

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

M.A. Journalism & Mass Communication Sem. I-II

(Under Credit Based Continuous Evaluation Grading System)

Session: 2022-23



The Heritage Institution

KANYA MAHA VIDYALAYA

JALANDHAR

(Autonomous)

PROGRAMME OUTCOMES

Master of Arts (Journalism and Mass Communication)

- PO1:** Students will be introduced to the basic aspects of human communication and especially mass communication.
- PO2:** Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood.
- PO3:** In this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities.
- PO4:** With this basic grounding in place, students will be able to evaluate mass media within a wider context.
- PO5:** Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMESTER-I

Introduction to Communication

Course Code: MJML-1311

(THEORY)

Course Outcomes:

- Students will come to learn about the details of communication, different types of communication patterns and uses in everyday life.
- The course will enable the students to know about the different theories and models of communication in detail.
- The students will come to know about the traditional modes of communication and its uses in everyday life as well as in societal relationship.
- The students will come to know about the new media technologies

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMESTER-I

History of Print Media in India

Course Code: MJML-1312

(THEORY)

Course Outcomes:

- This course will enable the students to learn about the history of print media in detail, the role of press during the Independence movement and afterwards in the country.
- Students will come to know about the role of different national leaders through press in awakening the spirit of freedom among the people of India.
- This course will also help the students to learn about the role of different print media houses and their role in national development since their very birth.
- This course will also help the students to learn about the history of Punjabi press

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMESTER-I

Reporting and Editing

Course Code: MJML-1313

(THEORY)

Course Outcomes:

- Students will come to know about the very basic part of journalism i.e. reporting and editing of news through this course.
- Patterns of different types of reporting will enable the students to learn to represent various issues in a professional way.
- Editing techniques will help the students to polish the copy in a better form.
- Different methods of printing will be taught to the students

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMESTER-I

Media Law and Ethics

Course Code: MJML-1314

(THEORY)

Course Outcomes:

- This course will enable the students to learn about different laws related to journalism in detail so that they will not face any legal problems in their professional life later.
- Students will come to learn about ethical guidelines of journalism as a profession.
- This course will help the students to learn about constitutional guidelines in journalism as a profession.
- This course will help the students to learn about various human rights.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

SEMESTER-I

Advertising

Course Code: MJMM-1315

(THEORY)

Course Outcomes:

- Students will learn about the challenging and competitive world of Advertising.
- This course will enable the students to eventually carve out a viable career in this field.
- The course has been designed to give students in-depth knowledge of the principles and practices of advertising.
- The mysteries of marketing, agency structures, advanced advertising practices like positioning, market segmentation and targeting will be explained.

ID COURSE
on
BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124/IDEI-3124

Course Outcomes:

After passing this course the student will be able to:

CO1: Comprehend basics of internet and its working.

CO2: Apply the concepts for better e-mail management.

CO3: Apply office suite to create professional documents, sheets and presentations.

Session:2022-23

Interdisciplinary course

Course Title: Indian Heritage: Contribution to the World

Course Code: IDE-

Course Objectives:

- This course introduces the course with the contribution of the Indus valley Civilisation in the field of Planned cities, metallurgy and its contact with the civilisations of the world.
- It will introduce students to the contribution of ancient India in the field of Art, Architecture and Literature.
- This course will make students familiar with sources and nature of Indian religious history and human values. Special emphasis will be given on doctrine and philosophy of Hinduism, Buddhism and Jainism,
- Students will be made aware of the tremendous contribution of India in the field of science ,medicine and technology.
- This course will acquaint students with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

Course Outcomes:

- After the completion of the course, the students will have a comprehensive understanding of the development of science and technology in different fields in ancient India.
- After completing the course students will have a familiarity with contribution of India in the field of Art, Architecture and Literature .
- After completing the course students will be able to appreciate the ancient wisdom and an understanding of the various religions which evolved in India.
- After completing the course students will be able to comprehend with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

M.A. JMC

(Session 2022-23)

SEMESTER-II

MJML-2311 Development Communication

Course Code: MJML-2311

(THEORY)

Course Outcomes:

This course will help the students to know about the role of communication in development perspective.

Students will come to know about the uses of communication by various national and international organisation in bringing development in the society.

Knowledge on development communication and its various stakeholders and policy makers, assessment of risks and opportunities through development communication will be learnt by the students.

Students will come to know about the rural communication.

M.A. JMC
(Session 2022-23)

SEMESTER-II

MEDIA MANAGEMENT

Course Code: MJML-2312

(THEORY)

Course Outcomes:

Media management is the strategic formulation of activities designed to carry out the objectives of the media program. Students are involved in research to become proficient in media analysis and hone their negotiation skills.

This course will familiarize students with the most important aspects of all media managerial activities.

Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands.

The concepts of media circulation & distribution will be taught to the students.

M.A. JMC

(Session 2022-23)

SEMESTER-II

Current Affairs

Course Code: MJML-2313

(THEORY)

Course Outcomes:

This course will enable the students to update themselves on national and international issues and events.

Students will learn about various kinds of political, business and sports related activities around the world, which will enhance their career in future as a media professional.

M.A. JMC

(Session 2022-23)

SEMESTER-II

Communication Research-I

Course Code: MJML-2314

(THEORY)

Course Outcomes:

This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.

Students will learn about how to conduct research individually and as a group in a clear and imaginative manner and in oral and written mediums.

This course will teach students to learn how to access, analyze and use information by using a range of research tools for their projects in different subjects.

This course will teach students to learn about latest trends in communication research.

M.A. JMC

(Session 2022-23)

SEMESTER-II

Radio & TV Programming

Course Code: MJMM-2315

(THEORY)

Course Outcomes:

This course will help the students to learn about the basic concepts and fundamental elements of Radio and TV production.

Students will be familiarized with the broadcast equipments and their proper uses.

This course will enable the students to inculcate in themselves various types of creative techniques.

This course will enable the students to learn about picture composition.

ID COURSE
on
BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124/IDEI-3124

Course Outcomes:

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Course Outcomes:

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- After completing the course students will be able to comprehend with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

FACULTY OF ARTS & SOCIAL SCIENCES
SYLLABUS

of

M.A. Journalism & Mass Communication Sem. III- IV
(Under Continuous Evaluation System)

Session: 2022-23



The Heritage Institution

KANYA MAHA VIDYALAYA
JALANDHAR

(Autonomous)

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MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
Semester-III
Mass Communication Research-II
Course Code: MJML-3311
(Theory)

Course Outcomes:-

- The students will be given an overview of different aspects and issues involved in using quantitative methods independently and in conjunction with qualitative methods
- The course will teach students the art of research writing and provide detailed insight into undertaking a research project.
- The course will teach students the theoretical perspectives in research paradigm.
- The course will teach students the research in various tools of communication.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

Semester-III

New Media Technology

Course Code: MJML-3312

(Theory)

Course Outcomes:-

- The limitless potential in the field of New media will be revealed in this unit.
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication
- The students will understand the impact of new media technology.
- The concept of social media will be taught to the students.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2022-23)

Semester-III

Public Relation and Corporate Communication

Course Code: MJML-3313

(Theory)

Course Outcomes:-

- This unit provides an introduction to the principles, concepts and objectives of Public Relation & Corporate Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained.
- This unit provides an introduction to the process of producing a newspaper.
- This unit provides an introduction to Brand Management and its various concepts.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2022-23)
Semester-III
Science Journalism
Course Code: MJML-3314
(Theory)

Course Outcomes:-

- This unit provides an introduction to the principles, concepts and objectives of Science Journalism.
- Various domains of Science Journalism will be unveiled to the students.
- Concept of Health Communication will be taught to the students.
- A new domain, i.e. Agriculture Communication will be taught to the students.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
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Semester-III
Photography
Course Code: MJMM-3315

Course Outcomes:-

- The students will explore this immensely artistic as well as highly technical media in this unit.
- The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them.
- The unit will expose them to the intricacies of developing, printing and enlarging photographs.
- The concept of Photojournalism will be taught to the students.

M.A. JMC

Semester-IV

International Communication

Course Code: MJML-4311

(Theory)

Course Outcomes:

- The students will explore the Political, economic and cultural dimensions of international communication.
- The organizational structure and functions of various international news agencies and syndicates will be explained in detail.

Semester-IV

Intercultural Communication

Course Code: MJML-4313

(Theory)

Course Outcomes:-

- The students will explore the various dimensions of intercultural communication.
- The students will be explained in detail the concept of Communication in western and eastern cultures.
- The students will be explained in detail the impact of technology on inter cultural communication.
- The basic characteristics of folk culture especially Punjabi culture will be taught to the students.

M.A. JMC

(Session 2022-23)

Semester-IV

Film Studies

Course Code: MJMM-4314

(Theory)

Course Outcomes:-

- This course focuses on the language of filmmaking and its techniques.
- Film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.
- The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genre.

M.A.JMC
(Session 2022-23)

Semester-IV

Dissertation

Course Code: MJMD-4315

Course Outcomes:-

- This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will be able to conduct research individually in a clear and imaginative manner in written mediums.
- Students will learn how to access, analyse and use information by using a range of research tools for their projects in different topics.

M.A. JMC
(Session 2022-23)
Semester-IV
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Course Code: MJMM-4315

Course Outcomes:-

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- Film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.
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