# MAA PATESWARI UNIVERSITY, BALRAMPUR

**(Uttar Pradesh)**

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

# Master of Journalism and Mass Communication

# (MJMC)

Two-Year (Four-Semester) Postgraduate Programme

**Curriculum and Syllabus**

*Prepared in accordance with the National Education Policy (NEP) 2020*
*Choice Based Credit System (CBCS) | Outcome Based Education (OBE)*

**Academic Session 2026-2027**

# Approval of the Syllabus

This syllabus of the Master of Journalism and Mass Communication (MJMC) programme, framed under the National Education Policy 2020 for the academic session 2026-2027, has been approved by the following bodies:

| Body | Date of Meeting | Signature |
|---|---|---|
| Board of Studies | | |
| Faculty Board | | |
| Academic Council | | |
| Executive Council | | |

## Members of the Board of Studies

| S. No. | Name | Designation / Institution | Signature |
|---|---|---|---|
| 1 | | Chairperson (Head / Coordinator, SJMC) | |
| 2 | | Member (Internal) | |
| 3 | | Member (Internal) | |
| 4 | | Subject Expert (External) | |
| 5 | | Subject Expert (External) | |

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## Courses in Detailed Syllabus

### Semester I

MPUMJMC101 Concepts of Communication and Mass Communication: Multiple Dimensions
MPUMJMC102 Print Media: History, Writing and Editing
MPUMJMC103 A. Computer Applications in Media
MPUMJMC103 B. Data Journalism
MPUMJMC103 C. Science Communication
MPUMJMC104 Media and Language Proficiency (Skill-Based Open Elective)
MPUMJMC105 Practical, Project and Viva Voce (Print Media)

### Semester II

MPUMJMC201 Broadcast Journalism
MPUMJMC202 Media Management
MPUMJMC203 A. Development Communication
MPUMJMC203 B. Traditional and Folk Media
MPUMJMC203 C. Intercultural Communication
MPUMJMC204 Public Relations and Corporate Communication
MPUMJMC205 Fact-Checking and Verification (Skill-Based Open Elective)
MPUMJMC206 Practical, Project and Viva Voce (Broadcast Journalism and Public Relations)

### Semester III

MPUMJMC301 Communication Research and Methodology
MPUMJMC302 Photo Journalism
MPUMJMC303 A. Economic Journalism
MPUMJMC303 B. Environmental Communication
MPUMJMC303 C. Health Communication
MPUMJMC304 Advertising Management
MPUMJMC305 Internship
MPUMJMC306 Practical, Project and Viva Voce (Advertising and Photo Journalism)

### Semester IV

MPUMJMC401 New Media
MPUMJMC402 Media Laws and Ethics
MPUMJMC403 A. Scriptwriting and Documentary Production
MPUMJMC403 B. Rural Communication
MPUMJMC403 C. Sports Journalism
MPUMJMC404 Film Studies
MPUMJMC405 Dissertation
MPUMJMC406 Practical, Project and Viva Voce (New Media and Research Methods)

# 1. Introduction

Journalism and mass communication have changed rapidly with the spread of digital platforms, mobile technology, social media and artificial intelligence. The Master of Journalism and Mass Communication (MJMC) programme of the School of Journalism and Mass Communication, Maa Pateswari University, Balrampur, prepares students to work as informed, ethical and skilled communication professionals in this environment.

The curriculum balances conceptual and theoretical understanding with hands-on practice in the newsroom, radio and television studios, photography, advertising, public relations and digital media. It integrates Indian Knowledge Systems, media literacy, research and publication ethics, skill development, internship and a dissertation in line with the National Education Policy 2020 and the UGC guidelines on the Curriculum and Credit Framework for Postgraduate Programmes.

# 2. Programme Details

| Particular | Details |
|---|---|
| Name of the Programme | Master of Journalism and Mass Communication (MJMC) |
| Name of the School | School of Journalism and Mass Communication |
| University | Maa Pateswari University, Balrampur |
| Duration | Two years (four semesters) |
| Level | Postgraduate |
| Total Credits | 92 (Semester I: 20; Semester II: 24; Semester III: 24; Semester IV: 24) |
| Medium of Instruction and Examination | Hindi and English |
| Eligibility | Bachelor's degree in any discipline from a recognised university with minimum marks as prescribed by the University ordinance (relaxation for reserved categories as per rules) |
| Admission | Merit/entrance test as per University norms |
| Examination System | Semester system with Continuous Internal Assessment (CIA) and End-Semester Examination (ESE); 10-point grading |

# 3. Programme Educational Objectives and Outcomes

## 3.1 Objectives of the Programme

- To develop professional journalists and communicators with strong conceptual foundations and practical skills.
- To build competence in reporting, editing, broadcasting, photography, advertising, public relations and digital media.
- To nurture research aptitude, critical thinking, media literacy and the ability to counter misinformation.
- To inculcate professional ethics, constitutional values, social responsibility and awareness of media law.

- To promote entrepreneurship, employability and lifelong learning through internship, projects and industry interaction.
- To connect media education with Indian knowledge traditions, regional languages and local communities.

## 3.2 Programme Outcomes (POs)

| PO | Title | Description |
|---|---|---|
| PO1 | Disciplinary Knowledge | Demonstrate comprehensive knowledge of communication theories, media history, systems and structures. |
| PO2 | Professional Skills | Produce content of professional quality for print, radio, television, photography and digital platforms. |
| PO3 | Critical Thinking and Media Literacy | Analyse media content critically, verify facts and counter misinformation. |
| PO4 | Research Aptitude | Design and conduct media research using qualitative and quantitative methods. |
| PO5 | Ethics and Law | Apply media law, ethics and constitutional values in professional practice. |
| PO6 | Digital and AI Competence | Use digital tools, data and artificial intelligence responsibly in media work. |
| PO7 | Social Responsibility and Inclusion | Communicate with sensitivity to gender, culture, environment, development and marginalised voices. |
| PO8 | Management and Entrepreneurship | Manage media projects and organisations and start media ventures. |
| PO9 | Communication and Teamwork | Communicate effectively in Hindi, English and local languages and work in teams and leadership roles. |

## 3.3 Programme Specific Outcomes (PSOs)

- PSO1: Work as reporters, sub-editors, producers, anchors, content writers or photojournalists in media organisations.
- PSO2: Work in advertising, public relations, corporate communication and development communication sectors.
- PSO3: Create and manage digital media content, platforms and start-ups.
- PSO4: Pursue higher education and research (NET/JRF, Ph.D.) and teaching in journalism and mass communication.

# 4. Programme Structure

Paper codes follow the University format MPUMJMC + semester number (1-4) + two-digit serial number (e.g., MPUMJMC101: Semester I, paper 1). Credits are shown as Theory + Practical. One theory credit equals one contact hour per week and one practical credit equals two contact hours per week. Internal marks are denoted IAT/IAP (theory/practical) and University Examination marks UET/UEP.

## 4.1 Semester I: Marks / Credit Distribution

| Paper No. | Code No. | Subject | IAT | UET | IAP | UEP | Total Marks | Credits (T+P) | Total Credits | Hours (T+P) | Total Hours |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | MPUMJMC 101 | Concepts of Communication and Mass Communication: Multiple Dimensions | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 2 | MPUMJMC 102 | Print Media: History, Writing and Editing | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 3 | MPUMJMC 103 | A: Computer Applications in Media<br>B: Data Journalism<br>C: Science Communication<br>(Elective – any one) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 4 | MPUMJMC 104 | Media and Language Proficiency (Skill-Based Open Elective) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 5 | MPUMJMC 105 | Practical, Project and Viva Voce (Print Media) | - | - | 50 | 50 | 100 | 0+4 | 4 | 0+8 | 8 |
| **TOTAL** | | | | | | | **500** | | **20** | | **24** |

## 4.2 Semester II: Marks / Credit Distribution

| Paper No. | Code No. | Subject | IAT | UET | IAP | UEP | Total Marks | Credits (T+P) | Total Credits | Hours (T+P) | Total Hours |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | MPUMJMC 201 | Broadcast Journalism | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 2 | MPUMJMC 202 | Media Management | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 3 | MPUMJMC 203 | A: Development Communication<br>B: Traditional and Folk Media<br>C: Intercultural Communication<br>(Elective – any one) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 4 | MPUMJMC 204 | Public Relations and Corporate Communication | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 5 | MPUMJMC 205 | Fact-Checking and Verification (Skill-Based Open Elective) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 6 | MPUMJMC 206 | Practical, Project and Viva Voce (Broadcast Journalism and Public Relations) | - | - | 50 | 50 | 100 | 0+4 | 4 | 0+8 | 8 |
| **TOTAL** | | | | | | | **600** | | **24** | | **28** |

## 4.3 Semester III: Marks / Credit Distribution

| Paper No. | Code No. | Subject | IAT | UET | IAP | UEP | Total Marks | Credits (T+P) | Total Credits | Hours (T+P) | Total Hours |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | MPUMJMC 301 | Communication Research and Methodology | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 2 | MPUMJMC 302 | Photo Journalism | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 3 | MPUMJMC 303 | A: Economic Journalism<br>B: Environmental Communication<br>C: Health Communication<br>(Elective – any one) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 4 | MPUMJMC 304 | Advertising Management | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 5 | MPUMJMC 305 | Internship | - | - | 80 | 20 | 100 | 0+4 | 4 | 0+8 | 8 |
| 6 | MPUMJMC 306 | Practical, Project and Viva Voce (Advertising and Photo Journalism) | - | - | 50 | 50 | 100 | 0+4 | 4 | 0+8 | 8 |
| **TOTAL** | | | | | | | **600** | | **24** | | **32** |

*Elective papers of a group are alternatives; the student chooses one (only one is counted in the totals).*

## 4.4 Semester IV: Marks / Credit Distribution

| Paper No. | Code No. | Subject | IAT | UET | IAP | UEP | Total Marks | Credits (T+P) | Total Credits | Hours (T+P) | Total Hours |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | MPUMJMC 401 | New Media | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 2 | MPUMJMC 402 | Media Laws and Ethics | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 3 | MPUMJMC 403 | A: Scriptwriting and Documentary Production<br>B: Rural Communication<br>C: Sports Journalism<br>(Elective – any one) | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 4 | MPUMJMC 404 | Film Studies | 25 | 75 | - | - | 100 | 4+0 | 4 | 4+0 | 4 |
| 5 | MPUMJMC 405 | Dissertation (Short Research Paper) | - | - | 70* | 30 | 100 | 0+4 | 4 | 0+8 | 8 |
| 6 | MPUMJMC 406 | Practical, Project and Viva Voce (New Media and Research Methods) | - | - | 50 | 50 | 100 | 0+4 | 4 | 0+8 | 8 |
| **TOTAL** | | | | | | | **600** | | **24** | | **32** |

** Dissertation: written 70 + viva voce 30 (IAP column shows 70 for the dissertation; UEP column shows 30 for the viva).*

*Internship: supervisor evaluation and report 80 (IAP) + viva voce 20 (UEP).*

## 4.5 Credit Summary

| Component | Sem I | Sem II | Sem III | Sem IV |
|---|---|---|---|---|
| Core theory | 8 | 12 | 12 | 12 |
| Elective theory | 4 | 4 | 4 | 4 |
| Practical / project | 4 | 4 | 4 | 4 |
| Open elective | 4 | 4 | - | - |
| Internship | - | - | 4 | - |
| Dissertation | - | - | - | 4 |
| **Total credits** | **20** | **24** | **24** | **24** |

*Hours per week: Semester I - 24; Semester II - 28; Semester III - 32; Semester IV - 32 (one theory credit = 1 hour, one practical credit = 2 hours per week).*

# 5. Scheme of Examination and Evaluation

## 5.1 Distribution of Marks

| Type of Course | CIA | ESE | Total |
|---|---|---|---|
| Theory (core, elective, open elective) | 25 | 75 | 100 |
| Practical, Project and Viva Voce | 50 | 50 | 100 |
| Internship (Semester III) | Supervisor 40 + Report 40 | Viva 20 | 100 |
| Dissertation (Semester IV) | - | Dissertation 70 + Viva 30 | 100 |

## 5.2 Continuous Internal Assessment (Theory: 25 marks)

- Two internal tests / mid-semester examinations (best of two or average): 10 marks
- Assignment / seminar / presentation / case study: 10 marks
- Attendance, class participation and conduct: 5 marks

## 5.3 End-Semester Examination (Theory: 75 marks)

Duration: 3 hours. The question paper has three sections. Section A (15 marks, compulsory): five short-answer questions of 3 marks each covering the whole syllabus. Section B (40 marks): four questions of 10 marks each, one from each unit, with internal choice. Section C (20 marks): one long analytical/essay-type question, to be selected from two. Questions should test knowledge, understanding, application, analysis and evaluation as per Bloom's taxonomy.

## 5.4 Grading System

| Marks (%) | Letter Grade | Grade Point | Description |
|---|---|---|---|
| 90 - 100 | O | 10 | Outstanding |
| 80 - 89 | A+ | 9 | Excellent |
| 70 - 79 | A | 8 | Very Good |
| 60 - 69 | B+ | 7 | Good |
| 50 - 59 | B | 6 | Above Average |
| 45 - 49 | C | 5 | Average |
| 40 - 44 | P | 4 | Pass |
| Below 40 | F | 0 | Fail |

SGPA = Σ(Credit × Grade Point) / Σ Credits for a semester; CGPA = Σ(Credit × Grade Point) / Σ Credits over all semesters. A student must secure a minimum of 40% marks in each course to pass.

## 6. Pedagogy, Infrastructure and Learning Resources

- Teaching methods: lectures, workshops, case studies, newsroom simulations, group projects, guest lectures by media professionals, field visits and media-house visits.
- Laboratories: newsroom/DTP lab, radio/community radio studio, television studio with editing suites, photography lab, new media and data lab.
- Student media: campus newsletter, e-magazine, community radio programme, podcast and YouTube channel run by students.
- ICT and MOOCs: use of SWAYAM, NPTEL and other approved platforms for credit transfer and supplementary learning; use of digital libraries (INFLIBNET, NDL).
- Skill development: workshops on fact-checking, mobile journalism, data visualisation, video editing and responsible use of AI tools.
- Industry connect: MoUs with media organisations for internships, live projects and placement.

## 7. Career Opportunities

Graduates can pursue careers as reporters, sub-editors, correspondents, news anchors, radio jockeys, producers, video editors, photojournalists, content creators, data journalists, fact-checkers, social media managers, public relations officers, advertising copywriters, corporate communication professionals, development communication specialists and media researchers or teachers (after NET/Ph.D.).

# 8. Detailed Syllabus

## Semester I

### MPUMJMC101: Concepts of Communication and Mass Communication: Multiple Dimension

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC101 | **Semester** | I |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

#### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the meaning, process, functions and types of communication and mass communication.
- Explain the concepts, barriers and digital-age dimensions of communication and relate them to contemporary media practice.
- Analyse major communication theories and apply communication models to real media situations.
- Evaluate the role, impact and social responsibility of mass media in a democratic society.

#### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Foundations of Communication**<br>Communication: meaning, definition, functions, scope, process and feedback; types (intrapersonal to mass, verbal and non-verbal); elements and barriers; communication in the digital age. | 15 |
| **Unit 2** | **Communication Theories**<br>Two-step and multi-step flow; Four Theories of the Press and later normative theories; gatekeeping; agenda setting, framing and priming; bullet, powerful-media, play and conspiracy theories; McLuhan; social influence; uses and gratifications; dependency; spiral of silence; cognitive dissonance and balance theory. | 15 |
| **Unit 3** | **Communication Models**<br>Definition, functions and evolution of models. Aristotle, Lasswell, Shannon and Weaver, Berlo's SMCR, Gerbner (verbal and graphic), Westley and MacLean, Osgood-Schramm circular model, Frank Dance's helical model. Applying models to interpersonal, mass and digital communication. | 15 |
| **Unit 4** | **Mass Media and Society**<br>Mass media: types and dimensions; impact on children, women, youth, education and culture; media literacy and MIL; media and politics; social responsibility; digital platforms and the changing information environment (media ownership is covered in Media Management). | 15 |

#### Suggested Readings / Reference Books

1. Raman Saket & Amita, Bharatiya Sanchar Darshan: Ek Nayi Drishti, Tarun Prakashan, 2016.
2. Armand Mattelart, Sanchar ke Siddhant, Granth Shilpi, 2010.

3. Om Prakash Singh, Sanchar ke Mool Siddhant, Classical Publishing Company, 2002.
4. Jagdishwar Chaturvedi, Janmadhyam aur Mass Culture, Saransh Prakashan, 1996.
5. Jawarimal Parakh, Jansanchar Madhyamon ka Vaicharik Pariprekshya, Granth Shilpi, 2000.
6. Shannon, C.E. & Weaver, W., The Mathematical Theory of Communication, University of Illinois Press, 1949.
7. Schramm, W. (ed.), The Process and Effects of Mass Communication, University of Illinois Press, 1954.
8. Siebert, F.S., Peterson, T. & Schramm, W., Four Theories of the Press, University of Illinois Press, 1956.
9. McLuhan, M., Understanding Media: The Extensions of Man, McGraw-Hill, 1964.
10. Kumar, K.J., Mass Communication in India (4th ed.), Jaico Publishing House, 2020.
11. McQuail, D. & Deuze, M., McQuail's Media and Mass Communication Theory (7th ed.), SAGE Publications, 2020.
12. Littlejohn, S.W., Foss, K.A. & Oetzel, J.G., Theories of Human Communication (12th ed.), Waveland Press, 2021.

## MPUMJMC102: Print Media: History, Writing and Editing

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC102 | **Semester** | I |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Trace the development of Hindi and Indian journalism, from early communication systems to the digital era.
- Describe the contribution of the press and eminent journalists to the freedom movement and nation-building.
- Write news, features, columns, reviews and interviews in accepted journalistic style.
- Edit copy, write headlines, design pages and proofread for newspapers and magazines.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Journalism in India**<br>Early communication systems in India; language as a carrier of development; brief history of printing in India; news committees. Phases of Hindi journalism; role of Hindi journalism in the freedom struggle; Mahatma Gandhi's journalism; banned and proscribed Hindi newspapers and periodicals. | 15 |
| **Unit 2** | **Growth of Hindi Journalism and Pioneers**<br>Hindi journalism in non-Hindi regions; contributions of Raja Rammohan Roy, Ganesh Shankar Vidyarthi, Madhav Rao Sapre, Baburao Vishnu Parandkar, Mahavir Prasad Dwivedi, Pandey Bechan Sharma 'Ugra' and Dashrath Prasad Dwivedi; regional- language press and trends. | 15 |
| **Unit 3** | **News Reporting and Writing**<br>News: concept, elements, values and sources; news structure and intro; qualities of a reporter; beats; features; columns, reviews and news analysis; interviews: types and techniques. | 15 |
| **Unit 4** | **Editing and Page Design**<br>Editing: concept, process and importance. Duties of sub-editor and responsibilities of copy editor; selection of news for publication; headline writing. Essentials of page make-up; proofreading and style book; magazine editing. | 15 |

### Suggested Readings / Reference Books

1. Arjun Tiwari, Hindi Patrakarita ka Vrihad Itihas, Vani Prakashan, 1997.
2. Jagdishwar Chaturvedi, Hindi Patrakarita ka Itihas, Prabhat Prakashan, 2004.
3. J. Natarajan, Bharat mein Press, Publications Division, 2002.
4. Robin Jeffrey, Bharat mein Samachar Patra Kranti, IIMC, 2004.
5. Subhash Dhulia & Anand Pradhan (eds.), Samachar Avdharna aur Lekhan Prakriya, IIMC, 2004.
6. Ramesh Jain, Sampadan, Prishth Sajja aur Mudran, Mangaldeep Publications, 2005.
7. Madhu Dhawan, Lekhan Kala: Ek Parichay, Vani Prakashan, 2015.

8. Natarajan, J., History of Indian Journalism, Publications Division (Report of the Press Commission, Part II), 1955.
9. Parthasarathy, R., Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, 1989.
10. Jeffrey, R., India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977–99, C. Hurst & Co., 2000.
11. Kovach, B. & Rosenstiel, T., The Elements of Journalism (4th ed.), Crown/Penguin Random House, 2021.

माँ पाटेश्वरी विश्वविद्यालय, बलरामपुर
MAA PATESWARI UNIVERSITY, BALRAMPUR

## MPUMJMC103 (A): Computer Applications in Media

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC103 (A) | **Semester** | I |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective I (choose any one of MPUMJMC103 (A), MPUMJMC103 (B), MPUMJMC103 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Describe the fundamentals of computers, software and networks relevant to journalism.
- Use fonts, Unicode and file formats correctly for multilingual publishing.
- Operate basic photo, audio and video editing software for media production.
- Use computers and AI tools responsibly and securely in newsrooms.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Computer Fundamentals**<br>Introduction to computers; history and generations; types of computers and their characteristics; hardware, memory and storage. | 15 |
| **Unit 2** | **Software, Web and Languages**<br>Software and websites: nature and structure; types of software; computer languages; fonts, Unicode and Indian-language typing; file formats; viruses, malware and cyber- hygiene. | 15 |
| **Unit 3** | **Computers and Media**<br>Computers and print media; computers and electronic media; editing software for photo, audio and video; desktop publishing and content management systems. | 15 |
| **Unit 4** | **Computers and Changing Media**<br>Changing nature of media due to computers; responsible use of generative AI tools in content creation and verification. | 15 |

### Suggested Readings / Reference Books


1. Meera Goyal & Meeli Chaurasia, Computer ke Anuprayog, SBPD Publications, 2021.
2. Neeti Mehta & Komal Bhatia, Computer Vigyan, K.K. Prakashan, 2021.
3. Arvind Kumar Singh, Internet evam New Media Technology, Aadi Books, 2017.
4. Arvind Kumar Singh, Web Madhyam: Lekhan evam Patrakarita, Shri Publishers & Distributors, 2017.
5. Rauf, D., Using Computer Science in Media Careers, Rosen Publishing, 2019.
6. Sinha, P.K. & Sinha, P., Computer Fundamentals (6th ed.), BPB Publications, 2004.
7. Goel, A., Computer Fundamentals, Pearson Education, 2010.
8. Thareja, R., Fundamentals of Computers, Oxford University Press, 2014.
9. Rajaraman, V. & Adabala, N., Fundamentals of Computers (6th ed.), PHI Learning, 2015.
10. Briggs, M., Journalism Next: A Practical Guide to Digital Reporting and Publishing (3rd ed.), CQ Press/SAGE, 2016.
11. Williams, R., The Non-Designer's Design Book (4th ed.), Peachpit Press, 2015.

12. Pavlik, J.V., Journalism and New Media, Columbia University Press, 2001.

## MPUMJMC103 (B): Data Journalism

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC103 (B) | **Semester** | I |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective I (choose any one of MPUMJMC103 (A), MPUMJMC103 (B), MPUMJMC103 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the concept, history and significance of data journalism.
- Source, clean and verify datasets from public and private repositories.
- Analyse data and visualise it using spreadsheets and open tools, including AI-assisted tools.
- Write data-driven stories ethically and transparently for different media.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Data Journalism**<br>Meaning, importance, history, objectives and benefits; traditional journalism versus data journalism; theoretical foundations. | 15 |
| **Unit 2** | **Data Journalism and Data Science**<br>Relation between data journalism and data science; practical uses; sources of data (open government data, RTI, surveys) and data pre-processing. | 15 |
| **Unit 3** | **Analysis, Tools and Storytelling**<br>Analysis of data and tools (artificial intelligence, machine learning, spreadsheets, visualisation tools); data-based news writing; data journalism across print, broadcast and digital media. | 15 |
| **Unit 4** | **Future, Challenges and Ethics**<br>Future of data journalism in India; challenges and limitations; transparency, privacy and ethical questions. | 15 |

### Suggested Readings / Reference Books


1. Gray, J., Bounegru, L. & Chambers, L. (eds.), The Data Journalism Handbook, O'Reilly Media, 2012.
2. Bounegru, L. & Gray, J. (eds.), The Data Journalism Handbook 2: Towards a Critical Data Practice, Amsterdam University Press, 2021.
3. Cairo, A., The Functional Art: An Introduction to Information Graphics and Visualization, New Riders, 2012.
4. Meyer, P., Precision Journalism: A Reporter's Introduction to Social Science Methods (4th ed.), Rowman & Littlefield, 2002.
5. Tufte, E.R., The Visual Display of Quantitative Information (2nd ed.), Graphics Press, 2001.
6. Rogers, S., Facts Are Sacred: The Power of Data, Guardian Books/Faber and Faber, 2013.
7. Howard, A.B., The Art and Science of Data-driven Journalism, Tow Center for Digital Journalism, Columbia University, 2014.
8. Knaflic, C.N., Storytelling with Data: A Data Visualization Guide for Business Professionals, Wiley, 2015.

9. Berret, C. & Phillips, C., Teaching Data and Computational Journalism, Columbia Journalism School, 2016.
10. Kirk, A., Data Visualisation: A Handbook for Data Driven Design (2nd ed.), SAGE Publications, 2019.
11. Wheelan, C., Naked Statistics: Stripping the Dread from the Data, W.W. Norton, 2013.
12. Huff, D., How to Lie with Statistics, W.W. Norton, 1954.

## MPUMJMC103 (C): Science Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC103 (C) | **Semester** | I |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective I (choose any one of MPUMJMC103 (A), MPUMJMC103 (B), MPUMJMC103 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the meaning, scope and significance of science journalism.
- Identify sources and report on scientific developments and discoveries accurately.
- Write science news, features, stories and scripts for print, audio and visual media.
- Promote scientific temper through ethical, accessible and engaging communication.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Science Journalism: Concept and Scope**<br>Meaning, form and nature; need and importance; fields; origin and development; sources of science journalism. | 15 |
| **Unit 2** | **Science, Scientists and Media**<br>Eminent world and Indian scientists, their discoveries and the media; Discovery and other science channels. | 15 |
| **Unit 3** | **Science Writing Skills**<br>Science news in print, audio and audio-visual forms; skills of science writing; precautions; interesting science writing; research institutions and media; science journalism and future prospects. | 15 |
| **Unit 4** | **Features, Language and Challenges**<br>Science feature writing; editing a science magazine; barriers in science journalism; science fiction writing skills; language and terminology of science writing; science congresses and media. | 15 |

### Suggested Readings / Reference Books


1. Shiv Gopal Mishra, Vigyan Patrakarita ke Mool Siddhant, Takshashila Prakashan, 2001.
2. Manoj Pateria, Vigyan Sanchar, Takshashila Prakashan, 2007.
3. Manish Mohan Gore, Vigyan Sanchar aur Sanchaarak, National Book Trust, 2021.
4. Nelkin, D., Selling Science: How the Press Covers Science and Technology, W.H. Freeman, 1987.
5. Sagan, C., The Demon-Haunted World: Science as a Candle in the Dark, Random House, 1995.
6. Gregory, J. & Miller, S., Science in Public: Communication, Culture, and Credibility, Plenum Trade, 1998.
7. Blum, D., Knudson, M. & Henig, R.M. (eds.), A Field Guide for Science Writers (2nd ed.), Oxford University Press, 2006.
8. Bauer, M.W. & Bucchi, M. (eds.), Journalism, Science and Society: Science Communication between News and Public Relations, Routledge, 2007.
9. Brake, M. & Weitkamp, E., Introducing Science Communication, Palgrave Macmillan, 2010.

10. Bucchi, M. & Trench, B. (eds.), Routledge Handbook of Public Communication of Science and Technology (2nd ed.), Routledge, 2014.
11. Illingworth, S. & Allen, G., Effective Science Communication, IOP Publishing, 2016.
12. Jamieson, K.H., Kahan, D. & Scheufele, D.A. (eds.), The Oxford Handbook of the Science of Science Communication, Oxford University Press, 2017.

## MPUMJMC104: Media and Language Proficiency (Skill-Based Open Elective)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC104 | **Semester** | I |
| **Course Type** | Open Elective (Skill-Based) | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Offered by the School of Journalism and Mass Communication as the Semester I skill-based open elective; also open to students of other Schools/Departments.*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Use Hindi language correctly in terms of grammar, idioms, punctuation and standard usage.
- Adapt language style to print, radio, television, advertising and new media.
- Write headlines, anchor links, reports, editorials and features in appropriate language.
- Evaluate the influence of films, social media and technology on language.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Language: A Brief Introduction**<br>Dialect, language, letter, word, sentence; proverbs and idioms; punctuation marks; correct and incorrect usage; crisis of standard language; factors affecting language; contribution of films to the spread of Hindi; principles of dialogue writing. | 15 |
| **Unit 2** | **Language of Print Media**<br>Language of newspapers and magazines; language of news; language of editorials; language of features. | 15 |
| **Unit 3** | **Language of Radio and Television**<br>Television: do's and don'ts for sentences and words; language of headlines, anchor and reporter; guidelines. Radio: language of news, radio talk and live broadcast; pronunciation and voice modulation. | 15 |
| **Unit 4** | **Language of Advertising and New Media**<br>Language of advertisements for print, hoardings, pamphlets, radio and television. New media language: language of social media, use of abbreviations and emojis, blog language; inclusive and sensitive language. | 15 |

### Suggested Readings / Reference Books


1. Kamtaprasad Guru, Hindi Vyakaran, Kashi Nagari Pracharini Sabha, 1920.
2. Dhirendra Verma, Hindi Bhasha ka Itihas, Hindustani Academy, 1933.
3. Kishorilal Vajpeyi, Hindi Shabdanushasan, Kashi Nagari Pracharini Sabha, 1958.
4. Rekha Sethi, Vigyapan.com, Vani Prakashan, 2012.
5. Orwell, G., Politics and the English Language, Horizon, 1946.
6. Strunk, W. & White, E.B., The Elements of Style, Macmillan, 1959.
7. Truss, L., Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation, Profile Books, 2003.
8. Zinsser, W., On Writing Well: The Classic Guide to Writing Nonfiction (7th ed.), HarperCollins, 2006.

9. Pinker, S., The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century, Viking, 2014.
10. Butterfield, J. (ed.), Fowler's Dictionary of Modern English Usage (4th ed.), Oxford University Press, 2015.
11. Murphy, R., English Grammar in Use (5th ed.), Cambridge University Press, 2019.

## MPUMJMC105: Practical, Project and Viva Voce (Print Media)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC105 | **Semester** | I |
| **Course Type** | Practical | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (Internal 50 + Practical/Viva 50) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Produce publishable news items, features and interviews for print.
- Report on political, social, religious and cultural events with accuracy and balance.
- Edit copy, write headlines and prepare newspaper/magazine pages using DTP tools.
- Plan and complete a supervised print-media project.

### Practical Component

- News writing: one- and two-column news; converting press releases into news; headline writing.
- Field reporting: political reporting; reporting of a religious/cultural programme.
- Feature, interview and review writing (one each).
- Editing and proofreading exercises; page make-up and layout of a newspaper page and a magazine cover (DTP).
- Any other assignment given by the examiner at the time of examination.

**Project:** A print-media project (e.g., a campus newsletter, wall newspaper or beat-based reporting portfolio) allotted by the teacher.

Evaluation: Continuous internal assessment of practical records, assignments and project (50 marks) and end-semester practical examination with viva voce (50 marks).

### Suggested Readings / Reference Books

1. Reference books of MPUMJMC102 and MPUMJMC104.

## Semester II

### MPUMJMC201: Broadcast Journalism

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC201 | **Semester** | II |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

#### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Describe the history, principles and social role of radio and television in India.
- Write and present news, features and programmes for radio.
- Write, report and produce news stories for television.
- Produce audio and video content, including podcasts and documentaries, for broadcast and digital platforms.

#### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Broadcast Journalism: Concept and History**<br>Meaning of broadcast journalism; history of broadcasting (radio and television) in India; radio and television as media of broadcast journalism; principles of broadcast journalism; broadcast journalism and society. | 15 |
| **Unit 2** | **Radio Journalism**<br>Radio: features and types (online, FM, community radio); recording and editing; writing for radio (talk, drama, report, feature, interview, discussion, compering); news sources, editing and reading; AIR code. | 15 |
| **Unit 3** | **Television Journalism**<br>Television: key features and limitations; television journalism; writing for television; major rules of TV writing; various news scripts; news story; television interview. | 15 |
| **Unit 4** | **Television Reporting and Production**<br>PTC: importance, writing, presentation and technical aspects; different types of reporting; live broadcast and anchoring; stages of TV programme production; production of audio and video news; documentary, docudrama, news feature; podcasts. | 15 |

#### Suggested Readings / Reference Books

1. Mehra Masani, Broadcasting and the People, National Book Trust, 1976.
2. Luthra, H.R., Indian Broadcasting, Publications Division, 1986.
3. Chatterji, P.C., Broadcasting in India (2nd ed.), SAGE Publications, 1991.
4. Neerja Madhav, Radio ka Kala Paksh, Vishwavidyalaya Prakashan, 2006.
5. Pavarala, V. & Malik, K.K., Other Voices: The Struggle for Community Radio in India, SAGE Publications, 2007.
6. Thussu, D.K., News as Entertainment: The Rise of Global Infotainment, SAGE Publications, 2007.
7. Shyam Kashyap & Mukesh Kumar, Television ki Kahani, Rajkamal Prakashan, 2008.

8. Mehta, N., India on Television: How Satellite News Channels Have Changed the Way We Think and Act, HarperCollins India, 2008.
9. Devvrat Singh, Television Patrakarita, Shri Natraj Prakashan, 2012.
10. Indra Prakash Shrimali, Samudayik Radio, Rajasthan Hindi Granth Academy, 2013.
11. Devvrat Singh & Kirti Singh, Television Production, MCNUJC, 2014.
12. McLeish, R., Radio Production (6th ed.), Focal Press, 2015.

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## MPUMJMC202: Media Management

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC202 | **Semester** | II |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the principles and functions of management as applied to media organisations.
- Describe the structure and functions of newspaper, radio and television organisations.
- Identify apex media bodies and regulators in India and their roles.
- Analyse the economics, branding and emerging challenges of the media industry.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Management: Concepts and Ownership**<br>Management: meaning, definition and principles (Henri Fayol, Luther Gulick); managerial functions. Nature, types, merits and demerits of media ownership in India. | 15 |
| **Unit 2** | **Policy, Structure and Editorial Management**<br>Policy formulation and structure: planning and control; process of establishing a newspaper; organisational structure and functions of a newspaper. Editorial management: structure of editorial departments of electronic and print media. | 15 |
| **Unit 3** | **Apex Media Organisations in India**<br>Audit Bureau of Circulations (ABC); Registrar of Newspapers for India (RNI); Indian Newspaper Society (INS); unions of working journalists; DAVP; BARC (the Press Council of India is covered in Media Laws and Ethics). | 15 |
| **Unit 4** | **Economics of Media**<br>Economic aspects of print and electronic media; employee and consumer relations; brand promotion; foreign investment in Indian media; emerging challenges with special reference to the media industry; media business, start-ups and entrepreneurship. | 15 |

### Suggested Readings / Reference Books


1. Drucker, P.F., The Practice of Management, Harper & Brothers, 1954.
2. Fayol, H., General and Industrial Management, Pitman, 1949.
3. Picard, R.G., Media Economics: Concepts and Issues, SAGE Publications, 1989.
4. Gulab Kothari, Samachar Patra Prabandhan, Rajasthan Hindi Granth Academy, 1997.
5. Anil K. Rai, Sanchar ke Saat Sopan, University Publication, 2006.
6. Albarran, A.B., Chan-Olmsted, S.M. & Wirth, M.O. (eds.), Handbook of Media Management and Economics, Lawrence Erlbaum, 2006.
7. Ninan, S., Headlines from the Heartland: Reinventing the Hindi Public Sphere, SAGE Publications, 2007.
8. Kohli-Khandekar, V., The Indian Media Business (4th ed.), SAGE Publications, 2013.

9. Doyle, G., Understanding Media Economics (2nd ed.), SAGE Publications, 2013.
10. Ankur Chadha, Samachar Patra Prabandhan, Pustak Path, 2014.
11. Mehta, N., Behind a Billion Screens: What Television Tells Us About Modern India, HarperCollins India, 2015.

## MPUMJMC203 (A): Development Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC203 (A) | **Semester** | II |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective II (choose any one of MPUMJMC203 (A), MPUMJMC203 (B), MPUMJMC203 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the concept, indicators and approaches to development.
- Trace the evolution of development communication in India.
- Analyse major development issues such as health, education, poverty, agriculture and e-governance.
- Evaluate media and ICT experiments for development, including SITE and Kheda.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Development**<br>Meaning, concept, process and definitions; development indicators; approaches to development; dynamics of economic development; characteristics of developed and underdeveloped societies. | 15 |
| **Unit 2** | **Development Communication**<br>Meaning, concept and definitions; historical overview; present scenario of development journalism in India; agents of change: NGOs and civil society. | 15 |
| **Unit 3** | **Development Communication in the Indian Context**<br>Participatory communication and emerging trends; government development schemes; issues: health, education, poverty, unemployment, agriculture, corruption and e-governance; sustainable development and SDGs. | 15 |
| **Unit 4** | **Media and Development**<br>SITE and Kheda Project; DD Kisan channel; Five-Year Plans in India; ICT and development. | 15 |

### Suggested Readings / Reference Books


1. Schramm, W., Mass Media and National Development, Stanford University Press/UNESCO, 1964.
2. Freire, P., Pedagogy of the Oppressed, Herder and Herder, 1970.
3. Lerner, D., The Passing of Traditional Society: Modernizing the Middle East, Free Press, 1958.
4. Rogers, E.M. (ed.), Communication and Development: Critical Perspectives, SAGE Publications, 1976.
5. Narula, U., Development Communication: Theory and Practice, Haranand Publications, 1994.
6. Sen, A., Development as Freedom, Oxford University Press, 1999.
7. Melkote, S.R. & Steeves, H.L., Communication for Development in the Third World: Theory and Practice for Empowerment (2nd ed.), SAGE Publications, 2001.
8. Singhal, A. & Rogers, E.M., India's Communication Revolution: From Bullock Carts to Cyber Marts, SAGE Publications, 2001.
9. Servaes, J., Communication for Development and Social Change, SAGE Publications, 2008.

10. Mefalopulos, P., Development Communication Sourcebook: Broadening the Boundaries of Communication, World Bank, 2008.
11. Vilanilam, J.V., Development Communication in Practice: India and the Millennium Development Goals, SAGE Publications, 2009.
12. Servaes, J. (ed.), Handbook of Communication for Development and Social Change, Springer, 2020.

## MPUMJMC203 (B): Traditional and Folk Media

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC203 (B) | **Semester** | II |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective II (choose any one of MPUMJMC203 (A), MPUMJMC203 (B), MPUMJMC203 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the relationship between culture, tradition and communication.
- Describe the characteristics, strengths and limitations of traditional and folk media.
- Analyse the use of folk media in development, politics, religion and the environment.
- Design campaigns that integrate folk and modern media.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Culture and Tradition**<br>Culture and tradition: a global perspective; Indian culture: historical background; traditions and customs; the oral tradition of storytelling from the beginning of folk civilisation. | 15 |
| **Unit 2** | **Traditional Media**<br>Traditional media: meaning and definition; use of traditional folk media in communication; characteristics and limitations; traditional folk literature and other mass media. | 15 |
| **Unit 3** | **Folk Media and Society**<br>Folk media and arts in national development; religious communication; political communication; environmental communication; social perspective. | 15 |
| **Unit 4** | **Folk Media as Carrier and Protector of Culture**<br>Street theatre; religious narratives; puppetry; music and dance; folk and tribal arts; local fairs and other popular media; major traditional folk media of Uttar Pradesh. | 15 |

### Suggested Readings / Reference Books


1. Dundes, A. (ed.), The Study of Folklore, Prentice-Hall, 1965.
2. Parmar, S., Traditional Folk Media in India, Geka Books, 1975.
3. Mukhopadhyay, D., Lesser Known Forms of Performing Arts in India, Sterling Publishers, 1978.
4. Vatsyayan, K., Traditional Indian Theatre: Multiple Streams, National Book Trust, 1980.
5. Dissanayake, W. (ed.), Communication Theory: The Asian Perspective, AMIC, 1988.
6. Ramanujan, A.K., Folktales from India: A Selection of Oral Tales from Twenty-Two Languages, Pantheon Books, 1991.
7. Bharucha, R., Theatre and the World: Performance and the Politics of Culture, Routledge, 1993.
8. Mukhopadhyay, D., Folk Arts and Social Communication, Publications Division, 1994.
9. Jawarimal Parakh, Jansanchar Madhyamon ka Vaicharik Pariprekshya, Granth Shilpi, 2000.

10. Mahendra Bhanawat, Bhartiya Lok Madhyam, Rajasthan Hindi Granth Academy, 2003.
11. Jaynarayan Kaushik, Lok Sahitya aur Sanskriti Digdarshan, Aviram Prakashan, 2008.
12. Ong, W.J., Orality and Literacy: The Technologizing of the Word (30th anniversary ed.), Routledge, 2012.

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## MPUMJMC203 (C): Intercultural Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC203 (C) | **Semester** | II |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective II (choose any one of MPUMJMC203 (A), MPUMJMC203 (B), MPUMJMC203 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Define culture and explain its relationship with communication, civilisation and language.
- Analyse intercultural communication concepts, processes and philosophical dimensions.
- Discuss the interrelation of popular culture, media and traditional values.
- Assess the role of mass media, globalisation and UNESCO in intercultural communication.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Culture and Communication**<br>Culture: definition, concept, process; Indian and Western concepts of culture; culture and civilisation; culture and communication; culture and language; cultural symbols in verbal and non-verbal communication. | 15 |
| **Unit 2** | **Intercultural Communication**<br>Definition, concept, process; philosophical and functional dimensions; intercultural communication as a tool; intercultural and traditional communication; modern mass media as carriers of intercultural communication; impact of new technology on culture. | 15 |
| **Unit 3** | **Popular Culture**<br>Popular culture: meaning, concept, definition, characteristics; interrelation of popular culture and media; popular culture and traditional values. | 15 |
| **Unit 4** | **Media as a Cultural Institution**<br>Mass media as cultural institutions; intercultural pressure and culture; efforts of UNESCO in the development of intercultural communication; globalisation and cultural flows. | 15 |

### Suggested Readings / Reference Books

1. Dinkar, R.S., Sanskriti ke Chaar Adhyay, Udayachal, 1956.
2. Hall, E.T., The Silent Language, Doubleday, 1959.
3. Geertz, C., The Interpretation of Cultures, Basic Books, 1973.
4. Said, E.W., Orientalism, Pantheon Books, 1978.
5. Appadurai, A., Modernity at Large: Cultural Dimensions of Globalization, University of Minnesota Press, 1996.
6. Tomlinson, J., Globalization and Culture, Polity Press, 1999.
7. Gudykunst, W.B. & Kim, Y.Y., Communicating with Strangers: An Approach to Intercultural Communication (4th ed.), McGraw-Hill, 2003.

8. Hofstede, G., Hofstede, G.J. & Minkov, M., Cultures and Organizations: Software of the Mind (3rd ed.), McGraw-Hill, 2010.
9. Samovar, L.A., Porter, R.E., McDaniel, E.R. & Roy, C.S., Intercultural Communication: A Reader (15th ed.), Cengage, 2017.
10. Samovar, L.A., Porter, R.E., McDaniel, E.R. & Roy, C.S., Communication Between Cultures (9th ed.), Cengage, 2017.
11. Jandt, F.E., An Introduction to Intercultural Communication: Identities in a Global Community (9th ed.), SAGE Publications, 2018.

## MPUMJMC204: Public Relations and Corporate Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC204 | **Semester** | II |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the concepts, principles and objectives of public relations.
- Select and use appropriate PR media and tools for government, industry and corporate sectors.
- Plan PR campaigns and prepare press notes, backgrounders and press conferences.
- Manage corporate image, crisis communication and corporate communication in modern management.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Public Relations: Introduction**<br>Brief history, meaning, concept and definitions; principles of public relations; objectives; various dimensions of public relations. | 15 |
| **Unit 2** | **PR Media and Techniques**<br>Publicity media: press, TV, radio, film, video and new technology; house journals, annual reports and brochures; PR in industry and government. PR techniques: press conferences, exhibitions, press notes and releases, press tours, backgrounders; PR campaigns. | 15 |
| **Unit 3** | **Corporate Communication**<br>Corporate communication: meaning and definition; corporate image and identity; crisis management and communication (internal and external). | 15 |
| **Unit 4** | **Corporate Communication and Modern Management**<br>Interrelationship of corporate communication with management subjects (human resources, marketing, finance); corporate communication in disaster management; select case studies in corporate communication. | 15 |

### Suggested Readings / Reference Books


1. Bernays, E.L., Crystallizing Public Opinion, Boni & Liveright, 1923.
2. Grunig, J.E. & Hunt, T., Managing Public Relations, Holt, Rinehart and Winston, 1984.
3. Kaul, J.M., Public Relations in India, Naya Prokash, 1989.
4. Black, S., The Essentials of Public Relations, Kogan Page, 1993.
5. Kumud Sharma, Vigyapan ki Duniya, Pratibha Pratishthan, 2004.
6. Anil K. Rai, Sanchar ke Saat Sopan, University Publication, 2006.
7. Van Riel, C.B.M. & Fombrun, C.J., Essentials of Corporate Communication, Routledge, 2007.
8. Sachdeva, I.S., Public Relations: Principles and Practices, Oxford University Press, 2009.
9. Cutlip, S.M., Center, A.H. & Broom, G.M., Effective Public Relations (11th ed.), Pearson, 2013.
10. Tench, R. & Yeomans, L., Exploring Public Relations (4th ed.), Pearson, 2017.

11. Coombs, W.T., Ongoing Crisis Communication: Planning, Managing, and Responding (5th ed.), SAGE Publications, 2019.
12. Pavitra Shrivastava & C.K. Sardana, Jansampark ke Vibhinn Aayam, Lokbharti Prakashan, 2019.

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## MPUMJMC205: Fact-Checking and Verification (Skill-Based Open Elective)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC205 | **Semester** | II |
| **Course Type** | Open Elective (Skill-Based) | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Offered by the School of Journalism and Mass Communication as the Semester II skill-based open elective; also open to students of other Schools/Departments.*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the types, causes and impact of misinformation, disinformation and malinformation and the working of the Indian and global fact-checking ecosystem.
- Apply a systematic fact-checking workflow to verify claims, statistics and official data using primary sources and digital tools.
- Verify images, videos, audio and social media accounts through open-source and geolocation techniques, and identify manipulated and AI-generated content.
- Produce fact-check reports in Hindi and English that follow legal, ethical and professional standards, and use AI tools responsibly.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Information Disorder and the Fact-Checking Ecosystem**<br>Misinformation, disinformation and malinformation; why falsehood spreads; fact-checking, verification, debunking and pre-bunking; global and Indian fact-checking ecosystem (IFCN, Alt News, BOOM, Factly, Newschecker); platform fact-checking and Community Notes; case studies. | 15 |
| **Unit 2** | **Claim Verification: Methods, Data and Tools**<br>Fact-checking workflow and ratings; lateral reading (SIFT); advanced search and web archiving; verifying claims through primary sources (Parliament, Census, NFHS, RBI, court records, RTI); health and science claims; numeracy and misleading charts; writing a fact-check. | 15 |
| **Unit 3** | **Visual, Audio and Social Media Verification**<br>Reverse image search and metadata; video verification (InVID); geolocation and chronolocation; verifying audio, social media accounts and WhatsApp content; eyewitness material; introduction to OSINT; digital safety of fact-checkers. | 15 |
| **Unit 4** | **AI, Deepfakes, Law and Ethics of Fact-Checking**<br>Deepfakes and AI-generated content; detection tools and content provenance (C2PA); responsible use of AI in fact-checking; basic legal and ethical considerations for fact- checkers (defamation, IT Rules, data protection; studied in detail in Media Laws and Ethics, Semester IV); IFCN Code; setting up a fact-check desk; media literacy. | 15 |

**Skill-Based Learning (Workshops, Practical Exercises) and Evaluation**

- Skill-based mode: about half of the contact hours (30 of 60) are hands-on lab workshops. No prior journalism knowledge is required; the course is open to students of other Schools/Departments.
- Unit 1 practical: classify 20 viral claims by type of information disorder; compare the methods of three Indian fact-checkers.
- Unit 2 practical: fact-check a political statement, a statistic and a health claim; write one complete fact-check article.
- Unit 3 practical: verify five images or videos using reverse search, metadata and geolocation; keep a verification log.
- Unit 4 practical: debunk one AI-generated item; draft a corrections policy; conduct a campus media literacy session.
- Evaluation: CIA 25 (two internal tests 10, practical portfolio/assignments 10, attendance 5); ESE 75 as per Section 5.3 with application-based and case-study questions.
- Tools, platforms and laws named here are illustrative; teachers should use the latest tools and the current amended laws.

**Suggested Readings / Reference Books**


1. Lippmann, W., Public Opinion, Harcourt, Brace and Company, 1922.
2. Kovach, B. & Rosenstiel, T., Blur: How to Know What's True in the Age of Information Overload, Bloomsbury, 2010.
3. Silverman, C., Lies, Damn Lies, and Viral Content, Tow Center for Digital Journalism, Columbia University, 2015.
4. Graves, L., Deciding What's True: The Rise of Political Fact-Checking in American Journalism, Columbia University Press, 2016.
5. Wardle, C. & Derakhshan, H., Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking, Council of Europe, 2017.
6. Ireton, C. & Posetti, J. (eds.), Journalism, 'Fake News' & Disinformation: Handbook for Journalism Education and Training, UNESCO, 2018.
7. Cairo, A., How Charts Lie: Getting Smarter about Visual Information, W.W. Norton, 2019.
8. Silverman, C. (ed.), Verification Handbook for Disinformation and Media Manipulation, European Journalism Centre, 2020.
9. Higgins, E., We Are Bellingcat: Global Crime, Online Sleuths, and the Bold Future of News, Bloomsbury, 2021.
10. UNESCO, Media and Information Literate Citizens: Think Critically, Click Wisely! (MIL Curriculum for Educators and Learners), UNESCO, 2021.
11. Caulfield, M. & Wineburg, S., Verified: How to Think Straight, Get Duped Less, and Make Better Decisions about What to Believe Online, University of Chicago Press, 2023.
12. Online resources: IFCN Code of Principles (Poynter Institute); Bellingcat Online Investigations Toolkit; Google News Initiative and First Draft training material; Alt News, BOOM, Factly, Newschecker and Vishvas News fact-check archives; Press Council of India, Norms of Journalistic Conduct; texts of the IT Act, 2000, IT Rules, 2021 (as amended), Bharatiya Nyaya Sanhita, 2023 and DPDP Act, 2023.

## MPUMJMC206: Practical, Project and Viva Voce (Broadcast Journalism and Public Relations)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC206 | **Semester** | II |
| **Course Type** | Practical | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (Internal 50 + Practical/Viva 50) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Write and present radio news, talks and reports in a studio environment.
- Report, interview and present for television, including live reporting and piece-to-camera.
- Prepare PR materials and outline PR campaigns as a PR professional.
- Complete a supervised broadcast or PR project.

### Practical Component

- PR: writing press releases; preparing a brochure; outlining a PR campaign; preparing a radio report; conducting a television interview.
- Radio: news writing, radio talk writing and production, news reading and a short radio feature/podcast.
- Television: live reporting, piece-to-camera, news anchoring and presentation; basic video editing.
- Any other assignment given by the examiner at the time of examination.

**Project:** A broadcast or PR project (e.g., a community-radio programme series, a TV news bulletin or a PR campaign plan) allotted by the teacher.

Evaluation: Continuous internal assessment of practical records, assignments and project (50 marks) and end-semester practical examination with viva voce (50 marks).

### Suggested Readings / Reference Books

1. Reference books of MPUMJMC201 and MPUMJMC204.

## Semester III

### MPUMJMC301: Communication Research and Methodology

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC301 | **Semester** | III |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

#### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the meaning, types, process and characteristics of scientific and media research.
- Formulate research problems, hypotheses and research designs.
- Apply quantitative and qualitative methods, sampling and tools of data collection.
- Analyse data, write research reports and follow research and publication ethics.

#### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Research**<br>Research: meaning, definition, objectives, types; scientific research: steps and characteristics. Media research: meaning, importance, nature, areas of study; difference between social research and media research. | 15 |
| **Unit 2** | **Foundations of Media Research**<br>Research problem, hypothesis, research design, panel study, exit poll. Research methodology: qualitative and quantitative research. | 15 |
| **Unit 3** | **Methods, Techniques and Tools**<br>Media research methods: census, survey, experimental method, content analysis. Research techniques and tools: sampling, questionnaire, schedule, interview. | 15 |
| **Unit 4** | **Data Analysis, Reporting and Ethics**<br>Analysis of data: classification, coding, analysis and presentation; basic statistical tools and software (MS Excel, SPSS); report writing; citation and referencing; plagiarism, research and publication ethics. | 15 |

#### Suggested Readings / Reference Books


1. Kerlinger, F.N., Foundations of Behavioral Research, Holt, Rinehart and Winston, 1964.
2. Goode, W.J. & Hatt, P.K., Methods in Social Research, McGraw-Hill, 1952.
3. Priest, S.H., Doing Media Research: An Introduction (2nd ed.), SAGE Publications, 2010.
4. Wimmer, R.D. & Dominick, J.R., Mass Media Research: An Introduction (10th ed.), Cengage/Wadsworth, 2014.
5. Vinita Gupta, Sanchar aur Media Shodh, Vani Prakashan, 2015.
6. Bryman, A., Social Research Methods (5th ed.), Oxford University Press, 2016.
7. Berger, A.A., Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (5th ed.), SAGE Publications, 2019.
8. Kumar, R., Research Methodology: A Step-by-Step Guide for Beginners (5th ed.), SAGE Publications, 2019.

9. Kothari, C.R., Research Methodology: Methods and Techniques (4th ed.), New Age International, 2019.
10. Babbie, E., The Practice of Social Research (15th ed.), Cengage, 2020.
11. Krippendorff, K., Content Analysis: An Introduction to Its Methodology (4th ed.), SAGE Publications, 2018.
12. Creswell, J.W. & Creswell, J.D., Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (6th ed.), SAGE Publications, 2023.

## MPUMJMC302: Photo Journalism

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC302 | **Semester** | III |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain photography as a language and source of communication.
- Operate cameras and apply exposure, aperture, shutter speed, ISO, lens and lighting.
- Edit, caption and use photographs ethically in journalism, including mobile photography.
- Produce photographs and photo features across sports, events, portrait, travel and other genres.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Photography**<br>Definition, language and photography as a source of communication; historical background; use in daily life; visual language; impact of photography on life and society. | 15 |
| **Unit 2** | **Camera, Light and Composition**<br>Camera structure and operation; elements of photography: exposure, aperture, shutter speed, ISO, lenses; light in photography: natural and artificial sources; principles of photo composition; use of photographs in journalism; photo magazines, caption writing, photo features. | 15 |
| **Unit 3** | **New Techniques and Ethics**<br>Digital photography; new media and photography; mobile photography; photo editing techniques; photography apps and software; photo manipulation, retouching; ethics of photo use and authenticity. | 15 |
| **Unit 4** | **Fields of Photography**<br>Sports, fashion, landscape and portrait, product, event, travel, advertising, science and environment photography, and other types. | 15 |

### Suggested Readings / Reference Books


1. Cartier-Bresson, H., The Decisive Moment, Simon & Schuster, 1952.
2. Hicks, W., Words and Pictures: An Introduction to Photojournalism, Harper & Brothers, 1952.
3. Berger, J., Ways of Seeing, Penguin Books, 1972.
4. Sontag, S., On Photography, Farrar, Straus and Giroux, 1977.
5. Freund, G., Photography and Society, David R. Godine, 1980.
6. Barthes, R., Camera Lucida: Reflections on Photography, Hill and Wang, 1981.
7. Newhall, B., The History of Photography (5th ed.), Museum of Modern Art, 1982.
8. Freeman, M., The Photographer's Eye: Composition and Design for Better Digital Photos, Focal Press, 2007.
9. Kobré, K., Photojournalism: The Professionals' Approach (6th ed.), Focal Press, 2008.

10. Ashok Dilwali (trans. Shamsher Singh), Photography: Sampoorna Jankari, National Book Trust, 2015.
11. Peterson, B., Understanding Exposure: How to Shoot Great Photographs (4th ed.), Amphoto Books, 2016.

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## MPUMJMC303 (A): Economic Journalism

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC303 (A) | **Semester** | III |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective III (choose any one of MPUMJMC303 (A), MPUMJMC303 (B), MPUMJMC303 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the scope, nature and definition of economic journalism.
- Understand the Indian and global economic landscape and key economic terms.
- Report on budgets, banking, industry, finance and markets for different media.
- Collect, edit and write economic news with accuracy and context.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Scope and Nature of Economic Journalism**<br>Scope, nature and definition; agricultural and industrial development; budget and media; industrial problems and media; currency, inflation, recession and devaluation; public and private sector; Swadeshi and globalisation; Five-Year Plans; NITI Aayog. | 15 |
| **Unit 2** | **Banking, Insurance and Development**<br>Banking system and media; insurance corporations and media; industrial world, financial system and media; district industrial development; urban development and problems; rural development problems and media. | 15 |
| **Unit 3** | **Economic News**<br>Sources of economic news; economic review; economic news: status and importance; nature and importance of agricultural and rural news; news of financial bodies; stock market reporting. | 15 |
| **Unit 4** | **International Finance and Media**<br>Nature and form of the international financial system and media; World Bank, IMF, WTO; import-export policy; information dissemination; industrial, farmers' and livestock fairs and media; compiling and editing news of international financial systems and organisations. | 15 |

### Suggested Readings / Reference Books

1. Prithvinath Pandey, Patrakarita: Parivesh aur Pravrittiyan, Lokbharti Prakashan, 2004.
2. Tripathi, D., The Oxford History of Indian Business, Oxford University Press, 2004.
3. Samuelson, P.A. & Nordhaus, W.D., Economics (19th ed.), McGraw-Hill, 2009.
4. Tett, G., Fool's Gold, Little, Brown, 2009.
5. Lewis, M., The Big Short: Inside the Doomsday Machine, W.W. Norton, 2010.
6. Bhagwati, J. & Panagariya, A., Why Growth Matters: How Economic Growth in India Reduced Poverty and the Lessons for Other Developing Countries, PublicAffairs, 2013.
7. Drèze, J. & Sen, A., An Uncertain Glory: India and Its Contradictions, Allen Lane/Penguin, 2013.

8. Alok Puranik, Arthik Patrakarita, Prabhat Prakashan, 2016.
9. Mankiw, N.G., Principles of Economics (9th ed.), Cengage, 2020.
10. Himanshu Shekhar, Arthik Patrakarita, Diamond Books, 2020.
11. Arjun Tiwari, Media Samagra, Vani Prakashan, 2020.

## MPUMJMC303 (B): Environmental Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC303 (B) | **Semester** | III |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective III (choose any one of MPUMJMC303 (A), MPUMJMC303 (B), MPUMJMC303 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the components of the environment and the relationship between environment and communication.
- Understand ecology, ecosystems, biodiversity and wildlife conservation programmes in India.
- Report on pollution, climate change and disasters with scientific accuracy.
- Apply environmental law and the role of media in raising environmental awareness.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Environment and Communication**<br>Environment: concept, definition, components; biosphere, atmosphere, lithosphere, hydrosphere; environment and communication. | 15 |
| **Unit 2** | **Ecology and Media**<br>Ecology: definition, concept and ecological factors; ecosystem and its classification; ecological pyramid; biodiversity; programmes for wildlife conservation in India. | 15 |
| **Unit 3** | **Pollution and Media**<br>Environmental pollution: definition, types, pollutants and their types; sources of pollution; environmental pollution and government advertisements; climate change reporting. | 15 |
| **Unit 4** | **Disaster, Global Issues and Environmental Law**<br>Disaster: meaning, definition, types; disaster management; global environmental problems; role of mass media in environmental awareness; environment and international organisations; environmental law. | 15 |

### Suggested Readings / Reference Books


1. Carson, R., Silent Spring, Houghton Mifflin, 1962.
2. Meadows, D.H., Meadows, D.L., Randers, J. & Behrens, W.W., The Limits to Growth, Universe Books, 1972.
3. Shiva, V., Staying Alive: Women, Ecology and Development, Zed Books, 1988.
4. Gadgil, M. & Guha, R., This Fissured Land: An Ecological History of India, Oxford University Press, 1992.
5. Anupam Mishra, Aaj Bhi Khare Hain Talaab, Gandhi Peace Foundation, 1993.
6. Hansen, A., Environment, Media and Communication, Routledge, 2010.
7. Lokesh Shrivastava, Paryavaran Adhyayan evam Prabandhan, Sharda Pustak Bhawan, 2012.
8. Kolbert, E., The Sixth Extinction: An Unnatural History, Henry Holt, 2014.

9. Hansen, A. & Cox, R. (eds.), The Routledge Handbook of Environment and Communication, Routledge, 2015.
10. R.C. Chandna, Jansankhya Bhugol, Kalyani Publishers, 2017.
11. Cox, R., Environmental Communication and the Public Sphere (5th ed.), SAGE Publications, 2018.
12. Savindra Singh, Paryavaran Bhugol ka Swaroop, Pravalika Publications, 2019.

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## MPUMJMC303 (C): Health Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC303 (C) | **Semester** | III |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective III (choose any one of MPUMJMC303 (A), MPUMJMC303 (B), MPUMJMC303 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the meaning, functions and scope of health communication.
- Understand national and international health policies, programmes and organisations.
- Counter health myths, superstition and misinformation through responsible reporting.
- Design health awareness messages for diverse media and community settings.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Health Communication: Concept and Scope**<br>Meaning, functions, scope and role models; health and traditional knowledge; rural health and media coverage; health and poverty. | 15 |
| **Unit 2** | **Policies and Programmes**<br>Population policy; health programmes of the Central and State Governments and the media; international health organisations and mass communication. | 15 |
| **Unit 3** | **Health Problems, Myths and Cinema**<br>Health problems and superstitions; lifestyle and health problems; health and cinema; health and film artists; health misinformation and fact-checking. | 15 |
| **Unit 4** | **Awareness and Institutions**<br>Health awareness and various government public relations departments; health and voluntary organisations; advertising and government hospitals; some major health magazines; yoga and media. | 15 |

### Suggested Readings / Reference Books


1. Rogers, E.M., Diffusion of Innovations (5th ed.), Free Press, 2003.
2. Singhal, A. & Rogers, E.M., Entertainment-Education: A Communication Strategy for Social Change, Lawrence Erlbaum, 1999.
3. Hornik, R.C. (ed.), Public Health Communication: Evidence for Behavior Change, Lawrence Erlbaum, 2002.
4. Thomas, R.K., Health Communication, Springer, 2006.
5. Hubley, J. & Copeman, J., Practical Health Promotion (2nd ed.), Polity Press, 2008.
6. Nutbeam, D. & Harris, E., Theory in a Nutshell: A Practical Guide to Health Promotion Theories (3rd ed.), McGraw-Hill, 2010.
7. Mukherjee, S., The Emperor of All Maladies: A Biography of Cancer, Scribner, 2010.
8. Thompson, T.L., Parrott, R. & Nussbaum, J.F. (eds.), The Routledge Handbook of Health Communication (2nd ed.), Routledge, 2011.
9. Schiavo, R., Health Communication: From Theory to Practice (2nd ed.), Jossey-Bass/Wiley, 2014.

10. Glanz, K., Rimer, B.K. & Viswanath, K. (eds.), Health Behavior: Theory, Research, and Practice (5th ed.), Jossey-Bass, 2015.
11. Ministry of Health and Family Welfare, National Health Policy, Government of India, 2017.

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## MPUMJMC304: Advertising Management

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC304 | **Semester** | III |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the concept, evolution, classification and socio-economic impact of advertising.
- Prepare media plans, budgets and campaign strategies.
- Write effective copy for print, radio, television and digital media.
- Apply advertising and marketing research and follow ethical and legal norms.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Advertising**<br>Origin and development; concept, meaning and definitions; importance of advertising in the marketing mix; the 4 Ps; classification of advertisements; socio-economic effects of advertising. | 15 |
| **Unit 2** | **Media Policy and Advertising Budget**<br>Meaning of media planning; media strategy; advertising campaign policy and objectives; stages of an advertising campaign; advertising agencies: structure, functions and importance. | 15 |
| **Unit 3** | **Advertising Copy**<br>Copy: concept, meaning and importance; copywriting for print, radio and TV; importance of copywriting; ideas in copywriting; elements of good copy; digital and social-media copy. | 15 |
| **Unit 4** | **Research in Advertising**<br>Marketing research and advertising research; pre-test and post-test research; ethical and legal aspects of advertising (ASCI code, Consumer Protection Act). | 15 |

### Suggested Readings / Reference Books


1. Hopkins, C.C., Scientific Advertising, 1923.
2. Ogilvy, D., Confessions of an Advertising Man, Atheneum, 1963.
3. Ries, A. & Trout, J., Positioning: The Battle for Your Mind, McGraw-Hill, 1981.
4. Ogilvy, D., Ogilvy on Advertising, Crown, 1983.
5. Cialdini, R.B., Influence: The Psychology of Persuasion, William Morrow, 1984.
6. Aaker, D.A., Building Strong Brands, Free Press, 1996.
7. Vijay Kulshreshtha, Jansampark, Prachar evam Vigyapan, Rajasthan Prakashan, 2000.
8. Kusum Sharma, Vigyapan ki Duniya, Pratibha Pratishthan, 2004.
9. Rekha Sethi, Vigyapan.com, Vani Prakashan, 2012.
10. Jethwaney, J. & Jain, S., Advertising Management, Oxford University Press, 2012.
11. Belch, G.E. & Belch, M.A., Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.), McGraw-Hill, 2021.

## MPUMJMC305: Internship

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC305 | **Semester** | III |
| **Course Type** | Internship | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (see evaluation below) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Experience professional newsroom, production, PR or advertising environments first-hand.
- Apply classroom learning to real assignments under professional supervision.
- Document and reflect upon work experience in a structured internship report.

Each student will undertake a one-month (minimum 120 hours) internship at a media house of his/her choice (newspaper, news channel, radio station, digital news platform, PR firm, advertising agency, production house, etc.). Students apply to organisations and are selected on the basis of their merit and eligibility. The internship may be undertaken during the summer vacation after Semester II or during Semester III as notified. On completion, the student submits an internship report along with an evaluation/certificate from the host supervisor.

**Evaluation (100 marks): host supervisor's assessment 40; internship report 40; viva voce 20.**

## MPUMJMC306: Practical, Project and Viva Voce (Advertising and Photo Journalism)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC306 | **Semester** | III |
| **Course Type** | Practical | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (Internal 50 + Practical/Viva 50) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Write advertising copy and design layouts for print, radio and television.
- Conduct basic market research for an advertising brief.
- Capture, edit, caption and present news photographs and photo stories.
- Complete a supervised advertising or photo-journalism project.

### Practical Component

- Writing advertisement copy for print, radio and television.
- Making advertisement layouts and a mini campaign plan.
- Conducting market research for a product/service.
- Photo assignments: news photograph, photo caption and a photo story/feature; photo editing and presentation.
- Any other assignment given by the examiner at the time of examination.

**Project:** An advertising campaign or photo-feature project allotted by the teacher.

Evaluation: Continuous internal assessment of practical records, assignments and project (50 marks) and end-semester practical examination with viva voce (50 marks).

### Suggested Readings / Reference Books

1. Reference books of MPUMJMC302 and MPUMJMC304.

# Semester IV

## MPUMJMC401: New Media

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC401 | **Semester** | IV |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Describe the history of the internet in India and the features of new media.
- Practise online journalism, web news writing and live reporting.
- Apply the principles of citizen journalism, social media, blogging and mobile journalism responsibly.
- Explain cybercrime, privacy, online advertising, e-publishing and emerging technologies.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **New Media: Introduction**<br>History of the internet in India; introduction to new media; features and advantages of new media compared with other media; present scenario; the internet as a source of various kinds of information, convergence and multimedia; INFLIBNET; National Digital Library (NDL). | 15 |
| **Unit 2** | **Online Journalism**<br>Online journalism: definition, types and features; e-editions of newspapers; e-paper; web news and feature writing; live reporting; qualities of a web reporter; ethical issues in web journalism; present scenario of online journalism. | 15 |
| **Unit 3** | **Citizen Journalism and Social Media**<br>Citizen journalism: concept and meaning; social media: merits, demerits and limitations; uses of social media for government and society; social activism; mobile journalism; principles of blog creation and writing; privacy and security issues on the internet; cybercrime (relevant laws are covered in Media Laws and Ethics). | 15 |
| **Unit 4** | **Other Dimensions of New Media**<br>Online advertising and marketing; online revenue; e-journals, e-books, e-publishing, e- learning; use of search engines; webcasts; new trends and technologies (AI, VR/AR, OTT platforms). | 15 |

### Suggested Readings / Reference Books

1. Manovich, L., The Language of New Media, MIT Press, 2001.
2. Castells, M., The Rise of the Network Society, Blackwell, 1996.
3. Jenkins, H., Convergence Culture: Where Old and New Media Collide, New York University Press, 2006.
4. Gillmor, D., We the Media: Grassroots Journalism by the People, for the People, O'Reilly Media, 2004.

5. Lister, M., Dovey, J., Giddings, S., Grant, I. & Kelly, K., New Media: A Critical Introduction (2nd ed.), Routledge, 2009.
6. Yogesh Patel, Social Media, Pustak Mahal, 2012.
7. Van Dijck, J., The Culture of Connectivity: A Critical History of Social Media, Oxford University Press, 2013.
8. Fuchs, C., Social Media: A Critical Introduction (2nd ed.), SAGE Publications, 2017.
9. A.K. Singh, Web Patrakarita, Aadi Prakashan, 2017.
10. Couldry, N. & Mejias, U.A., The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism, Stanford University Press, 2019.
11. Zuboff, S., The Age of Surveillance Capitalism, PublicAffairs, 2019.
12. Dilip Mandal & Geeta Yadav, On Social Media, Rajkamal Prakashan, 2021.

## MPUMJMC402: Media Laws and Ethics

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC402 | **Semester** | IV |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the need for law in a democracy and the constitutional framework for freedom of expression and the press.
- Describe codes of ethics and self-regulation mechanisms in the media.
- Apply contempt, defamation and privilege laws to journalistic practice.
- Interpret key laws relating to print, broadcast and digital media and avoid legal pitfalls.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Law, Constitution and the Press**<br>Need for law for society and democracy; press laws in India; freedom of expression and reasonable restrictions (Article 19); safeguards for press freedom; Press Commissions and their recommendations; Press Council of India. | 15 |
| **Unit 2** | **Ethics in Media**<br>Ethics in media: need and importance; codes of conduct of various media organisations (PCI, NBDSA, IBF, DNPA); media ombudsman; paid news, trial by media, privacy and ethics of reporting. | 15 |
| **Unit 3** | **Law of Contempt and Defamation**<br>Law of contempt: contempt of court and contempt of Parliament; defamation (civil and criminal; Bharatiya Nyaya Sanhita, 2023); legislature, press and parliamentary privileges. | 15 |
| **Unit 4** | **Important Laws Relating to Media**<br>Press and Registration of Periodicals Act, 2023; Official Secrets Act; Working Journalists Act; laws on indecent representation of women and harmful publications; RTI Act; Copyright and IP laws; Cable Television Networks Act; IT Act, 2000 and IT Rules, 2021; DPDP Act, 2023. | 15 |

### Suggested Readings / Reference Books

1. Mill, J.S., On Liberty, 1859.
2. Basantilal Babel, Patrakarita evam Press Vidhi (Siddhant evam Vyavahar), Suvidha Law House, 2000.
3. Ganga Prasad Thakur & Shiv Anurag Pateriya, Bharat mein Press Kanoon, M.P. Hindi Granth Academy, 2005.
4. Law Commission of India, Report No. 200: Trial by Media: Free Speech and Fair Trial under Criminal Procedure, Government of India, 2006.
5. Nandkishore Trikha, Press Vidhi, Vishwavidyalaya Prakashan, 2007.
6. Dhavan, R., Publish and Be Damned: Censorship and Intolerance in India, Tulika Books, 2008.
7. Thakurta, P.G., Media Ethics: Truth, Fairness and Objectivity, Oxford University Press, 2009.

8. Basu, D.D., Law of the Press (5th ed.), LexisNexis, 2010.
9. Vishnu Rajgadia & Arvind Kejriwal (ed. Harivansh), Soochna ka Adhikar, Rajkamal Prakashan, 2010.
10. Bhatia, G., Offend, Shock, or Disturb: Free Speech under the Indian Constitution, Oxford University Press, 2016.
11. Singh, M.P. (ed.), V.N. Shukla's Constitution of India (13th ed.), Eastern Book Company, 2017.
12. Bare Acts (latest amended texts): Bharatiya Nyaya Sanhita, 2023; Press and Registration of Periodicals Act, 2023; Information Technology Act, 2000; Digital Personal Data Protection Act, 2023.

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## MPUMJMC403 (A): Scriptwriting and Documentary Production

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC403 (A) | **Semester** | IV |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective IV (choose any one of MPUMJMC403 (A), MPUMJMC403 (B), MPUMJMC403 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the elements and forms of scriptwriting for different media.
- Develop characters, scenes and structure for screenplays.
- Describe the documentary form, its features and its role in social change.
- Plan and script a short documentary.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Introduction to Scriptwriting**<br>Script: meaning and definition; essential elements of scriptwriting; types of scriptwriting: feature film, non-fiction, serial and promotional scripts; single-column and double-column scripts. | 15 |
| **Unit 2** | **Craft of Screenplay**<br>Importance of research in scriptwriting; character creation and development; writing a scene; understanding the three-act and five-act structures. | 15 |
| **Unit 3** | **Scriptwriting and Documentary**<br>Need and importance of scriptwriting in media programmes; documentary: meaning and definition; importance and utility of documentary; features and qualities of documentary. | 15 |
| **Unit 4** | **Documentary Production**<br>Process of making a documentary; documentary as a medium of mass communication; role of documentary in social change; documentary: subjects and possibilities; ethics and funding. | 15 |

### Suggested Readings / Reference Books


1. Egri, L., The Art of Dramatic Writing, Simon & Schuster, 1946.
2. Seger, L., Making a Good Script Great, Samuel French, 1987.
3. Barnouw, E., Documentary: A History of the Non-Fiction Film (2nd rev. ed.), Oxford University Press, 1993.
4. McKee, R., Story: Substance, Structure, Style and the Principles of Screenwriting, ReganBooks, 1997.
5. Manohar Shyam Joshi, Patkatha Lekhan: Ek Parichay, Rajkamal Prakashan, 2000.
6. Field, S., Screenplay: The Foundations of Screenwriting (rev. ed.), Delta, 2005.
7. Truby, J., The Anatomy of Story: 22 Steps to Becoming a Master Storyteller, Faber and Faber, 2007.
8. Aufderheide, P., Documentary Film: A Very Short Introduction, Oxford University Press, 2007.
9. Trottier, D., The Screenwriter's Bible (6th ed.), Silman-James Press, 2014.

10. Nichols, B., Introduction to Documentary (3rd ed.), Indiana University Press, 2017.
11. Rabiger, M. & Hurbis-Cherrier, M., Directing the Documentary (7th ed.), Routledge, 2020.

## MPUMJMC403 (B): Rural Communication

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC403 (B) | **Semester** | IV |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective IV (choose any one of MPUMJMC403 (A), MPUMJMC403 (B), MPUMJMC403 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Explain the fundamentals of rural communication and its role in rural development.
- Describe local communication systems, haats, social gatherings and the role of opinion leaders.
- Use traditional media and government agencies for rural communication.
- Conduct rural surveys and report on agriculture and rural issues, with reference to Uttar Pradesh.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Rural Development and Journalism**<br>Development: development programmes and their implementation; rural journalism: problems and prospects; interpersonal and group communication; opinion leaders. | 15 |
| **Unit 2** | **Media and Rural Society**<br>Role of mass media in rural areas; local communication systems in rural areas; haat bazaars, social ceremonies, barter and reciprocity. | 15 |
| **Unit 3** | **Traditional Media for Rural Communication**<br>Traditional systems of communication; (forms of folk media are studied in Traditional and Folk Media); participation; use of traditional media for rural communication; government agencies and traditional media. | 15 |
| **Unit 4** | **Rural Survey, Agriculture and Uttar Pradesh**<br>Methods of rural survey; agricultural communication and rural press; impact of mass media on rural audiences; feedback; rural communication problems and prospects with special reference to Uttar Pradesh. | 15 |

### Suggested Readings / Reference Books


1. Dube, S.C., Indian Village, Routledge & Kegan Paul, 1955.
2. Schultz, T.W., Transforming Traditional Agriculture, Yale University Press, 1964.
3. Desai, A.R., Rural Sociology in India, Popular Prakashan, 1969.
4. Rogers, E.M. & Shoemaker, F.F., Communication of Innovations: A Cross-Cultural Approach, Free Press, 1971.
5. Srinivas, M.N., The Remembered Village, Oxford University Press, 1976.
6. Chambers, R., Rural Development: Putting the Last First, Longman, 1983.
7. Sainath, P., Everybody Loves a Good Drought: Stories from India's Poorest Districts, Penguin Books India, 1996.

8. Dahama, O.P. & Bhatnagar, O.P., Education and Communication for Development, Oxford & IBH, 1998.
9. Drèze, J. & Sen, A., India: Development and Participation (2nd ed.), Oxford University Press, 2002.
10. Nirmala Singh & Rishi Gautam, Gramin Samaj aur Sanchar: Badalte Aayam, Rigi Prakashan, 2003.
11. Rath, G.C. (ed.), Tribal Development in India: The Contemporary Debate, SAGE Publications, 2006.
12. Singh, K., Rural Development: Principles, Policies and Management (4th ed.), SAGE Publications, 2015.

## MPUMJMC403 (C): Sports Journalism

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC403 (C) | **Semester** | IV |
| **Course Type** | Elective Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

*Elective IV (choose any one of MPUMJMC403 (A), MPUMJMC403 (B), MPUMJMC403 (C))*

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Analyse sport as a cultural, social and economic phenomenon, including major national and international events.
- Trace the history and development of sports journalism in India.
- Report, write, edit and present sports news with appropriate language and visuals.
- Evaluate the economics, gender dimensions and policy aspects of sport in India.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Sport: A Holistic Analysis**<br>Sport and its significance; sport as part of culture; types of sports; important national and international sporting competitions. | 15 |
| **Unit 2** | **Sports Journalism: Theory and Practice**<br>Theory and practice of sports journalism; history and development of Hindi sports journalism in India; present status of sports in India. | 15 |
| **Unit 3** | **Practical Sports Journalism**<br>Sources of sports news; qualities of a sports reporter; challenges of reporting; language of sports news; headlining and editing; use of visuals in sports reporting. | 15 |
| **Unit 4** | **Sports in Multimedia and Policy**<br>Sports journalism in print media; radio and sports; television and sports; new media and sports journalism; global sports scenario; economics of sport; women's sports journalism in India; sports journalism in India: an evaluation; sports policy of the Government of India. | 15 |

### Suggested Readings / Reference Books


1. Guttmann, A., From Ritual to Record: The Nature of Modern Sports, Columbia University Press, 1978.
2. Wenner, L.A. (ed.), MediaSport, Routledge, 1998.
3. Guha, R., A Corner of a Foreign Field: The Indian History of a British Sport, Picador India, 2002.
4. Majumdar, B., Twenty-Two Yards to Freedom: A Social History of Indian Cricket, Penguin Books India, 2004.
5. Rowe, D., Sport, Culture and the Media: The Unruly Trinity (2nd ed.), Open University Press, 2004.
6. Boyle, R., Sports Journalism: Context and Issues, SAGE Publications, 2006.
7. Padampati Sharma, Khel Patrakarita, Prabhat Prakashan, 2009.
8. Hutchins, B. & Rowe, D., Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport, Routledge, 2012.
9. Majumdar, B. & Mehta, N., Olympics: The India Story, HarperCollins India, 2012.

10. Steen, R., Sports Journalism: A Multimedia Primer (2nd ed.), Routledge, 2014.
11. Sen, R., Nation at Play: A History of Sport in India, Columbia University Press, 2015.
12. Anil Kumar Upadhyay & Prabha Shankar Mishra, Khel Patrakarita, Bharti Prakashan, 2018.

## MPUMJMC404: Film Studies

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC404 | **Semester** | IV |
| **Course Type** | Core Theory | **Credits (T+P) / Hours** | 4 (4+0) credits / 4 hours per week (60 hours per semester) |
| **Max. Marks** | 100 (CIA 25 + ESE 75) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Trace the history of world and Indian cinema and its major movements.
- Understand film journalism, criticism and the film industry.
- Analyse the key components of a film: direction, music, screenplay, acting and design.
- Explain the stages and roles in film production.

### Course Content

| Unit | Topic and Content | Hours |
|---|---|---|
| **Unit 1** | **Film as a Mass Medium**<br>Brief history of world cinema; beginning and development of cinema in India: silent era, the talkie era, golden age; Hindi cinema after independence; parallel or art cinema; regional cinema. | 15 |
| **Unit 2** | **Film Journalism**<br>Definition of film journalism; types of films; organisations related to films in India (CBFC, NFDC, FFI, Film Division); features of film journalism, reporting, qualifications required of a film journalist, film criticism. | 15 |
| **Unit 3** | **Components of Film**<br>Film direction, lyrics, music, costume, acting, artists, screenplay, cinematography and editing. | 15 |
| **Unit 4** | **Film Production**<br>Film production and role of the producer; shooting arrangements; pre-production unit; outdoor shooting; special shooting; distribution, exhibition and film festivals. | 15 |

### Suggested Readings / Reference Books


1. Bazin, A., What Is Cinema? (trans. Hugh Gray), University of California Press, 1967.
2. Ray, S., Our Films, Their Films, Orient Longman, 1976.
3. Rajadhyaksha, A. & Willemen, P., Encyclopaedia of Indian Cinema, British Film Institute/Oxford University Press, 1994.
4. Prasad, M.M., Ideology of the Hindi Film: A Historical Construction, Oxford University Press, 1998.
5. Vasudevan, R.S., Making Meaning in Indian Cinema, Oxford University Press, 2000.
6. Gokulsing, K.M. & Dissanayake, W., Indian Popular Cinema: A Narrative of Cultural Change (2nd ed.), Trentham Books, 2004.
7. Monaco, J., How to Read a Film: Movies, Media, and Beyond (4th ed.), Oxford University Press, 2009.
8. Ganti, T., Bollywood: A Guidebook to Popular Hindi Cinema (2nd ed.), Routledge, 2013.
9. Hayward, S., Cinema Studies: The Key Concepts (4th ed.), Routledge, 2013.
10. Jai Singh (comp. & ed.), Bharatiya Cinema ka Safarnama, Publications Division, Ministry of I&B, 2013.
11. Ajay Brahmatmaj, Talkies-Cinema ka Safar (Parts 1 and 2), Rajkamal Prakashan, 2016.

12. Bordwell, D., Thompson, K. & Smith, J., Film Art: An Introduction (13th ed.), McGraw-Hill, 2024.

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## MPUMJMC405: Dissertation

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|---|---|---|---|
| **Paper Code** | MPUMJMC405 | **Semester** | IV |
| **Course Type** | Dissertation | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (Dissertation 70 + Viva 30) | **Min. Passing Marks** | 40% (40 marks) |

### Course Learning Outcomes (CLOs)

*On successful completion of this course, students will be able to:*

- Identify a researchable topic and conduct a review of literature.
- Collect, analyse and interpret data (field work, survey or content analysis).
- Write and present a research report following ethical and citation standards.

Each student will carry out a research study on a topic related to communication, mass communication, new media, public relations or advertising under the guidance of a faculty supervisor. The study should involve fieldwork, survey, collection of data and analysis, and be submitted as a dissertation of 8,000-12,000 words, with a plagiarism similarity report as per UGC/University norms.

**Evaluation (100 marks): dissertation 70 marks (evaluated by supervisor and an external examiner); viva voce 30 marks.**

### MPUMJMC406: Practical, Project and Viva Voce (New Media and Research Methods)

| | | | |
|---|---|---|---|
| **Paper Code** | MPUMJMC406 | **Semester** | IV |
| **Course Type** | Practical | **Credits (T+P) / Hours** | 4 (0+4) credits / 8 hours per week (120 hours per semester) |
| **Max. Marks** | 100 (Internal 50 + Practical/Viva 50) | **Min. Passing Marks** | 40% (40 marks) |

**Course Learning Outcomes (CLOs)**

*On successful completion of this course, students will be able to:*

- Create and publish multimedia content for web and social platforms.
- Design and conduct a small-scale research exercise with appropriate tools.
- Use analytics and verification tools in digital journalism.
- Complete a supervised new media or research-method project.

**Practical Component**

- New media: creating a blog/news website; web news writing; social media campaign; podcast/video story; e-paper/e-magazine design; web-analytics report of a news site.
- Research methods: preparing a questionnaire; conducting a small survey; content analysis of a newspaper or channel; coding, tabulation and presentation of data.
- Any other assignment given by the examiner at the time of examination.

**Project:** A new media or research-method project allotted by the teacher.

Evaluation: Continuous internal assessment of practical records, assignments and project (50 marks) and end-semester practical examination with viva voce (50 marks).

## 9. Notes

- The 'Min. Passing Marks' and eligibility conditions shown in this document follow the general University norms and may be adjusted according to the ordinances of Maa Pateswari University, Balrampur.
- Reference books may be updated every year by the Board of Studies; teachers are encouraged to supplement them with recent journals, reports and online resources.
- Laws, policies and technologies mentioned in the syllabus should be taught in their latest amended form.