

**FACULTY OF ARTS & SOCIAL SCIENCES**

**SYLLABUS**

**of**

**Master of Arts (Journalism and Mass Communication)**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session:2025-26**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR**

**(Autonomous)**

**Scheme of Studies and Examination of Two Year Degree Programme**

**Master of Arts(Journalism and Mass Communication)**

**Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Session- 2025-26**

**Semester-I**

Course Code	Course Name	Course Type	Credits L-T-P	Classes / week	Total	Ext.		CA	Examination time (in Hours)
						L	P		
MJML-1311	Introduction to Communication	C	4-0-0	6	100	70	-	30	3
MJML-1312	History of Print Media in India	C	4-0-0	6	100	70	-	30	3
MJML-1313	Reporting and Editing	C	4-0-0	6	100	70	-	30	3
MJML-1314	Media Laws & Ethics	C	4-0-0	6	100	70	-	30	3
MJMM-1315	Advertising	C	4-1-1	8	100	50	20	30	3+3
*Student has to opt one of the following Interdisciplinary compulsory course		IDE	4-0-0		100	70		30	3
IDEC-1101	1. Communication Skills								
IDEM-1362	2. Basics of Music (Vocal)								
IDEI- 1124	3. Basics of Computer Applications								
IDEW- 12100	4. Indian Heritage contribution to the world								
	<b>Total Credit</b>		<b>21</b>		<b>600</b>				

**C-Compulsory**

**\* Credits/Grade points of these courses will not be included to SGPA/ CGPA of semester**

**Scheme of Studies and Examination of Two Year Degree Programme**

**Master of Arts (Journalism and Mass Communication)**

**Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Session- 2025-26**

<b>SemesterII</b>									
<b>Course Code</b>	<b>Course Name</b>	<b>Credits L-T-P</b>	<b>Course Type</b>	<b>Classes /Week</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
						<b>L</b>	<b>P</b>		
MJML-2311	Development Communication	4-0-0	C	6	100	70	-	30	3
MJML-2312	Media Management	4-0-0	C	6	100	70	-	30	3
MJML-2313	Current Affairs	4-0-0	C	6	100	70	-	30	3
MJML-2314	Communication Research-I	4-0-0	C	6	100	70	-	30	3
MJMM-2315	Radio and TV Programming	4-1-1	C	6	100	50	20	30	3 + 3
MJMI-2316	Internship	0-0-2	C	-	50	-	50	-	3
<b>Total</b>		<b>23</b>			<b>550</b>				

**C-Compulsory**



	<p>2. Basics of Music(Vocal)</p> <p>3. Basics of Computer Application</p> <p>4. Indian Heritage contribution to the world</p>								
	<b>Total Credit</b>			<b>21</b>		<b>400</b>			

**C-Compulsory**

**Scheme and Curriculum of Examination of Three Year  
Degree Programme  
Master of Arts (Journalism and Mass Communication)  
Under Credit Based Continuous Evaluation Grading System (CBCEGS)  
(Session 2025-26)**

<b>Semester IV</b>									
<b>Course Code</b>	<b>Course Name</b>	<b>Credits L-T-P</b>	<b>Course Type</b>	<b>Classes/ Week</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
						<b>L</b>	<b>P</b>		
MJML-4311	International Communication	4-0-0	C	6	100	70		30	3
MJML-4312	Human Rights	4-0-0	C	6	100	70		30	3
MJML-4313	Intercultural Communication	4-0-0	C	6	100	70		30	3
MJMM-4314	Film Studies	4-0-2	C	6	100	50	20	30	3+3
MJMD-4315	Dissertation	0-0-6	C	6	100		70	30	3
MJMI-4316	Compulsory Training	0-0-2	C	-	<b>50</b>	-	<b>50</b>	-	-
<b>Total</b>		<b>26</b>			<b>450</b>				

**C-Compulsory**

# **PROGRAMME OUTCOMES**

## **Master of Arts (Journalism and Mass Communication)**

**PO 1:** Students will be introduced to the basic aspects of human communication and especially mass communication.

**PO 2:** 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.

**PO 3:** In this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities.

**PO 4:** With this basic grounding in place, students will be able to evaluate mass media within a wider context.'

**PO 5:** 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 2025-26)**

**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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**SEMESTER-I**

**Introduction to Communication**

**Course Code: MJML-1311**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Introduction to communication, definitions of communication, functions and barriers to communication, 7 Cs, Principles for effective communication. Types – intrapersonal, interpersonal, group, public & mass communication. Concept of Gate Keeping.

**Unit-II**

Communication models – linear, interactive and transactional models, models of Aristotle, Lasswell, Berlo, Osgood and Schramm, Dance's helical model, Newcomb's ABX model, Wesley and McLean model, DeVito's Interactive Model, Davis Foulger ecological model

**Unit-III**

Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention, Personal influence theories - Two-step flow and Multi-step flow, Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation, The Uses and Gratification theory, Dependency theory, Critical theory, Behavioral Theory.

**Unit-IV**

Traditional media, Media's role in society, New media technologies – satellite, cable, digital, internet. Spiral of silence, hot media and cold media.

**Booksrecommended:**

LarryL.Barker: Communication

Mcquail, Denis: Mass Communication

TheoryMcquailandWindahl:CommunicationM

odelsKevalJ

Kumar:MassCommunicationinIndia

Rogers and Singhal: India's Communication

RevolutionEmery,Ault&Agee:IntroductiontoMassCommu  
nication

GuptaandAgarwal:HandbooktoJournalismandMassCommunication

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**SEMESTER-I**

**History of Print Media in India**

**Course Code: MJML-1312**

**(THEORY)**

**Time: 3Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Origin and growth of newspapers in India - pre and post-independence era, Introduction to main newspapers and pioneers of Indian journalism: Robert K Night, James Augustus Hickey, Development of Indian news agencies.

**Unit-II**

The Indian press and freedom movement - Mahatma Gandhi and his contribution in journalism; issues before Independence and the Indian press, Important personalities of journalism - James Silk Buckingham, Kalinath Ray, Dyal S. Majithia, Sadhu Singh Hamdard, Lala Jagat Narayan & Narinder Mohan.

**Unit -III**

Important newspapers and magazines & their history - Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune - The Indian Express - The Telegraph - Dainik Jagran - Punjab Kesri - Amar Ujala - Hindustan - Rajasthan Patrika.

**Unit-IV**

Press in Punjab: Origin & development of Punjabi Press. Brief History of Ajit, Present status of Punjabi press. Leading Punjabi newspapers - Jag Bani, Punjabi Tribune, Nawan Zamana. Short history of leading regional magazines.

**Books Recommended:**

RangaswamyParthasarthy: Journalism in  
India.ConboyMartin: Journalism:

ACriticalHistory.NatarajanJ:HistoryofIndianJou  
rnalism

ReportofTheFirst&SecondPressCommissionLov  
ettPat:JournalisminIndia

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**SEMESTER-I**

**Reporting and Editing**

**Course Code: MJML-1313**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Basic concepts and principles of reporting, Characteristics and qualities of a reporter, Writing lead and sourcing facts, hard and soft news writing, Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration & rural etc.

**Unit-II**

Covering press conference and press briefing, Investigative, interpretative, in-depth reporting. Writing curtain raisers, interview techniques, reporting fashion and lifestyle.

**Unit-III**

Editing – meaning, principles and process; computer based editing, Structure and functioning of a newsroom. Role, responsibilities and qualities of an editor and news editor, sub editor. Headline – meaning, significance, types, writing effective headlines, Different types of copy - Agency copy, Bureau Copy, District Copy. News values and selection of news.

**Unit-IV**

Different methods of printing – letter press, Off-set and Gravure. Reproduction of graphics and photographs, Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc., Dealing with redundancies and importance of brevity, Copywriting.

**Booksrecommended:**

VirBalaAgarwal:EssentialsofPracticalJournalism

K.M.Srivasthava:ReportingandEditingTJ

SGeorge:Editing

Maloney&Rubenstein:WritingforMediaB

urack:TheWritersHandbook

Cambell:ProfessionalWriting

Dewbo

andPondrow:TheContemporaryWritingUsha

Raman: Writingformedia

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**SEMESTER-I**

**Media Laws and**

**Ethics Course Code:**

**MJML-1314 (THEORY)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Basic of Indian Constitution—Preamble, Fundamental Rights and Duties, concept of PIL, Report of First and Second Press Commission, Need for Third Media Commission, PCI & Editor's Guild of India.

**Unit-II**

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Indecent Representation of Women Prohibition Act, Censorship Act, Official Secrets Act, Law of Defamation.

**Unit-III**

Right to Information Act, 2005. Cyber Laws - cyber awareness, advantages and disadvantages, Cyber crime and fraud, IT Act 2000 and further amendments, Intellectual Property Rights and Copyright Act.

**Unit-IV**

Introduction to Yellow Journalism, Media and Human and Civil Rights, NHRC, PHRC, Media Trial & Fake news. Right to Privacy, Sensationalism. Biasness, News Imbalance. Commercialization of media.

**Booksrecommended:**

A.G.Noorani:India'sConstitution&PoliticsDur

ga DasBasu:ConstitutionofIndia

DurgaDasBasu:LawofthePress

B.N. Ahuja: HistoryofPressand

PressLawsPress Institute of India: Press and

the LawSita Bhatia:Freedomofthe Press

PCIRreviewsandAnnualReports.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**SEMESTER-I**

**Advertising**

**Course Code: MJMM-1315**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 50  
Practical: 20  
CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 10 marks.

**Unit-I**

Advertising—

definition, functions and classification, various media for advertising, National and global advertising scene; Structure and functioning of an agency. AIDA. Advertising Appeals, classification of advertising.

**Unit-II**

National and global advertising scene, socio-economic effects of advertising, women in advertising, ad appeals, AAAI, ASCI and its code of conduct.

**Unit-III**

The Marketing Plan, Situation Analysis to the Marketing Mix, Introduction to the concepts, Market Share, Target Segment, Positioning Relationship of advertising to the marketing process.

**Unit-IV**

Ad agency management, various specialist departments in an ad agency and activities like account planning, account servicing, creative media planning & HRD.

**Books recommended:**

Sandage and others: Advertising Theory and Practice. Sethia and  
Chunawala: Advertising-  
Principles and Practice. Otto Kleppner: Advertising Procedure.  
Cutlip & Center: Effective Public Relations. R  
avindran: Handbook of Public  
Relations. Ahuja and Chandra:  
Public Relations.  
Sam Black: Practical Public Relations

# Interdisciplinary compulsory course

Session-2025-

26(Theory)

## EFFECTIVE COMMUNICATIONS SKILLS

Course Code: IDEC-1101/IDEC-3101

Total Marks: 100

Examination Time: 3Hrs

Theory: 80

CA: 20

### Instructions for the Paper Setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. (5x16=80)

#### Unit-I

Introduction: Basic Communication, Basic forms of Communication, Principles of effective Communication, Strategies to overcome barriers to Communication

#### Unit-II

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading outcomes: Paraphrasing/Précis – writing and Summary writing, Note Taking

#### Unit-III

Modern Forms of Communication - E-mail Writing, New Media Writing (Blog and Report Writing etc.), Notice, Agenda, Minutes, Business Letters, Personal Letters, Job Application, Resume Writing

#### Unit-IV

Making PowerPoint Presentation, Telephonic Skills, Public Speaking, Interview Skills,

### Books Recommended:

3. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
4. Geetha Nagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006

## **InterDisciplinaryCourse(CreditBased)**

**Session:2025-26**

**CourseTitle:BasicFundamentalsOfMusic(Vocal)**

**CourseCode:IDEM-1362/IDEM-3362**

<b>L</b>	<b>T</b>	<b>P</b>	<b>TotalCredit</b>
<b>2</b>	<b>0</b>	<b>2</b>	<b>4</b>

**TotalMarks:100(Theory:40,Practical:40,CA:20)**

**(Theory)**

**Time:3hours**

**Marks:40**

**Note:InstructionsforthePaperSetters:**

The paper setter will set Eight questions of equal marks. Two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts(not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

### **Unit-I**

11. Define Music. Explain the types of Music.
12. Knowledge of following basic Technical Terms of Music: Swara, Saptak, Arov, Avroh, Alankar.

### **Unit-II**

13. Definition and Explanation of the following musical terms: Vadi-Samvadi-Anuvadi-Vivadi.
14. Concept of Raga & Jatties of Raagas.
15. Importance of Laya & Tal in the Hindustani Music.

### **Unit- III**

16. Life Sketches: Tansen, Pt. Vishnu Narayan Bhatkhande.
17. Role of Multimedia in the promotion of Music.
18. Ability to write notation of any light composition in prescribed talas.

### **Unit-IV**

19. Brief knowledge of following Ragas: Yaman, Bhairavi.

20. Ability to write notations of following talas: Teental, Kehrawa, Dadra, Roopak

### (Practical)

**Time-20 Minutes**

**Marks-40**

#### **Instructions for the paper setter:**

Question paper is to be set on the spot jointly by the Internal and External Examiners.

7. Basic knowledge of playing Harmonium/Key-Board.
8. Ability to sing ten Alankars with the instrument of your choice.
9. Ability to sing three light compositions (Bhajan/Shabad/Cinematic/Sufi/Folk Song e.t.c.) based on Ragas.
10. Knowledge and ability to recite the following Talas on hands:
  - Teental (16 Beats)
  - Keharva (8 Beats)
  - Roopak (7 Beats)
  - Dadra (6 Beats)
11. Ability to recite Bhajan/Shabad with Tanpura.
12. Ability to sing National Anthem with Harmonium.

### **Suggested Readings**

- Hmare Sangeet Ratan-Sangeet Karyalya, Hathras, 2004
- Sangeet Roop-Dr. Davinder Kaur
- Sangeet Saar-Veena Mankaran
- Raag Parichay (I-IV)-Sh. Harish Chandar Srivastava
- Sangeet Visharad-Basant, Sangeet Karyalya, Hathras, 2004
- Sangeet Subodh-Dr. Davinder Kaur

**IDCOURSE**  
**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:2025-26

**IDCOURSE**  
**on**  
**BASICS OF COMPUTER APPLICATIONS**  
Course Code: IDEI-1124/IDEI-3124

### UNIT-I

Introduction to Internet: Meaning, Working of Internet, Benefits/Services offered by Internet, Internet Service Providers, Web browsing, World Wide Web, TCP/IP, HTTP, FTP and DNS. Basics of E-mail: Introduction, Advantages and disadvantages, Structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages).

### UNIT- II

Introduction to Word Processing: Features, Graphical User Interface (Titlebar, Menu bar, Status bar and Ribbon), understanding the Ribbon, Quick Access Toolbar  
Working with Document: Creation of New Documents, Opening Document, Saving Document, Printing Document  
Editing: Font Properties, Alignment, Deleting, Moving, Find and Replace  
Page Layout: Page Setup, Margins, Gutters, Page Breaks, Header & Footer  
Managing Data through Tables: Creating a Table, Entering and Editing Text in Tables. Changing format of Table, Changing height and width of Row/Column. Deleting Rows/Columns.  
Advance Concepts: Adding Picture, Page Colors and Watermarks, Borders and Shading, Drawing Objects, Insert Equations, Spell Checker and Thesaurus.

### UNIT-III

Introduction to Spreadsheet: Basics, Components of Excel Window, Concept of Worksheets. Creation, Saving, Opening and Closing Workbook, Printing of Worksheet.  
Editing Spreadsheet: Editing Data, Formatting Data, Sort and Filters.  
Formula and Functions: Ways to Enter Formula in Sheet, Operators, Types of Functions, Application of Functions.  
Data Representation in Sheet: Inserting Graphs, Managing Graph Data, Modifying Graph Elements.

### UNIT- IV

Introduction to Presentation: Exploring Menus, Starting a New Slide, Opening Existing Presentation, Saving Presentation, Printing Slides.  
Working with Slides: Inserting Slide, Deleting Slide, Copying and moving slides, Duplicating Slides, Layout of Slides, Applying theme to presentation, Views of Presentation,  
Editing and Formatting Slides: Font Formatting, Text Alignment, Bullets and Numbering. Displaying Slide Show.  
Multimedia: Adding Multimedia, Slide Transitions, Applying Animation, Timing Slide Display, Adding Video & Sounds, Adding Objects.

### **Suggested Readings:**

- Anshuman Sharma, “Fundamentals of Internet Applications”, Lakhanpal Publications, 1st Ed., 2016.
- Douglas E. Corner, “Computer Networks and Internet with Internet Applications”, Pearson, 4th

Ed., 2008.

- JoyceCox,JoanLambertandCurtisFrye,“MicrosoftofficeProfessional2010StepbyStep”,MicrosofftPress,1stEd.,2010.
- V.Rajaraman,NeeharikaAdabala,“FundamentalsofComputers”,PHILearning,1stEd.,2030.
- AnshumanSharma,“AbookofFundamentalsofInformationTechnology”,LakhanpalPublishers,5thEd.,2017.
- PeterWeverka,Office2019,AllinOneforDummies,Wiley.
- PeterNorton,“ComputingFundamentals”,McGraw-HillTechnologyEducation,1stEd.,2006.

**Session:2025-**

**26Interdisciplinarycour**

**se**

**CourseTitle:IndianHeritage:ContributiontotheWorld**

**CourseCode:IDE-**

**CourseObjectives:**

- 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.

**CourseOutcomes:**

- 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 the 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.

**Interdisciplinary Compulsory Course  
(Credit Based)**

**Session-2025-26**

**Course Title: IDC Course on Indian Heritage: Contribution to the World  
Course Code:**

**Examination Time: 3Hrs**

**Total Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter:**

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. (5x16=80)

**Unit-I**

1. Ancient Indian Heritage  
in Literature, Art and Architecture: Temple Architecture, Stupas, Ashoka Pillars, Ajanta Painting  
and Monuments

**Unit-II**

2. Ancient Wisdom: Contribution of India in the field of education,  
Vedas Ancient Universities-Nalanda, Taxila

**Unit-III**

3. Indian Culture and Human Values: Hinduism, Jainism, Buddhism

**Unit-IV**

4. Contribution in the field of Science and Technology: Medicine, Astronomy, Mathematics,

**Books Recommended:**

- Aiyar, P.S. Shivaswamy, Evolution of Hindu Moral Ideas, Calcutta, 1935.
- Bapat, P.V. (ed.), 2500 Years of Buddhism (Also in Hindi), New Delhi, 1987.

- Bevarikara, S.K. and R.D. Ranade, History of Indian Philosophy, Vol. II, Poona, 1927
- Daniel, G., Hundred years of Archaeology, London, 1950.
- Hodges, H., Technology in the Ancient World, London, Pelican, 1970.
- Jain, Hiralal, Bhāratīya Samskr̥timem Jainā Dharmakā Yogadāna (Hindi). Bhopal, 1962.
- Jain, Jyoti Prasad, Religion and Culture of the Jains, Delhi, 1995.
- Jaini, J.L., An outline of Jainism, Cambridge, 1916.
- Kosambi D.D: The culture and civilization of Ancient India 19100
- Majumdar, R.C. and A.D. Pusalker (eds.), The History and Culture of the Indian People, Vols. IV and V (relevant chapters), Bombay, 1988, 1989.
- Romila Thapar, A History of India, Vol. I, Penguin Books, London, 1981
- Srivastava, K.M., New Era of Indian Archaeology, New Delhi, 1980
- Thapar, Romila (ed.), Recent Perspective of Early Indian History, New Delhi, 1998.
- Thapar, Romila, Interpreting Early India, Oxford, 1997.
- Thapar, Romila, The Past and Prejudice, New Delhi, 19100.
- Tripathi, A.N., Human Values, Delhi, 2008-09.

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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.

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-II**

**Development Communication**

**Course Code: MJML-**

**2311(THEORY)**

**Maximum Marks: 100**

**L-T-P**

**4-0-0**

**Theory:70**

**CA:30**

**Instructions for the Paper Setter (70 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Development and underdevelopment - meaning, definition, concept. Development vs Growth, Theories and models of development, approaches and issues. Development dichotomies, gap between developed and developing societies - strategies. Cultural, political & economic barriers. Dominant paradigm, modernization, empowerment, Gender bias, participation, sustainable development, HDI - concept and criticisms.

**Unit-II**

Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development - social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Food Security, NITIAayog, LPG, MGNREGA.

### Unit-III

Nature and concept of development communication. Development Support Communication. Role of different media in development communication—print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development-support-communication. Issues - Education, health, agriculture, environment, women and child development.

### Unit-IV

India's rural scene, rural social structure, social change, patterns of rural communication. Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development, The genesis of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation model of agricultural extension.

#### **Books recommended:**

O.P. Bhatnagar: Education, Communication and

Development Srinivas R. Melkote: Communication for Development

in Third World Countries K.N. Singh & S.N. Singh: Effective Media for Rural Audience

P.R.R. Sinha: Communication and Rural

Development B. Balaswamy: Communication for Sustainable D

velopment J.B. Ambedkar: Communication and Rural

Development L. Vinod Kumar: Rural Development in India

Shyam Parmar: Traditional Folk Media in

India R.K. Samanta: Development Communication for Agricult

ure. Alan Hancock: Technology transfer and Communication

Journals: Kurukshetra, Yojana Village, Journal of Rural Development, Social Action

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**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.

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-II**

**MEDIA MANAGEMENT**

**Course Code: MJML-2312**

**(THEORY)**

**L-T-P  
4-0-0**

**Maximum Marks 100  
Theory: 70  
CA: 30**

**Instructions for the Paper Setter (70 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Principles of Media Management, Functions & Significance,  
Media as profession and industry, Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Cross Media Ownership, Partner, Trust, Society. Conglomerate

**Unit-II**

Organisation/Theories, Organisational Structure, Policy Formulation, Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting. FDP.

### **Unit-III**

Advertising, PR, Brand Promotion & Marketing Strategies, Employee/Employer relationship (Customer Relation) Human Resource Development, (Space / time, circulation) reach-promotion market survey techniques

### **Unit-IV**

Management of TRP and related issues, Editorial Staff Management: Changing role of editorial staffs and other media persons, Media Circulation & Distribution. Ethical issues in media management.

#### **Books recommended:**

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni.,  
Netherlands. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.  
i. Samachar Patar Parbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala Audience  
measurement- TRP, RRP and GRP. DAVP, INS, RNI, ABC, Editorial  
Management: Changing role of editorial staffs  
and other media persons, Media Circulation & Distribution.

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**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.

**Master of Arts (Journalism and  
Mass Communication) (Session 2025-26)  
SEMESTER-II  
Current Affairs**

**Course Code: MJML-2313**

**(THEORY)**

**L-T-P  
4-0-0**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter (70 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

This paper would cover events of regional, national and international importance during the preceding year effecting Indian, social, political, sports, health, entertainment, economic and security concerns. -Last six months issues-

Suggested Readings - CSR - India Today - Chronicle - Pratiyogitadarpan, Newspapers and magazines.

**MASTER OF ARTS (JOURNALISM & MASS  
COMMUNICATION)**

**(Session 2025-26)**

**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.

**Master of Arts( Journalism and Mass Communication )**

**(Session 2025-26)**

**SEMESTER–II**

**Communication Research-**

**I Course Code: MJML-**

**2314(THEORY)**

**L-T-P**

**4-0-0**

**Maximum Marks -100**

**Theory:70**

**CA:30**

**Instructions for the Paper Setter (70 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Communication Research-Meaning, concept, scope and definition. Pure and applied research, scientific approach to social science research - Concept and scope of communication research, Difference between Communication research and other research.

**Unit-II**

Research problem, criteria for selecting a research problem - Formulation of research problem, Research Design, its types and components - Synopsis, its meaning and importance - Concept, variables and hypothesis. Statistical Tools: SPSS.

### **Unit-III**

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation-Sampling-Probability and Non-Probability sampling. Random sampling, Stratified sampling, Snowball sampling, Cluster sampling. Survey Design.

### **Unit-IV**

Writing the research report, significance of bibliography & its styles, index, Appendices & footnotes, Latest trends in MCR

#### **Books Recommended:**

Research Methodology, C.R. Kothari.

Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers,

Jalandhar. Arthur A Berger, Media Research Techniques, Sage, New Delhi, 1996

Gupta S.C., and Kapoor K.V., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, Delhi, 1994

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2025-26)**  
**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

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-II**

**Radio and TV Programming**

**Course Code: MJMM-2315**

**L-T-P  
4-0-2**

**Maximum Marks -100**

**Theory:50**

**CA:30**

**Practical:20**

**InstructionsforthePaperSetter(50marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 marks.

**Unit-I**

Radio as a medium & its characteristics, Radio vs other mediums, radio in modern times: challenges & prospects, organization structure of Radiostation. - Making of a radiostation - Acoustics - Microphones. Formats of writing for radio.

**Unit-II**

Voice modulation - Announcement, talks, features, documentaries, plays, script writing,

dialogue writing, newsreel, discussion, interviews, news-writing, compilation of news bulletin

Commercial/jingles,Importanceofsilence,Internetradio.Synchronizationbetweenaudioandvideo.

### **Unit-III**

**Television** Characteristics, History, development, organization structure of TV station - Making of a television studio, crew - Key elements of television writing, Television news writing & production, documentary/feature, discussions, interview, drama. Production of TV Advertisements. Presentation of TV Programme.

### **Unit-IV**

Picture composition., Camera placement- camera shots ,angles, movements. Logging, editing, dubbing graphics, special effects-Lighting-Art direction-Costumes, Make up. Types of video cameras.

**Practical:** Each student should make a programme on any format of both Radio & TV on the subject.

### **Books recommended:**

P.C.Chatterji: Broadcasting in India

Lynne Gross: An Introduction to Radio, TV and the Developing Media  
Herbert Zettl

e: Television Production

Campbell, Meath & Johnson: A Guide to Radio,

TV Writing Robert McLeish: The Technique of Radio Production

Pane Sureyat: Broadcast News Writing

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-II**

**Internship and Report Writing**

**Course Code: MJMI-2316**

**Course Outcomes:**

- This course will help the students to learn about the practical aspects of journalism.
- Students will be familiarized with the equipments and their proper uses.
- This course will enable the students to inculcate in themselves various types of creative techniques and will develop the team work.

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-II**

**Internship**

**Course Code: MJMI-2316**

**L-T-P  
0-0-2**

**Maximum Marks -50**

**Practical:50**

**Instructions for the Examiners:**

- Compulsory industrial training for minimum 30 days in reputed Media institutions (TV/Radio/web channels, News Channel/ PR Companyetc).
- Essential to submit a training report, along with a copy of certificate.

# **Interdisciplinary compulsory course**

**Session-2025-**

**26(Theory)**

## **EFFECTIVE COMMUNICATION SKILLS**

**Course Code: IDEC-1101/IDEC-3101**

**Examination Time: 3Hrs**

**Theory:80**

**CA:20**

**Total Marks:100**

### **Instructions for the Paper Setter:**

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. **(5x16=80)**

#### **Unit-I**

Introduction: Basic Communication, Basic forms of Communication, Principles of effective Communication, Strategies to overcome barriers to Communication

#### **Unit-II**

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading outcomes: Paraphrasing/ Précis – writing and Summary writing, Note Taking

#### **Unit-III**

Modern Forms of Communication - E-mail Writing, New Media Writing (Blog and Report Writing etc.), Notice, Agenda, Minutes, Business Letters, Personal Letters, Job Application, Resume Writing

#### **Unit-IV**

Making PowerPoint Presentation, Telephonic Skills, Public Speaking, Interview Skills,

**Books Recommended:**

1. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
2. Geetha Nagaraj– *A Course in Grammar and Composition*, Foundation Books, 2006

## **InterDisciplinaryCourse(CreditBased)**

**Session:2025-26**  
**CourseTitle:BasicsofMusic(Vocal)**  
**CourseCode:IDEM-1362/IDEM-3362**

<b>L</b>	<b>T</b>	<b>P</b>	<b>TotalCredit</b>
<b>2</b>	<b>0</b>	<b>2</b>	<b>4</b>

**TotalMarks:100(Theory:40,Practical:40,CA:20)**

### **(Theory)**

**Time:3hours**

**Marks:40**

#### **Note:InstructionsforthePaperSetters:**

The paper setter will set Eight questions of equal marks. Two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts(not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

#### **Unit-I**

1. Define Music. Explain the types of Music.
2. Knowledge of following basic Technical Terms of Music: Swara, Saptak, Arov, Avroh, Alankar.

#### **Unit-II**

3. Definition and Explanation of the following musical terms: Vadi-Samvadi-Anuvadi-Vivadi.
4. Concept of Raga & Jatties of Raagas.
5. Importance of Laya & Tal in the Hindustani Music.

#### **Unit- III**

6. Life Sketches: Tansen, Pt. Vishnu Narayan Bhattacharya.
7. Role of Multimedia in the promotion of Music.
8. Ability to write notations of any light composition in prescribed talas.

#### **Unit-IV**

9. Brief knowledge of following Ragas: Yaman, Bhairavi.
10. Ability to write notations of following talas: Teental, Kehrawa, Dadra, Roopak

### **(Practical)**

**Time-20 Minutes**

**Marks-40**

**Instructions for the paper setter:**

Question paper is to be set on the spot jointly by the Internal and External Examiners.

1. Basic knowledge of playing Harmonium/Key-Board.
2. Ability to Sing ten Alankars with the instrument of your choice.
3. Ability to sing three light compositions (Bhajan/Shabad/Cinematic/Sufi/Folk Songe.t.c.) based on Ragas.
4. Knowledge and ability to recite the following Talas on hands:
  - Teentaal (16 Beats)
  - Keharva (8 Beats)
  - Roopak (7 Beats)
  - Dadra (6 Beats)
5. Ability to recite Bhajan/Shabad with Tanpura.
6. Ability to sing National Anthem with Harmonium.

### **Suggested Readings**

- Hmare Sangeet Ratan-Sangeet Karyalya, Hathras, 2004
- Sangeet Roop-Dr. Davinder Kaur
- Sangeet Saar-Veena Mankaran
- Raag Parichay (I-IV)-Sh. Harish Chandar Srivastava
- Sangeet Visharad-Basant, Sangeet Karyalya, Hathras, 2004
- Sangeet Subodh-Dr. Davinder Kaur

**IDCOURSE**  
**on**  
**BASICS OF COMPUTER APPLICATIONS**

CourseCode:IDEI-1124/IDEI-3124

**CourseOutcomes:**

After passing this course the student will be able to:

CO1: Comprehend basics of internet and it's working.  
CO2: Apply the concepts for better e-mail management.

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

## Session:2025-26

**IDCOURSE**  
**on**  
**BASICS OF COMPUTER APPLICATIONS**  
Course Code: IDEI-1124/IDEI-3124

### UNIT-I

Introduction to Internet: Meaning, Working of Internet, Benefits/Services offered by Internet, Internet Service Providers, Web browsing, World Wide Web, TCP/IP, HTTP, FTP and DNS. Basics of E-mail: Introduction, Advantages and disadvantages, Structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages).

### UNIT- II

Introduction to Word Processing: Features, Graphical User Interface (Titlebar, Menu bar, Status bar and Ruler), understanding the Ribbon, Quick Access Toolbar  
Working with Document: Creation of New Documents, Opening Document, Saving Document, Printing Document

Editing: Font Properties, Alignment, Deleting, Moving, Find and Replace  
Page Layout: Page Setup, Margins, Gutters, Page Breaks, Header & Footer

Managing Data through Tables: Creating a Table, Entering and Editing Text in Tables. Changing format of Table, Changing height and width of Row/Column. Deleting Rows/Columns.

Advance Concepts: Adding Picture, Page Colors and Watermarks, Borders and Shading, Drawing Objects, Insert Equations, Spell Checker and Thesaurus.

### UNIT-III

Introduction to Spreadsheet: Basics, Components of Excel Window, Concept of Worksheets. Creation, Saving, Opening and Closing Workbook, Printing of Worksheet.

Editing Spreadsheet: Editing Data, Formatting Data, Sort and Filters.

Formula and Functions: Ways to Enter Formula in Sheet, Operators, Types of Functions, Application of Functions.

Data Representation in Sheet: Inserting Graphs, Managing Graph Data, Modifying Graph Elements.

### UNIT- IV

Introduction to Presentation: Exploring Menus, Starting a New Slide, Opening Existing Presentation, Saving Presentation, Printing Slides.

Working with Slides: Inserting Slide, Deleting Slide, Copying and moving slides, Duplicating Slides, Layout of Slides, Applying theme to presentation, Views of Presentation,

Editing and Formatting Slides: Font Formatting, Text Alignment, Bullets and Numbering. Displaying Slide Show.

Multimedia: Adding Multimedia, Slide Transitions, Applying Animation, Timing Slide Display, Adding Video & Sounds, Adding Objects.

### **Suggested Readings:**

- Anshuman Sharma, "Fundamentals of Internet Applications", Lakhanpal Publications, 1st Ed., 2016.

- Douglas E. Comer, "Computer Networks and Internet with Internet Applications", Pearson,

4thEd., 2008.

- JoyceCox, JoanLambertandCurtisFrye, “MicrosoftofficeProfessional2010StepbyStep”,MicrosoftPress,1stEd.,2010.
- V.Rajaraman,NeeharikaAdabala,“FundamentalsofComputers”,PHILearning,1st Ed.,2030.
- AnshumanSharma,“AbookofFundamentalsofInformationTechnology”,LakhanpalPubli shers,5thEd.,2017.
- PeterWeverka,Office2019,AllinOneforDummies,Wiley.
- Peter Norton, “Computing Fundamentals”, McGraw-Hill Technology Education, 1st Ed.,2006.

**Session:2025-**

**26 Interdisciplinary course**

**se**

**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 the 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.

**Interdisciplinary Compulsory Course  
(Credit Based)**

**Session-2025-26**

**Course Title: IDC Course on Indian Heritage: Contribution to the World  
Course Code:**

**Examination Time: 3Hrs**

**Total Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter:**

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. **(5x16=80)**

**Unit-I**

1. Ancient Indian Heritage  
in Literature, Art and Architecture: Temple Architecture, Stupas, Ashoka Pillars, Ajanta Painting and Monuments

**Unit-II**

2. Ancient Wisdom : Contribution of India in the field of education, Vedas  
Ancient Universities- Nalanda, Taxila

**Unit-III**

3. Indian Culture and Human Values: Hinduism, Jainism, Buddhism

**Unit-IV**

4. Contribution in the field of Science and Technology: Medicine, Astronomy, Mathematics,

**Books Recommended:**

- Aiyar, P.S. Shivaswamy, Evolution of Hindu Moral Ideas, Calcutta, 1935.
- Bapat, P.V. (ed.), 2500 Years of Buddhism (Also in Hindi), New Delhi, 1987.

- Bevarkara, S.K. and R.D. Ranade, History of Indian Philosophy, Vol. II, Poona, 1927

- Daniel,G,Hundred yearsofArchaeology,London,1950.
- Hodges,H.,TechnologyintheAncientWorld,London,Pelican,1970.
- Jain,Hiralal,BhāratīyaSamskr̥timemJainaDharmakāYogadāna(Hindi).Bhopal,1962.
- Jain,JyotiPrasad,ReligionandCultureoftheJains,Delhi,1995.
- Jaini,J.L.,An outlineofJainism,Cambridge,1916.
- KosambiD.D:The cultureandcivilizationofAncientIndia19100
- Majumdar,R.C.andA.D.Pusalker(eds.),TheHistoryandCulture oftheIndianPeople, Vols. IVandV(relevantchapters),Bombay,1988, 1989.
- RomilaThapar,A History ofIndia,Vol.I,PenguinBooks,London,1981
- Srivastava,K.M.,NewEraofIndianArchaeology,NewDelhi,1980
- Thapar,Romila(ed.),RecentPerspectiveofEarlyIndianHistory,NewDelhi,1998.
- Thapar,Romila,InterpretingEarlyIndia,Oxford,1997.
- Thapar,Romila,ThePastandPrejudice,NewDelhi,19100.
- Tripathi,A.N.,HumanValues,Delhi,2008-09.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Mass Communication Research-II**

**Course Code: MJML-3311**

**(Theory)**

**Course Objectives:-**

- 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.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Mass Communication Research-**

**II Course Code: MJML-**

**3311 (Theory)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Longitudinal Studies comprising Cohort and panel Study methods, Payne Fund Study, Psychology of panic, Chapel Hill study, Medium is the message.

**Unit-II**

Psychoanalysis-

Social learning theory, Cognitive Dissonance, Normative theories, Theory of logical positivism, functionalism and functionalist theory in the age of media.

**Unit-III**

Semiotic Analysis, Rhetoric Analysis, Textual Analysis, Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media, such as, Frankfurt School and American Empirical school.

**Unit-IV**

Research in Newspaper and Magazines, Research in Cinema - Analyzing the moving image and New Media, Basic understanding of Internet and its use in MCR & Discourse analysis.

**Books:**

1. Media & Communication Research Methods, Arthur

Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd. 2. Mass Media Research: An Introduction, Dominick & Wimmer, 2010, Wadsworth publishing company.

3. Horning Priest Susanna - Doing Media Research, SAGE, 1996. David E Gray, Doing Research in the real world, SAGE,

2014MilestonesinMass

CommunicationResearch.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**New Media Technology**

**Course Code: MJML-3312**

**(Theory)**

**Course Objectives:-**

- 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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**New Media**

**Technology Course Code:**

**MJML-3312 (Theory)**

**Time: 3 Hrs**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

New Media- Evolution, Definition, Characteristics. Use of internet in Journalism. The Changing landscape of Media, New Media vs Legacy & Traditional Media.

**Unit-II**

Blogs, Micro Blogs, Social Networking, Mobile Communication-Governance.  
Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks Elements of digital storytelling Blogging and Journalism; Live blogging Podcasting, Videocasting.

**Unit-III**

-Impact of New Media Technology on Media Messages

-New Media & freedom of speech & expression.

-Online Media regulation.

**Unit-IV**

Important social networking sites, blogging and micro-blogging, Social media literacy, Uses/Abuses of Social Media, Ethics of Online Journalism, Online Journalism Glossary, Online Journalism in India

**Books:**

1. Handbook of New Media, Liverow.
2. Understanding Media by Marshall McLuhan (1964), McGraw-Hill, paperback
3. Journalism & New Media by John V Pavlik (2001), Columbia University Press
4. Introduction to Online Journalism, Publishing news and information by Roland De Wolk (2001), Allyn and Bacon
5. Journalism Online by Mike Ward (2002), Taylor & Francis

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Public Relation and Corporate Communication**

**Course Code: MJML-3313**

**(Theory)**

**Course Objectives:-**

- This course provides an introduction to the principles, concepts and objectives of Public Relations & Corporate Communication.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Public Relation and Corporate Communication Course**

**Course Code: MJML-3313**

**(Theory)**

**Time: 3 Hrs.**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Public Relations: Concept and definition, Evolution and growth of Public Relation, PR in India, Tools of PR: Press release, House Journals, Exhibitions, Brochures, Audio Visual presentations, Public Relations and Advertising, Public Relations and Propaganda

**Unit-II**

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers, Corporate culture, corporate philosophy, corporate citizenship, Media Planning, Creativity-Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

**Unit-III**

Groupware-Introduction, tools, requirement and uses, producing a newspaper and managing meetings using groupware using computer networks, HRD Practices, Recruitment, Selection & Training

**Unit-IV**

Brand Management:

-Definition, concepts and evolution

-Component of a brand

-Strategy&structure- brand

equityandcorporatebrandsPRasaprofession;qualitiesrequ

iredforPRO

Crisismanagement; PRstrategyandcampaign

**Books:**

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York. 2. PR Management, Jayshree Jethwani, 2015, Sterling Publishers.

3. Al Ries Al, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000

4. SACHUNAWALA, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Health Communication**

**Course Code: MJML-3314**

**(Theory)**

**Course Objectives:-**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2025-26)**  
**Semester-III**  
**Health Communication**  
**Course Code: MJML-**  
**3314 (Theory)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

**UNIT-I**

Concept, need, scope of health communication, Role of science and technology in human development, role and functions of public health promotion programmes, importance of public health.

**UNIT-II**

Ethical issues in health communication, communicating health crisis, health communication campaign, covering pandemics, infodemics and epidemics (with special reference to covid-19, HIV/AIDS)

**UNIT-III**

Reporting of seminars, fairs, exhibitions, workshops etc., scientific culture, Different genres of scientific writing: print, radio, tv, internet. Ethics in science reporting.

**UNIT-IV**

Role of WHO in communicating health policies, Role of media in public scientific controversies, Science and fiction New research institutes like NARI, IIS (Indian Institution of Science), IMA (Indian Medical Association)

Suggested Readings:

1. "Health Communication: Strategies for Developing Global Health Programs" by Rajiv N. Rimal and Maria K. Lapinski, Wiley, 2015.
2. "Health Communication: From Theory to Practice" Renata Schiavo, Jossey-Bass in 2013.
3. "Health Communication in Practice: A Case Study Approach" Sandra Crouse Quinn, Routledge, 2014.

4. "Health Communication: Theory and Practice" by Dianne Berry, Palgrave Macmillan in 2007.
5. "eHealth Applications: Promising Strategies for Behavior Change" edited by Robert J.Morgan and Elissa R. Weitzman, Routledge in 2012.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-III**

**Photography**

**Course Code: MJML-3315**

**(Theory)**

**Course Objectives:-**

- 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 course will expose them to the intricacies of developing, printing and enlarging photographs

**.MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester III**

**Photography**

**Course Code: MJMM-3315**

**Time: 3 Hrs.**

**Maximum Marks: 100**

**Theory: 50**

**CA: 30**

**P- 20**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 10 marks.

**Unit-I**

Basic process of professional still photography; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Relationship between shutter speed, film speed (ISO) and aperture for different genres of photography, Depth of field.

**Unit-II**

Types of Photography: Food Photography, Product Photography, Street Photography, Portrait Photography etc. Circles of confusion and their role in photography, Multiple exposure photography, Sources of light - Natural and artificial; Flash photography and its use in professional photography. Fashion Photography.

**Unit-III**

Principles of composition-

Focal points, Rule of thirds, Framing and fitting the frame; Diamond Gaze, Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm. Golden Mean Ratio, Headroom, Nose room, Aesthetics in Photography. Principles of cropping and photo editing. Photography in the age of I.T.

**Unit-IV**

Photo journalism

: Definition and concept, Text Vs Photograph; Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition, Adobe Photoshop.

**Books Recommended:**

1. Photojournalism, Kenneth Koper, 1996, Focal Press,

Boston.2.Photography,BarbaraUpton,1981, LittleBrown&Co.,  
Boston.

3.MassCommunicationinIndia,KevalJ.Kumar,2018,Jaico Books,Mumbai

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-IV**

**International Communication**

**Course Code: MJML-4311**

**(Theory)**

**Course Objectives:**

- 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.

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-IV**

**Human Rights**

**Course Code: MJML-4312**

**(Theory)**

**Course Objectives:-**

- This course provides an introduction to the principles, concepts and objectives of Human Rights.
- The relationship between Human Rights and Media will be explained.
  - The organizational structure of various organizations related to Human Rights will be explained.

**Master of Arts (Journalism and Mass Communication)**

**Session-2025-26**

**Semester-**

**IV International Communication**

**Course Code: MJML-**

**4311 (Theory)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 14 marks.

**Unit-I**

Definition, Scope & Characteristics of International Communication, Political, economic and cultural dimensions of international communication-communication international news flow-imbalance. New World Information Order, Collaboration of Indian and international news agencies.

**Unit-II**

Communication as a human right -UNO's Universal Declaration of Human Rights and Communication- international news agencies, their organizational structure and functions.

**Unit-III**

Satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news. New Media and its role.

#### **Unit-IV**

Issues in international communication~democratization of information flow and media systems-professional standards; cultural imperialism; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

#### **Recommended Books:**

1. Handbook of International Communication, William B. Gudykunst and Bella Mody, 2002, Sage Pub. India Pvt. Ltd., New Delhi

Many Voices, One World

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-IV**

**Human Rights**

**Course Code: MJML-4312**

**(Theory)**

**Time: 3 Hrs.**

**Maximum Marks 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

- Concept of Human Rights
- Human Rights and Media

Coverage of Human rights by various media

- Human Rights in Indian Context
- Human Rights & Education

**Unit-II**

- Human Rights and environmental issues
- Social Problems of Human Rights in India
- Constitutional aspects of Human Rights in India

### **Unit-III**

- Human Rights of Accused persons
- Human Rights for children, women and Dalit.
- Human Rights and death, torture in police lockups
  - State Commission for Human Rights

### **Unit-IV**

- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression
- Conflicts & violation of human rights, war & human rights.

#### **Books:**

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
  2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
  3. Jeremy Waldron, (ed) 1984, Theories of Rights, Oxford University Press.
- Richard Tuck, Natural Rights Theories, Their origin and Development, 1979, Cambridge University Press.
4. Prof. H. Sanjaoba, 2004, Human rights in the New Millennium, Manas Publications, New Delhi.
  5. Mohini Chateerjee, 2004, Feminism and Women's Human Rights, Aaviskar, Publishers, Distributors, Jaipur.

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**  
**Semester-IV**  
**Intercultural Communication**  
**Course Code: MJML-4313**  
**(Theory)**

**Course Objectives:-**

- 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

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**Semester-IV**

**Intercultural Communication**

**Course Code: MJML-4313**

**(Theory)**

**Time: 3 Hrs.**

**Maximum Marks: 100**

**Theory: 70**

**CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

**Unit-I**

Culture: definition and concept, culture as a social institution. World Capitalistic & Socialistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Diversity in Indian culture.

## Unit-II

Communication as a concept in western and eastern cultures- Culture and Civilization, Intercultural Communication; Human Communication, Identities; Socio-linguistic exchange, Ethos and Values; Subcultures; Global culture.

## Unit-III

Inter-cultural conflicts and 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.

## Unit-IV

Culture, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication: UN efforts in the promotion of intercultural communication. Basics characteristics of Punjabi culture.

### Suggested Readings:

1. An Introduction to Intercultural Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
3. Thombre, A, Ramesh N. Rao Specification of Intercultural Communication: The Indian Context (SAGE Publications India Pvt Ltd, 2015)
4. Handbook of International & Intercultural Communication, Willam. Gudykunst & Mody, 2002, Sage Pu. India Pvt., New Delhi.

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**

**(Session 2025-26)**

**Semester-IV**

**Film Studies**

**Course Code: MJMM-4315**

**(Theory)**

**Course Objectives:-**

- 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.

**Master of Arts (Journalism & Mass Communication)**

**(Session 2025-26)**

**Semester-IV**

**Film Studies**

**Course Code: MJMM-4314**

**(Theory)**

**Total marks: 100**

**Time: 3 Hrs.**

**Theory: 50  
Practical: 20  
CA: 30**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 10 marks.

**Unit-I**

A Brief History of Indian Cinema. Regional and National Cinema in India, A Brief History of World Cinema, Film Movements; The rise of Multiplex Cinema in India.

**Unit-II**

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theater and other arts. Technical process of film making- Scripting, Shooting and Editing in filmmaking

process. Hindicinema and Indiansociety. Socialissues and Indiancinema. “New wave” in Indiancinema.

### **Unit-III**

FilmStudies: feminist, structuralism, psychoanalysis and post-colonialism. Realism & Neo Realism in cinema, Auteurist, Ideological.

How to read films, Film Criticism/ Appreciation. Writing Film Reviews.

### **Unit-IV**

The Development of Punjabi Cinema

Genres in Indian Cinema - Romance, Action, Thriller, Horror, Mythology

### **Practical:-Max.Marks-20**

Make assignment/ file on various aspects of cinema

### **Suggested Readings:**

- Eric Baranenn & Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
1. Khwaja Ahamad Abbas, How films are made (National Book Trust, 1977).
  2. Maric Setton; Film as an art and appreciation, (NCERT, New Delhi).
  3. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
  4. How to Read a Film by James Monaco

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)**  
**(Session 2025-26)**  
**Semester-IV**  
**Dissertation**  
**Course Code: MJMD-4314**  
**(Theory)**

**Course Objectives:-**

- 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.

**Master of Arts (Journalism & Mass Communication)  
(Session 2025-26)**

**Semester IV**

**Dissertation**

**Course Code: MJMD-4315**

**Max. Marks: 100**

**Practical: 70**

**CA: 30**

**Time: 3 Hrs.**

Since M.A. (Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will choose her guide.

The student will finalize the title of their dissertation within a month of the start of the second semester. The college will submit the synopsis by the 31 March of the fourth semester to the university. Each student will have to submit three copies of the dissertation by the 31 March of the fourth semester in the department of the concerned college. The dissertation will be evaluated by the external examiners during the viva-voce. Guide will be allotted to the students.

**Guidelines for Dissertation:**

- Review of Literature

Reviewing minimum 5 books, 5 Research Journals/Newspapers/Magazines. 50-

60 Pages.

- UGC guidelines - Times Roman 12 Font Size printed on both sides of pages.

- Bibliography should be in specified format (APA/MLA)

- References

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-IV**

**Compulsory Training**

**Course Code: MJMI-4316**

**Course Outcomes:**

- This course will help the students to learn about the practical aspects of journalism.
- Students will be familiarized with the equipments and their proper uses.
- This course will enable the students to inculcate in themselves various types of creative techniques and will develop the team work.

**Master of Arts (Journalism and Mass Communication)**

**(Session 2025-26)**

**SEMESTER-IV**

**Compulsory Training**

**Course Code:**

**MJMI-4316**

**Maximum Marks -50**

**Practical:50**

**Instructions for the Examiners:**

Compulsory industrial training for minimum 30 days in reputed Media institutions (TV/Radio/web channels, News Channel/ PR Companyetc).

Essential to submit a training report, along with a copy of certificate.