for various TV programs, Chroma keying techniques, Studio lights: use of studio lights, lighting for chroma.

Editing **8**

Different video editing techniques, Transitions: cut, mix, dissolve, fade in/out and wipe, Use of cut-in and cut-aways, Linear and non-linear editing.

Interview Techniques **7**

Field and studio interviews, studio discussions. Organizing and participating in chat shows.

Video Film Production **10**

T.V. documentary production. T.V. News production: news report writing and editing, Planning production and compilation of news programs, Producing feature programs, Role of music & sound effects, Advertisement film production.

T.V. News Reading and Anchoring **10**

Television news reading/presentation and anchoring, Makeup: importance of makeup and dressing sense for TV programs.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
3. Tyrrell, Robert; *The Work of a Television Journalist*; Focal Press
4. Straubhar, D. Joseph; *World Television: From Global to Local*; Sage Publications
5. Hall, Stuart; Evans, Jessica; *Visual Culture*; Sage Publication
6. Robert, Kenny; *Teaching TV Production in a Digital World*; Library Unlimited Publications

Course: DIGITAL PHOTOGRAPHY			Semester: III
Course Code: MJM 304	L T P	2 0 0	Credits: 2

Objective: To enable the students with the basic skills of digital photography and use of professional cameras. Also, this will impart knowledge about the creative aspects of digital photography.

SYLLABUS

Introduction to Photography **6**

Photography: origin, necessity, role and significance, Digital photography: elements and principles, Visual language and meaning, Importance of composition in photography, Subject and light.

Photographic Equipment **6**

Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.

Exposure and Compositions **6**

Shots, Focus, Shutter speed, Aperture, Selection of subject, Different types of photographs, Photo editing procedure, Pictures for newspapers and magazines, Developing photographers manual, Photoshop and digital imagery.

Portraits and Lighting **6**

Portrait photography, Fashion photography, Still life photography, Photography for advertising, Lighting techniques, Three point lighting.

News Photography **6**

News value of pictures, Photo essays, Photo features, Qualities essential for photojournalism, Picture magazine, Colour photography, Impact of technology.

Suggested Readings

1. Langford, Michael; *Advanced Photography*; Focal Press
2. Wright, Terence; *Photography Handbook* ; Routledge
3. Freeman, John; *Practical Photography*; Hermes House
4. Hedgecoe’s, John; *The art of colour photography*; Focal Press
5. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
6. Smith, Eugene W.; *The Camera as Conscience*; Thames and Hudson Publications
7. Freeman, Michael; *Digital Image Editing & Special Effects*; Taylor & Francis
8. Busch, David D.; *Digital Photography*; Cengage Learning
9. Fuqua, Paul, Biver, Steven, Hunter, Fil; *Light, Science and Magic*; Focal Press Publication

Course:	DESIGN AND GRAPHICS			Semester: III
Course Code: MJM 305	L T P	2 0 0	Credits: 2	

Objective: This course aims to provide a learning environment that helps students comprehend the significance of design and graphics. It also seeks to enable students to plan, organize and present appropriate design solutions using a variety of software and techniques for varied media applications.

SYLLABUS

Introduction to Design 5

Concept of art and design: visual art and design, construction drawing, representational drawing, and simplification drawing, Elements of design and graphics, Visualization: convergence and divergence, Conceptualization: functions and significance, Fundamentals of creativity: logic, style, value, tools, Illustrations and graphics.

Graphics Designing and Typography 5

Basic elements and principles of graphics, Design lay-out and production, Calligraphy and typography, Typeface: families and kinds, Principles of good typography: spacing, measurement and point system.

Layout 3

Layout and its types: layout of daily newspapers, tabloids and magazines.

Typesetting and DTP 5

Typesetting: manual, mechanical, lino, ludlow, and digital, Desk top publishing (DTP), Use of computer software, Character generation, Use of multi-media.

Printing 7

Letter presses: cylinder, rotary, gravure-screen, offset and plate making, Types of papers, Magazine lay-out, Pagination, Designing and printing of cover pages, Safety measures in printing press.

Colour Printing 5

Colour theory: colour schemes, and colour treatment, Colour combinations: colour scanning, colour separation, colour correction, colour positive and colour negatives, Preparation of bromides and air pulls.

Suggested Readings

1. Sarkar, N. N.; *Art and Print Production*; Oxford University Press
2. Parthasarathy, G K.; *Computer Aided Communication*; Authors Press
3. Chakravorthy, J.; *Cyber Media*; Authors Press
4. Coburn, Foster D.; *Corel Draw*; McGraw Hill
5. Mukherjee, D. P.; *Fundamentals of Computer Graphics and multimedia*; PHI Learning
10. Rajaraman, J.; *Fundamentals of Computer*; PHI Learning

Course:	EVENT MANAGEMENT			Semester: III
Course Code:	MJM 306	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively.

SYLLABUS

Introduction to Event Management **8**

Event Management: concept, purpose and theme of event proposal, Creative visualization and design of an event, Feasibility and financial management: description, management approval in consultation, control, risks, Operational plans: timing, duration and venue selection, budget and evaluation.

Role and Importance of Exhibitions **7**

Objectives of exhibitions, Advantage of exhibitions over other devices, Importance of direct contact, Choosing the right exhibition: where to participate, why exhibitions sell and concept of neutral territory, PR for an exhibition.

Role of the Press in Promotion of an Event **8**

Publicity inputs or visible aids for promoting an event, Print and display material, Stand design, Trade fair: uses and abuses, Gauging cost effectiveness.

Event Sponsorship **10**

Concept, Identifying sponsors, Media retail partner, Post event sponsorship maintenance, Event marketing: meaning, process, concept, core marketing and societal marketing.

Event Promotion **12**

Elements in event promotion: image, advertising, publicity and public relations, Role of media in event promotion, Event conceptualizing, Document design and planning, Safety and security in events, Staging and execution of events, Staff pattern, Recruitment and training, Crowded management and evacuation strategy, Monitoring control and evaluation. Ethics of event management and role of ISES (International Special Events Society).

Suggested Readings

1. Young,Ernst; Catherwood, Dwight W.; Kirk, Van, Richard L.; *The Complete Guide to Special Event Management*; John Wiley and Sons Publications
2. Singh, Kishore; Devesh, G S.; *Event Management*; Haranand Publications
3. Wagen, Der, Lynn Van; *Event Management*; Pearson Education
4. Wagen, Der; *Event Management: For Tourism, Culture, Business, and Sporting Event*; Pearson Education

Course:	INTERNSHIP REPORT, PRESENTATION AND VIVA- VOCE		Semester: III
Course Code: MJM 307	L T P	- - -	Credits: 4

Objective: To evaluate the performance of a student on his/her internship through a training report, presentation and viva voce.

SYLLABUS

It is a 6-8 weeks faculty supervised internship program which an MJMC student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established corporate/media house. It will not only acquaint him/her with the corporate/ media house work culture, but will also open avenues for related job opportunities.

Course: ADVANCED RADIO PRODUCTION - I (PRACTICAL)	Semester: III		
Course Code: MJM 302P	L T P	0 0 4	Credits: 2

Objective: To enable students to learn and to handle various equipments involved in radio production and produce varied types of radio shows.

Suggested Practicals:

Radio Script Writing

Writing different kinds of radio scripts.

Sound Recording

Handling and care of different kinds of microphones, sound construction and picture formation through a wide range of microphones.

Voice Training

Effective use of Voice, Enumeration, Flow, Pronunciation and Modulation.

Editing

Different kinds of audio editing techniques and use of sound effects in radio programs, Field and studio interviews, Phone in programs, Studio discussions, Talk shows, Panel discussion, Radio play and commentary.

Radio News

Radio news reporting/writing, News editing, Planning production and compilation of news and other programs, Radio news reading and presentation.

Radio Program Production

Organizing and participating in program production, Studio production of radio news reel and current affairs programs, Radio documentary production.

Suggested Readings

1. Chignel, Hugh; *Key Concepts in Radio studies*; Sage Publications
2. Maeseneer, De Paul; *Here's The News: A Radio News Manual*; Asian Books Publications
3. Masani, Mehra; *Broadcasting and the People*; National Book Trust Publications
4. Awasthy, G. C.; *Broadcasting in India*; Allied Publications
5. Geller, Valerie; *Beyond Powerful Radio: A Communicator's Guide to the Internet Age- News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio* ; Focal Press

Course: ADVANCED TELEVISION PRODUCTION - I (PRACTICAL)			Semester: III
Course Code: MJM 303P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn to handle various equipments involved in television production and produce varied television programs.

Suggested Practicals:

Video Camera handling

Handling different kinds of video cameras, Shooting with a professional video camera, Placement of camera for various TV programs, Chroma keying techniques, Studio lights: use of studio lights, lighting for chroma.

Editing

Different video editing techniques, Transitions: cut, mix, dissolve, fade in/out and wipe, Use of cut-in and cut-aways, Linear and non-linear editing.

Interview Techniques

Field and studio interviews, studio discussions, Organizing and participating in chat shows.

Video Film Production

T.V. documentary production, T.V. News production: news report writing and editing, Planning production and compilation of news programs, Producing feature programs, Role of music & sound effects, Advertisement film production.

T.V. News Reading and Anchoring

Television news reading/presentation and anchoring, Makeup: importance of makeup and dressing sense for TV programs.

Suggested Readings

1. Lezzi, Frank; *Understanding Television Production*; PHI Learning
2. Lewis, Bruce; *Technique of Television Announcing*; Focal Press
3. Tyrrell, Robert; *The Work of a Television Journalist*; Focal Press
4. Straubhar, D.Joseph; *World Television: From Global to Local*; Sage Publications
5. Hall,Stuart; Evans, Jessica; *Visual Culture*; Sage Publication
6. Robert, Kenny; *Teaching TV Production in a Digital World*; Library Unlimited Publications

Course:	DIGITAL PHOTOGRAPHY (PRACTICAL)			Semester: III
Course Code: MJM 304P	L T P	0 0 4	Credits: 2	

Objective: To enable the students with the basic skills of digital photography and use of professional cameras. Also, this will impart knowledge about the creative aspects of digital photography.

Suggested Practicals:

Introduction to Photography

Digital photography: elements and principles, Visual language and meaning, Importance of composition in photography, Subject and light.

Photographic Equipment

Camera types, Formats, Lenses: types and functions, Film: types and functions, Camera accessories.

Exposure and Compositions

Shots, Focus, Shutter speed, Aperture, Selection of subject, Different types of photographs, Photo editing procedure, Pictures for newspapers and magazines, Developing photographers manual, Photoshop and digital imagery.

Portraits and Lighting

Portrait photography, Fashion photography, Still life photography, Photography for advertising, Lighting techniques, Three point lighting.

News Photography

News value of pictures, Photo essays, Photo features, Qualities essential for photojournalism, Picture magazine, Colour photography, Impact of technology.

Suggested Readings

1. Langford, Michael; *Advanced Photography*; Focal Press
2. Wright, Terence; *Photography Handbook* ; Routledge
3. Freeman, John; *Practical Photography*; Hermes House
4. Hedgecoe's, John; *The art of colour photography*; Focal Press
5. Kobre, Kenneth; *Photojournalism: The Professionals Approach*; Focal Press
6. Smith, Eugene W.; *The Camera as Conscience*; Thames and Hudson Publications
7. Freeman, Michael; *Digital Image Editing & Special Effects*; Taylor & Francis
8. Busch, David D.; *Digital Photography*; Cengage Learning
9. Fuqua, Paul, Biver, Steven, Hunter, Fil; *Light, Science and Magic*; Focal Press Publication

Course:	DESIGN AND GRAPHICS (PRACTICAL)			Semester: III
Course Code:	MJM 305P	L T P	0 0 2	Credit: 1

Objective: This course aims to provide practical exposure to help the students comprehend the significance of design and graphics. It also seeks to enable students to plan, organize and present appropriate design solutions using a variety of software, techniques for varied media applications.

Suggested Practicals:

Art and Design

Photoshop: Colour cycling, drawings, digital artwork, layouts (corporate identity kits), Layers, Filters

Graphics Designing and Typography

Corel Draw: Printing, Designing, logos, layouts, etc

Layout

QuarkXPress: Designing the Layouts of daily newspapers, tabloids and magazines.

Designing for Various Media

Corel Draw: Cover pages, Pamphlets, Leaflets, Folders, Flash cards, Flip charts, Logo, Graphics and Computer-Aided Design (CAD).

Colours

Photoshop: Designing cover pages and posters with different colour schemes

Suggested Readings

1. Mukherjee, D.P.; *Fundamentals of Computer Graphics and Multimedia*; PHI Learning
2. Sarkar, Narendra Nath; *Art and Print Production*; Oxford University Press
3. Morioka, Adams; *Colour Design Workbook*; Rockport Publisher
4. Bringhurst, Robert; *The Elements of Typographic Style*; Hartley & Marks Publishers
5. Coburn, Foster D.; *Corel Draw*; McGraw-Hill
6. Adobe; *Adobe Photoshop*; Techmedia Publications
7. Adobe; *Adobe PageMaker*; Techmedia Publications

Course:	FILM STUDIES AND PRODUCTION			Semester: IV
Course Code: MJM 401E1	L T P	4 0 0	Credits: 4	

Objective: To enable student to appreciate the history, scope and significance of cinema globally and also in India.

SYLLABUS

History of World Cinema 10

Pioneers of cinema: Lumiere Brothers, George Melies, Griffith, Silent era: Charlie Chaplin, European cinema and expressionism, American talkies, Production houses, Neo realism: Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post war period, Japanese cinema, Soviet montage cinema: Sergei Eisenstein, Italian neo-realist cinema, French new wave cinema: Jean Luc Godard, Contemporary scene, Cinema in developing countries.

History of Indian Cinema 10

Pioneers of Indian Cinema: Dada Sahib Phalke, Talkies, Colour films, Indian film studio culture, Production houses, Cinema in the fifties and sixties, The superstars, Big budget films and multi-starrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema.

Indian Film Stalwarts 10

Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, V. Shantaram, Mehboob Khan, Ritwik Ghatak, Raj Kapoor, Yash Chopra, B.R. Chopra and Ramanand Sagar,

Art Movie Movements 10

Parallel cinema: Shyam Benegal, Saeed Mirza, Ketan Mehta, Mrinal Sen and Adoor Gopalkrishnan, Genres in Indian cinema: romance, action, thriller, horror and mythology, Melodrama in Indian popular cinema, Indian. avant garde cinema.

Dynamics of Indian Cinema 10

Recent technological innovations in cinema, Innovative methods of ideation & film making using platform of social networking websites, Distribution and exhibition of films in India, Film appreciation, Film criticism, Film reviews, Directorate of film festivals, Film Censor Board.

Film Making Techniques 10

Film production: pre production, production and post-production, Budgeting, Scripting and screenplay, Raw stock, Film formats, Role and functions of film crew: producer, director, script writer, lyricist, choreographer, costume designer, music director and art director, Production crew, Casting, Location hunting.

Suggested Readings

1. Phillips, William H.; *Film – An Introduction*; St. Martins Publications
2. Dudrah, Kumar Rajinder; *Bollywood – Sociology Goes to the Movies*; Sage Publications
3. Robinson, Andrew; *Satyajit Ray: The Inner Eye*; Oxford University Press
4. Nelmes, Jill; *Introduction to Film Studies*; Routledge Publications

5. Pramaggiore, Maria, Wallis Tom Allyn; *Film – A Critical Introduction*; Balcon Publications
6. Hayward, Susan,; *Key Concepts in Cinema Studies*; Routledge Publications
7. Vasudevan, S. Ravi; *Making Meaning in Indian Cinema*; Oxford University Press
8. Ascher,Steven; *The Film Maker's Handbook: A Comprehensive Guide for a Digital Age*; Penguin Group
9. Bamford,Nick; *Directing Television: A Professional Survival Guide*; Sage Publication
10. Adelman, Kim; *Making It Big in Shorts: The Ultimate Filmmaker's Guide to Short Films*; Michael Wlese Productions
11. Alexander,Victor; *Film Making A to Z*; Victor Alexander Publication

Course:	INTER-CULTURAL COMMUNICATION			Semester: IV
Course Code:	MJM 401E2	L T P	4 0 0	Credit: 4

Objective: To enable students to understand the relationship between cultural diversity and the role of media in strengthening society. It will equip students with a global communication competency.

SYLLABUS

Introduction to Culture 10

Definition, Process, Culture as a social institution, Value systems: primary, secondary, eastern and western perspectives, Perception of the world, Western and Greek (Christian), Varied eastern concepts (Hindu, Islamic Buddhists, others), Retention of information, Comparison between eastern and western concepts.

Inter-cultural Communication 14

Definition, process, philosophical and functional dimensions, Cultural symbols in verbal and non-verbal communication, Communication as a concept in western and eastern cultures, Cultural shock, Cultural imperialism/Cultural assimilation.

Language as a medium for Communication 12

Language and grammar as a medium of cultural communication, Panini, Chanakya, Patanjali, Prabhakara, Mandan Mishra, Chomsky, Linguistic aspects of inter cultural communication.

Culture, Communication and Folk Media 12

Character, content and functions, Dance and music as instruments of inter-cultural communication, Barriers in inter-cultural communication, Religious, political and economic pressures, Inter-cultural conflicts and communication, role of media in preservation of cultural identity.

Media and Inter-cultural Communication 12

Modern mass media as vehicles of inter-cultural communication, Impact of new technology on culture, Globalization effects on culture and communication, Mass media as a culture-manufacturing industry, Mass media as a cultural institution, Mass cultural typologies and justification, UNESCO's and other organizations efforts in the promotion of inter-cultural communication and Code of ethics.

Suggested Readings

1. Samovar, Larry A.; Porter, E. Richard; McDaniel, R. Edwin; *Intercultural Communication*; Cengage Publications
2. Fiske, John; *Introduction to Communication Studies*; Routledge
3. McQuail, Dennis; *Mass Communication Theory*; Sage Publications
4. Baran, Stanley J.; Davis, K. Dennis; *Mass Communication Theory* ; Wadsworth Publication
5. Williams, Kevin; *Understanding Media Theory*; Bloomsbury Publications
6. Madhavan, Shobhana; *Cross Cultural Management: Concepts and Cases*; Oxford University Press
7. Peter, Lewis M.; *Alternative Media: Linking Global to the Local*; UNESCO Publications

8. McPhail, Thomas; *Global Communication: Theories, stakeholders and trends*; Willey Blackwell
9. Meyer, William H.; *Transnational Media and Third World Development: The Structure and Impact of Imperialism*; Greenwood Press

Course:	NEW MEDIA AND SOCIAL NETWORKING			Semester: IV
Course Code:	MJM 401E3	L T P	4 0 0	Credits: 4

Objective: To enable the students to learn the concept of new media and social networking, web journalism and its importance in mass media.

SYLLABUS

Introduction to New Media **12**

Introduction, Salient features and advantage over traditional media, History and spread of internet in India, Convergence and multi-media: print, radio, television, internet and mobile, Role of IT in mass media.

New Media and Social Networking **12**

Social networking: twitter, blogging, and mobile applications, concept of cloud computing and data storage.

New Media and its impact on the World **12**

Online politics, Internet and globalization, Internet and democracy, Role of new media in social revolution, Cyber warfare.

Cyber Journalism **12**

Online edition of newspapers, e-books and e-publishing, Cyber newspapers: creation and online editing, Security issues on internet: social, political, legal and ethical issues related to Information Technology (IT) and Communication Technology (CT).

Tools of Multimedia Journalists **12**

Learning to report, Writing and production for online media, Feature writing for online media: story idea, development and news updates, Podcast and webcast, Use of blogs, tweets, etc. for generation and development of story, Citizen journalists: role, participation and validity, Dynamics of social media networks: novelty, strengths and weaknesses, Growing personal sphere and online communities, New business model: advertisements, marketing and online revenue.

Suggested Readings

1. Chakravarthy, Jagdish ; *Net, Media and the Mass Communication*; Authors press
2. Keüng, Lucy; Picard, Robert G.; Towse, Ruth; *The Internet and the Mass Media*; Sage Publications
3. Pavlik, J .V.; *Media in the Digital Age*; Columbia University Press
4. Biggs, John; White, Charlie; *Bloggers Boot Camp: Learning How to Build, Write, and Run a Successful Blog*; Focal Press Publication
5. Craig, David A.; *Excellence in On-line Journalism*; Sage Publication

Course:	ADVANCED RADIO PRODUCTION - II (PRACTICAL)		Semester: IV
Course Code: MJM 402E1P	L T P	0 0 8	Credits: 4

Objective: To enable students to learn advanced radio production by working on hands on various radio program assignments including recording of audio clips.

Suggested Practicals:

Listening and Analysis of Radio Programs

Listening to radio channels, Recorded programs of AIR and other channels and analyzing the contents and presentation styles.

Writing for Radio Programs

Radio script writing for different categories of programs.

Exercises on Voice Modulation

Flow, Pronunciation and Presentation in different radio programs.

Exercises on Radio Program Production

Suggested Readings

1. Hyde, Stuart; *Television and Radio Announcing*; Pearson Publications
2. Mehra, Masani; *Broadcasting and the People*; National Book Trust Publications
3. Ciignel, Hugh; *Key Concepts in Radio Studies*; Sage Publications
4. Maeseneer, Paul De; *Here's The News: A Radio News Manual*; Asian Books Publications
5. McLeish Robert; *Radio Production*; Focal Press
6. Stanley, Alten R.; *Audio in Media*; Wadsworth Publication

Course:	ADVANCED TELEVISION PRODUCTION - II (PRACTICAL)	Semester: IV		
Course Code:	MJM 402E2P	L T P	0 0 8	Credits: 4

Objective: To enable students to learn advanced television production by working on hands on various television program assignments including recording of video clips.

Suggested Practicals:

Watching and Analysis of TV Programs

Watching TV channels and recorded programs and analysing the contents and presentation styles.

Writing for TV Programs

Script writing for TV and visualization through story board preparation.

Studio Production Techniques

Discussion and demonstration to the students about the importance of lighting in the studio, Practical exercises in studio production: recording of a panel discussion, interviews, talk shows, news bulletins, entertainment show and special news package in the studio using online and offline editing.

Exercises on TV Program Production

Suggested Readings

1. Frank, Lezzi; *Understanding Television Production*; PHI Learning
2. Belavadi, Vasuki; *Video production*; Oxford University Press
3. Tyrrell, Robert; *The Work of a Television Journalist*; Focal Press
4. Watkinson, John; *The Art of Digital Video*; Focal Press
5. Watkinson, John; *Television Fundamentals*; Focal Press
6. Schultz, Brad; *Broadcast News Producing*; Sage Publication

Subject:	ADVANCED DIGITAL PHOTOGRAPHY (PRACTICAL)		Semester: IV
Course Code:	MJM 402E3P	L T P	0 0 8
			Credits: 4

Objective: To enable the students the essentials of digital photography prepare them for industry.

Suggested Practicals:

Documentary Photography

Introduction, Appreciation of the art reviewing, Work of exponents, Field work.

Photography of Different Events/ Topics

Practical exercises on taking photographs under varying conditions and on different topics and events.

Photography in the Digital Era

Digital manipulation: techniques and limits, Photo division, Photo syndicates, Cutline and caption, Techniques in photo printing, Various types of paper.

Photographic Assignments

Practical field assignment and its evaluation, Project report containing photo essays, Photo features on varied subjects, Specialized fields of photojournalism.

Suggested Readings

1. Rai, Raghu; *Raghu Rai's India: Reflections in Colour*; Haus Publications
2. Jenkins, Tom; *In the Moment: Sports Photography of Tom Jankings*; Random House
3. Tarrant, Jon; *Digital Camera Techniques*; Focal Press
4. Freeman, Michael; *Digital Image Editing & Special Effects*; Focal Press
5. Fuqua, Paul; Biver, Steven; Hunter, Fil; *Light, Science and Magic*; Focal Press

Course: DEVELOPMENT COMMUNICATION			Semester: IV
Course Code: MJM 403	L T P	3 0 0	Credits: 3

Objective: To enable the students to inculcate an overview of development and use development communication as a tool for societal purposes.

SYLLABUS

Development and its Concept 9

Development: Origin, meaning, concept, process and model of development theories, Approaches to development, Theories and paradigms of development: unilinear, non-unilinear theories and dominant paradigms, Characteristics of developing societies, Development dichotomies, Gap between developed and developing societies.

Development Communication and Indicators of Development 9

Development Communication: meaning, concept, process, Theories and role of media in development communication, Strategies in development communication, Social cultural and economic barriers, Case studies and experiences, Characteristics of development and underdeveloped economies, MNCs and foreign aid, Basic need model, Democracy, Human rights as an indicator, Sustainable development, Social relation.

Agricultural Communication and Rural Development 9

Genesis of agricultural extension, Approaches in agricultural communication, Diffusion of innovation, Models of agricultural extension, Case studies of communication support to agriculture.

Development Theories and Issues 9

Empathy, Theory of magic multiplier, Localized approach, Development support communication, Extension approaches: health and family welfare, women empowerment, literacy & education, unemployment, and watershed management, harvesting, Participation in development.

Mass Media and Development 9

Role of communication in development process, Development message design and communication, Role and performance of print, radio, television, outdoor publicity in the Indian perspective, Cyber media and development, Traditional media: music, drama, dance; puppetry, street play, fairs, festivals and their role in development communication, NGOs and development, Communication for rural development, Panchayati Raj, Advancement in farming and alternative employment, Urban sanitation, Slum development and sanitation, Communication for tribal development, Wild life and forest conservation.

Suggested Readings

1. Melkote, Srinivas; Steeves, R.; Leslie, H.; *Communication for Development in the Third World*; Sage Publications
2. Narula, Uma; *Development Communication*; Haranand Publications
3. Singhal, Arvind; Dearing, James W.; *Communication of Innovations – A Journey with Everett Rogers*; Sage Publications
4. Ghosh, Avik; *Communication Technology and Human Development – Recent Experiences in the Indian Social Sector*; Sage Publications

Course:	MEDIA RESEARCH			Semester: IV
Course Code:	MJM 404	L T P	3 0 0	Credits: 3

Objective: To enable the students to learn the journalistic and research skills, essentials of research writing and the importance of research in mass media.

SYLLABUS

Introduction to Research 9

Definition, Elements of research, Scientific approach, Research and communication theories, Role, function, scope and importance of communication research, Basic and applied research.

Research Design 9

Experimental, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies, co relational design.

Methods of Communication Research 9

Sources: media source book, questionnaire and schedules, people's meter, diary method, field studies, logistic group, telephone, survey and on-line polls, Random sampling methods and representativeness of the samples, Sampling errors and distribution, Media research, evaluation, feedback, feed forward, media habits and public opinion surveys, Pre selection, studies, exit polls and content analysis.

Report Writing 9

Data analysis techniques: coding and tabulation, non statistical methods, descriptive, historical and statistical, Analysis: parametric and non-parametric, uni-variate and multi-variate. Level of measurement, Central tendency, Test of reliability and validity.

Media Research 9

Media research as a tool of reporting, Readership and audience surveys, Preparation of research reports/project reports/dissertation theses, Ethical perspectives of mass media research.

Suggested Readings

1. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
2. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning
3. Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
4. Priest, Susanna Hornig; *Doing Media Research* ; Sage Publication
5. Cauvery, R.; Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Company.
6. Gunter, Barrie; Cauvery, R.; Sudhanayak, M. Girja; *Media Research Methodology*; S. Chand & Company
7. Cooper, Donald; Schindler, Pamela; *Business Research Methods*; McGraw-Hill
8. Anderson, J.A.; *Communication Research: Issues and Methods*; McGraw-Hill
9. *Indian Readership Survey(IRS)*

Course:	DISSERTATION, PRESENTATION AND VIVA-VOCE		Semester: IV
Course Code: MJM 405	L T P	- - -	Credits: 4

Objective: To equip students develop deep understanding of the chosen specialization. Students will develop special skills in their respective areas of specialization.

SYLLABUS

Every student will be assigned a project and it will be pursued by him/her under the supervision of an internal supervisor. The student will have to select the area of his specialization (Radio, Television, Print, Public Relations, Advertising, Corporate Communication, New Media etc.) Both the subject and the name of the internal supervisor will be duly approved by the Dean/HOD of the School. The Project Reports (in duplicate), hard and soft copies should be submitted by the students, at least two weeks prior to the date of the commencement of the End Term Examinations.

Subject: INFORMATION SECURITY			Semester: IV
Course Code: MJM 406	L T P	2 0 0	Credits: 2

Objective: To enable the students to learn about the basic concepts of information security with a focus on cyber security and cyber laws.

SYLLABUS

Introduction 5

History of information systems and its importance, Basics, Changing nature of information systems, Need of distributed information systems, Role of Internet and web services, Information system threats and attacks, Classification of threats and assessing damages, Security in mobile and wireless computing, Security challenges in mobile devices, Authentication service security, Security implication for organizations.

Principles of Information Security 5

Basic principles of information security, Confidentiality, Integrity availability and other terms in information security, Information classification and their roles, Security threats to E-commerce, Virtual organization, Business transactions on web, E-Governance and EDI, Concepts in electronic payment systems, E-cash, Credit/Debit cards.

Physical Security and Disaster Control 6

Physical security-Needs, Disaster and controls, Biometrics, Factors in biometrics systems, Benefits, Criteria for selection of biometrics, Design issues in biometric systems, Interoperability issues, ISO 27001, SEE-CMM, Security metrics, Information security vs. privacy.

Document Security and Cryptography 6

Model of cryptographic systems, Issues in documents security, System of keys, Public key cryptography, Digital signature, Requirement of digital signature system, Firewalls, Design and implementation issues of firewalls. Perimeter for network protection, Network attacks, Need of intrusion monitoring and detection, Intrusion detection.

Cyber Crime and Cyber Law 8

Laws, Investigation and ethics, Cyber crime, Information security and law, Types and overview of cyber crimes, Cyber law issues in E-business management Overview of Indian IT Act, Ethical issues in intellectual property rights, Copy right, Patents, Data privacy and protection, Domain name, Software piracy, Plagiarism, Issues in ethical hacking.

Suggested Readings

1. Godbole; *Information Systems Security*; Willey
2. Sood; *Cyber Laws Simplified*; McGraw-Hill
3. Merkov, Breithaupt; *Information Security*; Pearson Education
4. Schou, Shoemaker; *Information Assurance for the Enterprise*; McGraw-Hill
5. Furnell; *Computer Insecurity*; Springer
6. *Information Technology Act, 2000*

Course:	COMPREHENSIVE VIVA-VOCE		Semester: IV
Course Code: MJM 407	L T P	- - -	Credits: 4

Objective: To evaluate the learning outcomes of the two year program and its various components.

SYLLABUS

This is an important component of the final semester where the domain knowledge obtained by the student during the two year program is tested by a panel of experts. One of the members in the panel is an external expert. It is a 4 credit program that not only brushes up the important concepts learned by the student during the degree program but also makes him/her aware of areas that still require an improvement. This exercise comprehensively prepares the student for career opportunities ahead.

Course:	MEDIA RESEARCH (PRACTICAL)			Semester: IV
Course Code:	MJM 404P	L T P	0 0 4	Credits: 2

Objective: To enable the students to learn the journalistic and research skills, essentials of research writing and the importance of research in mass media.

Suggested Practicals:

Introduction to Research

Basic and applied research.

Research Design

Experimental, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies, co-relational design.

Methods of Communication Research

Sources: media source book, questionnaire and schedules, people's meter, diary method, field studies, logistic group, telephone, survey and on-line polls, Random sampling methods and representativeness of the samples, Sampling errors and distribution, Media research, evaluation, feedback, feed forward, media habits and public opinion surveys, Pre selection, studies, exit polls and content analysis.

Report Writing

Data analysis techniques: coding and tabulation, non statistical methods, descriptive, historical and statistical, Analysis: parametric and non-parametric, uni-variate and multi-variate, Level of measurement, Central tendency, Test of reliability and validity.

Media Research

Media research as a tool of reporting, Readership and audience surveys, Preparation of research reports/project reports/dissertation theses.

Suggested Readings

1. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
2. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning
3. Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
4. Priest, Susanna Hornig; *Doing Media Research* ; Sage Publication
5. Cauvery, R. Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Company.
6. Anderson, J.A.; *Communication Research: Issues and Methods*; McGraw-Hill