

# **School of Journalism & Mass Communication**

**PROGRAM STRUCTURE  
ACADEMIC YEAR: 2025-2026**

**M.A. (Journalism & Mass Communication)**



## **JIGYASA UNIVERSITY**

**Formerly Himgiri Zee University, Dehradun  
(Estd. Under Uttaranchal State Act.No.17, 2003.Approved by UGC Under Sec.2(f))  
Post Office Selaqui, Chakrata Road, Dehradun, Uttarakhand, 248011**

**Program Structure & Assessment Scheme of**  
**Masters in**  
**Journalism & Mass Communication**  
**(MA-JMC)**  
**(Program Code: MJM)**  
**[Applicable w.e.f. Academic Year 2025-26]**



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## **Vision of University**

We provide the environment to ignite, nurture, and unleash your potential and talent.

## **Mission Statement**

1. Progressive educational proficiencies that stimulate holistic development.
2. Enhancing experiential learning through endorsing an inclusive mindset.
3. Advancing research, nurturing innovations, and catalyzing entrepreneurship.
4. Cultivation of leadership qualities with a strong sense of values and ethics.

## **Vision of School of Journalism & Mass Communication (SJMC)**

### *Nurturing industry ready media professionals*

Our School of Journalism and Mass Communication envisions a vibrant and transformative learning environment that nurtures innovation, ethical reporting, and a global outlook. We are dedicated to developing a community of forward-thinking journalists and communicators who excel in critical thinking, collaboration, and adaptability. Through cutting-edge education, industry engagement, and a relentless pursuit of excellence, we aim to shape individuals who not only thrive in the dynamic media landscape but also contribute positively to society, promoting informed discourse and fostering a more just and equitable world.

## **Mission Statements of SJMC**

### **M1. Fostering Excellence:**

To provide a world-class education that equips students with the knowledge, skills, and mindset needed to excel in the dynamic field of journalism and mass communication.

### **M2. Cultivating Innovation:**

To empower students to embrace change, leverage emerging technologies, and contribute meaningfully to the media and communication industries by providing a vibrant and industry-collaborative learning environment.

### **M3. Building a Community of Leaders:**

To build a diverse and inclusive community of future leaders who are not only well-versed in journalism and mass communication but also committed to making a positive impact on society.

## About the Program

The MA in Journalism & Mass Communication is a comprehensive graduate program designed to provide students with a deep understanding of the principles, practices, and ethical considerations essential to the field of media and communication. This program aims to develop skilled professionals capable of navigating and shaping the dynamic landscape of journalism and mass communication in the digital age. SJMC, JU, Dehradun offers a two-years full-time Master of Journalism & Mass Communication (MA-JMC) degree program.

### PEO's - Program Educational Objectives (MA-JMC)

**PEO-1** To enable the students to understand the concept, scope and significance of mass communication and its techniques.

**PEO-2** To familiarize and train the students with media techniques by affording them an exposure to contemporary media skills

**PEO-3** To equip graduates with professional ethics, leadership with team spirit and provide a general perspective on lifelong learning opportunities for a career in the media industry and communication world.

**PEO-4** Students are provided with the education which encourages them to do research, critical thinking, understanding social responsibility & ethics related to media industry

**PEO-5** To enhance the ability of learners and to develop the insights to serve the society and the nation by applying acquired professional knowledge.

**PEO-6** To develop advanced analytical, interpretative, and problem-solving skills required for addressing complex issues in journalism, media, and communication research.

**PEO-7** To prepare students for leadership, managerial, and decision-making roles in media organizations, academic institutions, and communication-driven industries.

**PEO-8** To encourage innovation, entrepreneurship, and global competence, enabling graduates to adapt to emerging media technologies, international media environments, and independent professional practices.

### PO's - Program Outcomes (MA-JMC)

PO	Outcome	BT Level
PO1	<b>Demonstrate</b> theoretical and empirical knowledge underpinning the construction, implementation and interpretation of communication theories and practical understanding of various aspects of mass communication.	BL-2
PO2	<b>Illustrate</b> skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and mass communication.	BL-2
PO3	Work with a sense and feeling of team spirit while working in different media domains. <b>Relate</b> developmental concerns in a well-managed team structure.	BL-2
PO4	<b>Develop</b> a range of leadership skills and exhibit imitativeness while working in collaboration and the ability to work with self-awareness of strengths and limitations.	BL-3
PO5	<b>Analyze</b> critically, independently and creatively identify and formulate cases, issues, solutions related to journalism and mass Communication.	BL-4
PO6	<b>Apply</b> ethical principles, professional values, and social responsibility in media practices while addressing contemporary societal and cultural issues.	BL-2
PO7	<b>Use</b> modern media tools, digital platforms, and emerging communication technologies effectively for content creation, production, and dissemination.	BL-3

<b>PO8</b>	<b>Demonstrate</b> entrepreneurial ability, lifelong learning orientation, and adaptability to pursue higher education, research, or professional careers in the evolving media industry.	<b>BL-4</b>
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**Mapping of PEOs & POs in MA-JMC  
Matrix**

<b>PO → PEO ↓</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>P04</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>PEO 1</b>	3		3		3		3	1
<b>PEO 2</b>	2	1	2	3	2	1	2	2
<b>PEO 3</b>	2	2	3		2	2	3	
<b>PEO 4</b>	3	3		3	3	3		2
<b>PEO 5</b>	3				3			3
<b>PEO 6</b>	2	1	2	3	2	1	2	2
<b>PEO 7</b>	2	2	3		2	2	3	
<b>PEO 8</b>	3	3		3	3	3		2

## Program Structure

### MA-Journalism & Mass Communication (MA-JMC)

S. No.	Course Code	Course Name	Category	Numbers of Hours/Week			C
			Core / Elective / Others	L	T	P	
<b>SEMESTER I</b>							
1	MJM C101	Cultural & Political Studies	Core	4	0	0	4
2	MJM C102	Foundation of Journalism & Mass Communication	Core	4	0	0	4
3	MJM C103	Print Media	Core	3	0	2	4
4	MJM C104	Digital Media & Web Journalism	Core	2	0	4	4
5	MJM S105	Digital Photography	SEC	1	0	4	3
6	JIU A101	Social Engineering-I	AC	0	0	0	0
7	JIU S101	Soft Skills Enhancement- I	AC	0	0	0	0
<b>Total</b>				<b>14</b>	<b>0</b>	<b>10/02</b>	<b>19</b>
<b>SEMESTER II</b>							
1	MJM C106	Legal & Ethical Aspects of Media	Core	4	0	0	4
2	MJM C107	News Reporting Practices	Core	3	0	2	4
3	MJM C108	AI in Journalism	Core	3	0	2	4
4		Elective-I	ELE	2	0	2	3
5		Elective-II	ELE	2	0	2	3
6	MJM P001	Experiential Learning-I	Project	0	0	0	2
7	JIU A102	Social Engineering-II	AC	0	0	0	0
8	JIU S102	Soft Skills Enhancement- II	AC	0	0	0	0
9	SJM V001	Radio Production	VAC	2	0	0	2
<b>Total</b>				<b>16</b>	<b>0</b>	<b>08/02</b>	<b>22</b>
<b>Cumulative Total</b>				<b>30</b>	<b>0</b>	<b>18/02</b>	<b>41</b>
<b>SEMESTER III</b>							
1	MJM C201	Advertising & Public Relation	Core	3	0	2	4
2	MJM C202	Media Research	Core	4	0	0	4
3	MJM C203	Contemporary Issues in Media	Core	4	0	0	4
4		Elective-III	ELE	2	0	2	3
5		Elective-IV	ELE	2	0	2	3
6	MJM P002	Experiential Learning-II	Project	0	0	0	2
7	JIU A201	Social Engineering-III	AC	0	0	0	0
8	SJM V002	New Media Production	VAC	2	0	0	2
<b>Total</b>				<b>17</b>	<b>0</b>	<b>06/02</b>	<b>22</b>
<b>Cumulative Total</b>				<b>47</b>	<b>0</b>	<b>24/02</b>	<b>63</b>
<b>SEMESTER IV</b>							
1*	JIU I001	Internship/ Industrial Practice	IAPC	0	0	40	20
2*	JIU D001	Dissertation		0	0	40	20
<b>Total</b>				<b>0</b>	<b>0</b>	<b>40</b>	<b>20</b>
<b>Grand Total</b>				<b>47</b>	<b>0</b>	<b>64/02</b>	<b>83</b>
L – Lecture    T- Tutorial    P- Practical    C-Credits							

1L = 1Hr.	1T= 1 Hr.	2P=1 Hr.	1C = 1 Hr. of Theory/Tutorial Paper per week = 2 Hrs. of Practical per week
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\*Note: Students will have to choose between Internship and Dissertation

\*\* Note: Experiential Learning I and II, each carrying 2 credits, are offered in the second and third semesters respectively

**Constitution of Courses in MA-JMC Program  
Matrix**

Course Category Name	Course Category Code	Number of Courses	Total Course Credits	% of Total Credits (80)
Core Course	CORE	10	40	48.19%
Elective Courses	ELE	4	12	14.45%
Skill Enhancement Courses	SEC	1	3	3.61%
Capstone Project	CAP	3	24	28.91%
Value Added Courses	VAC	2	4	4.81%
Audit Courses*	AC	5	0 (Q/NQ)	0
Massive Open Online Course	MOOC	-	-	-
TOTAL		25	83	100 %

*\*Value Added Courses (VAC) are offered in addition to the mentioned courses in the MA JMC Program structure and students are encouraged to opt for a 30 -30-hour certification course. All the VACs are ACs. Two VACs are recommended during the program.*

**Elective Specialization Courses (ELE): List**

SJM E001	OTT Business Models & Content Strategy	SJM E006	Digital Marketing
SJM E002	Multimedia Production	SJM E007	Digital Media Ethics and Law
SJM E003	News Writing for Web	SJM E008	Mobile Journalism
SJM E004	Crisis Communication	SJM E009	Digital Content Creation & Uploading
SJM E005	New Communication Technology	SJM E010	Podcast & Storytelling
SJM E011	Television Journalism	SJM E016	Documentary Film Production
SJM E012	Scripting for TV News Media	SJM E017	Data Visualization & Infographics
SJM E013	News Reading and Anchoring	SJM E018	AI and Journalism
SJM E014	Camera Techniques	SJM E019	Film Appreciation
SJM E015	Audio-Visual Post Production	SJM E020	Creative Writing

### Skill Enhancement Courses (SEC): List

MJM S 105	Digital Photography
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### Capstone Project (CAP): List

JIU I001	Internship
MJM P002	Experiential Learning-I
MJM P002	Experiential Learning-II

### Value Added Courses (VAC) / Audit Course (AUD): List

SJM V001	Radio Production	SJM V002	New Media Production
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### PROGRAM ARTICULATION MATRIX (PEO – All Courses)

Program Educational Objectives →	P E O 1	P E O 2	P E O 3	P E O 4	P E O 5	P E O 6	P E O 7	P E O 8
Course Name ↓								
Cultural & Political Studies	1		2	2	1		2	
Introduction to Journalism & Mass Communication	3	3		2	3	3		3
Print Media	1	1	2		1	1	2	2
Digital Media & Web Journalism	1	2			1	2		1
Digital Photography		2				2		2
Social Engineering-I	2		1	1	2		1	
Soft Skills Enhancement- I	1		2	2	1		2	
Legal & Ethical Aspects of Media	3	3		2	3	3		3
News Reporting Practices	1	1	2		1	1	2	2
Elective-I	3	3		2	3	3		3
Elective-II	1	1	2		1	1	2	2
Elective-III	1	2			1	2		1
Experiential Learning-I	3	3		2	3	3		3
Social Engineering-II	3	3		2	3	3		3
Soft Skills Enhancement- II	1	1	2		1	1	2	2
Radio Production	1	2			1	2		1
Advertising & Public Relation	3	3		2	3	3		3
Media Research	1	1	2		1	1	2	2
Elective-IV	1	2			1	2		1
Elective-V	3	3		2	3	3		3
Elective-VI	1	1	2		1	1	2	2
Experiential Learning-II	1	2			1	2		1
Social Engineering-III	3	3		2	3	3		3
New Media Production	1	1	2		1	1	2	2
Internship/ Industrial Practice	3	3		2	3	3		3
Dissertation	1	1	2		1	1	2	2

(PO – All Courses)

Program Outcomes → Course Name ↓	P O1	P O 2	P O 3	P O 4	PO5	PO6	PO7	PO8
Cultural & Political Studies	1		2	2	1		2	
Introduction to Journalism & Mass Communication	3	3		2	3	3		3
Print Media	1	1	2		1	1	2	2
Digital Media & Web Journalism	1	2			1	2		1
Digital Photography		2				2		2
Social Engineering-I	2		1	1	2		1	
Soft Skills Enhancement- I	1		2	2	1		2	
Legal & Ethical Aspects of Media	3	3		2	3	3		3
News Reporting Practices	1	1	2		1	1	2	2
Elective-I	1		2	2	1		2	
Elective-II	3	3		2	3	3		3
Elective-III	1	1	2		1	1	2	2
Experiential Learning-I	1	2			1	2		1
Social Engineering-II		2				2		2
Soft Skills Enhancement- II	2		1	1	2		1	
Radio Production	1		2	2	1		2	
Advertising & Public Relation	3	3		2	3	3		3
Media Research	1	1	2		1	1	2	2
Elective-IV	3	3		2	3	3		3
Elective-V	1	1	2		1	1	2	2
Elective-VI	1	2			1	2		1
Experiential Learning-II	3	3		2	3	3		3
Social Engineering-III	3	3		2	3	3		3
New Media Production	1	1	2		1	1	2	2
Internship/ Industrial Practice	1	2			1	2		1
Dissertation	3	3		2	3	3		3

### Course: Digital Media & Web Journalism

<b>Program</b>	Master of Journalism & Mass Communication (MAJMC)	<b>Semester</b>				I
<b>Course Name</b>	Digital Media & Web Journalism	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C104	2	0	4	4	CORE

**Course Objectives:**

**This course ensures that the students understand how to:**

COB1	Understand the history and evolution of digital media and web journalism.
COB2	Analyze the role of social media in contemporary journalism.
COB3	Gain proficiency in using industry-standard software and tools.
COB4	Create and manage interactive media projects.
COB5	Develop a professional online presence.

**Course Outcomes:**

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Demonstrate an understanding of narrative techniques and principles of storytelling in digital formats.	L2
CO2	Integrate various multimedia elements (text, audio, video, graphics) to produce cohesive and engaging content.	L2
CO3	Record, edit, and produce high-quality audio content for different media platforms.	L2 & L3
CO4	Understand the principles of cinematography, including composition, lighting, and editing.	L1 & L3
CO5	Design and develop interactive media projects, such as websites and mobile applications, that engage users.	L4

**Syllabus:**

<b>Unit-1</b>	<b>Introduction to New Media</b>	<b>Contact Hours: 10</b>
History and evolution of digital journalism, Digital Storytelling, Multimedia Content Creation, Audio Production, Video Production, Interactive Media.		
<b>Unit-2</b>	<b>Media Content</b>	<b>Contact Hours: 10</b>
Mobile Media Production, Virtual and Augmented Reality, Immersive Journalism, The role of social media in news distribution, Using social media for professional development.		
<b>Unit-3</b>	<b>Writing for Visual Media</b>	<b>Contact Hours: 10</b>
Preparing to Think Visually, Breaking Down the Elements of a Story, Finalizing the Script: Maintaining an Audience's Trust, Turning Your Story into a Script.		
<b>Unit-4</b>	<b>Data Journalism &amp; Ethics</b>	<b>Contact Hours: 10</b>
Introduction to data journalism, Tools for data analysis and visualization, Ethical issues in online journalism, Copyright, privacy, and defamation in the digital age.		
<b>Unit-5</b>	<b>Trends and Innovations in Web Journalism</b>	<b>Contact Hours: 8</b>
AI in journalism (automated writing, AI anchors), Interactive and immersive storytelling, Rise of independent digital media & subscriber-supported journalism		

### Suggestive Readings:

#### Text Books:

1. Janet Jones & Lee Salter (2012), "Digital Journalism: Making News, Breaking News", SAGE Publications.

#### Reference Books:

1. Paul Bradshaw, (2020), "Online Journalism: The Essential Guide", Routledge (Taylor & Francis Group)
2. Adrian Athique, (2013), "Digital Media and Society: An Introduction", Polity Press.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels

Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

### Course: Digital Photography

<b>Program</b>	Masters of Journalism & Mass Communication <b>(MAJMC)</b>	<b>Semester</b>				I
<b>Course Name</b>	Digital Photography	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM S 105	1	0	4	3	SEC

#### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Learn the basic principles of video production, including pre-production, production, and post-production processes.
COb2	Gain proficiency in using video production equipment such as cameras, lighting, and audio recording devices.
COb3	Master the planning stages of video production, including budgeting, scheduling, location scouting, and securing permits.
COb4	Learn how to conceptualize and develop ideas into a visual story.
COb5	Encourage creativity and innovation in video production projects.

#### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	<b>Demonstrate</b> the ability to operate various video production equipment, including cameras, lighting, and audio recording devices.	L2
CO2	<b>Create</b> comprehensive pre-production plans, including storyboards, shot lists, scripts, budgets, and schedules.	L2
CO3	<b>Exhibit</b> advanced skills in camera operation, including shot composition, framing, and camera movement to enhance visual storytelling	L2 & L3
CO4	<b>Apply</b> proper lighting techniques to create desired visual effects and moods.	L1 & L3
CO5	<b>Edit</b> video footage using industry-standard software, incorporating techniques such as cutting, transitions, color correction, and sound design.	L4

#### Syllabus:

<b>Unit-1</b>	<b>Introduction to Digital Photography</b>	<b>Contact Hours: 8</b>
Overview of digital photography and its advantages; Understanding the components of a digital camera; Camera settings and controls Exposure: aperture, shutter speed, and ISO White balance and color temperature; File formats: RAW vs. JPEG; Introduction to composition and framing; Basic editing and post-processing techniques		
<b>Unit-2</b>	<b>Mastering Camera Techniques</b>	<b>Contact Hours: 7</b>
Advanced exposure techniques: bracketing, exposure compensation; Understanding depth of field and focusing techniques; Using different lenses and focal lengths; Capturing motion: freezing and blurring; Understanding and utilizing natural and artificial lighting; Exploring different shooting modes: manual, aperture priority, shutter priority; Composition techniques: rule of thirds, leading lines, symmetry, etc.; Portrait photography: posing, lighting, and capturing expressions		
<b>Unit-3</b>	<b>Digital Image Editing and Enhancement</b>	<b>Contact Hours: 7</b>

Introduction to photo editing software (e.g., Adobe Photoshop, Lightroom); Understanding image formats and color spaces; Basic editing techniques: cropping, resizing, and retouching, Adjusting exposure, contrast, and color balance, Applying filters and creative effects; Retouching portraits: skin smoothing, blemish removal; Using layers and masks for advanced editing; Workflow management and organizing digital files.

<b>Unit-4</b>	<b>Specialized Techniques and Genres</b>	<b>Contact Hours: 7</b>
Landscape photography: capturing nature and scenic views; Macro photography: capturing small subjects in detail; High-speed photography: freezing fast-moving subjects HDR (High Dynamic Range) photography; Night photography: long exposures and light painting; Street photography: capturing candid moments in urban environments; Architectural photography: capturing buildings and structures; Product and still-life photography		
<b>Unit-5</b>	<b>Ethical and Legal Considerations in Photography</b>	<b>Contact Hours: 7</b>
Copyrights, fair use, model and property releases, Plagiarism, image manipulation ethics, Privacy and consent in public and private spaces, Defamation and Misrepresentation, Digital Watermarking and Metadata Protection		

### Suggestive Readings:

Text Books:

1. Henry Horenstein, "Digital Photography: A Basic Manual", Little, Brown and Company 2011
2. Scott Kelby, "The Digital Photography Book (Series, Vol. 1)", Peachpit Press 2020.

Reference Book

1. Michael Freeman, "The Photographer's Eye: Composition and Design for Better Digital Photos", Focal Press / Routledge 2007.
2. Tom Ang, "Digital Photography: An Introduction", DK Publishing 2020

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	<input checked="" type="checkbox"/>	1hr	10			Traditional	Levels 3 to 5
Quiz Test	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 1 to 5

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5

Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

**1 = Low, 2 = Moderate, 3 = High contribution.**

## Course: Foundation of Journalism and Mass Communication

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				I
<b>Course Name</b>	Foundations of Journalism and Mass Communication	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 102	4	0	0	4	CORE

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Define and explain the fundamental concepts and definitions of mass communication & Journalism.
COb2	Identify the relationship between mass media and various aspects of society, including culture, politics, and economics.
COb3	Examine and discuss the issues related to media accuracy, privacy, and freedom of the press.
COb4	Analyze the practical facets of journalism, including news writing, reporting techniques, and the nuances of investigative journalism, preparing students for real-world scenarios and challenges.
COb5	Evaluate the ethical principles integral to journalism, including objectivity, fairness, accuracy, and responsible reporting, ensuring the cultivation of professional integrity and credibility.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
<b>CO1</b>	<b>Identify</b> and <b>define</b> the terminology, variables, and fundamental concepts within the field of journalism and mass communication.	<b>L1</b>
<b>CO2</b>	<b>Understand</b> the significance and applicability of different communication types, concepts, and theories within contemporary media organizations and society.	<b>L2</b>
<b>CO3</b>	<b>Explain</b> diverse communication tools, strategies, and media platforms to effectively address and resolve media-related issues and challenges.	<b>L2</b>
<b>CO4</b>	<b>Apply</b> various communication tools and techniques, discerning how they reflect individual, organizational, and societal values within diverse technical, economic, historical, and social contexts.	<b>L3</b>
<b>CO5</b>	<b>Apply</b> knowledge and skills to design innovative processes, practices, and models aimed at enhancing both individual and organizational communication effectiveness, utilizing modern techniques and methodologies.	<b>L3</b>

### Syllabus:

<b>Unit-1</b>	<b>Introduction to Journalism</b>	<b>Contact Hours: 9</b>
Definition, nature, and scope of journalism, Principles of Journalism, Role of media in democracy, Ethical aspects of media, Media as fourth pillar of society, Media and Social Responsibility, qualities and skills of a good journalist, Overview of print, broadcast, digital, and mobile journalism.		
<b>Unit-2</b>	<b>Basics of News</b>	<b>Contact Hours: 10</b>
Definition and characteristics of news, parts of news, Types of news, ABC of news writing, 5W 1H of news; Inverted pyramid Structure of news story: Need and usefulness; News value: criteria for judging news value, News sources, Principles of news writing, Interviewing and tips for conducting the interview.		

<b>Unit-3</b>	<b>Introduction to Mass Communication</b>	<b>Contact Hours: 10</b>
The concept and definition of communication, Nature and process and elements of communication, Functions of communication, Types of Communication, Media of Communication - oral media, written media, mass media, non-verbal media; Mass communication: Concept and process; characteristics and elements of mass communication, Functions of Mass communication, Media of mass communication; Communication Barriers, Strategies to overcome communication barriers.		
<b>Unit-4</b>	<b>Media Culture</b>	<b>Contact Hours: 10</b>
Concept of Culture, Characteristics of culture, Impact of media on culture, Media culture, popular culture, Media content, market – driven media content – effects & infotainment, Audience and characteristics of audiences, Mass Communication and its Socio-Cultural Effects, culture integration and culture pollution, Yellow journalism, Gatekeeping, Impact of technology on communication.		
<b>Unit-5</b>	<b>Emerging trends in Mass Communication</b>	<b>Contact Hours: 9</b>
Rise of Social Media as a communication and News Platform, Communication in social media, LinkedIn for professionals communication and Networking, podcasts as an alternate platform, Digital storytelling, Right to Information; Use of AI tools for content creation, Rise of misinformation and deep fakes.		

### Suggestive Readings:

#### Textbooks:

1. Keval J. Kumar (2020), Mass Communication in India, 5<sup>th</sup> Eds, Jaico.
2. Vir Bala Aggarwal and V. S. Gupta (2001), Handbook of Journalism and Mass Communication, Concept Publishing.
3. Ashish Sharma (2018), Introduction to Mass Communication: Model and Theories, Evincepub Publishing.

#### References:

1. Peyton Paxson (2010), Mass Communications and Media Studies: An Introduction, Continuum Publications.
2. Denis McQuail, (2010). Mass Communication Theory, 6th Eds, Sage Publication.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	<input checked="" type="checkbox"/>	1hr	10			Traditional	Levels 3 to 5
Quiz Test	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 1 to 5

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5

Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

### Course: Cultural and Political Studies

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				I
<b>Course Name</b>	Cultural and Political Studies	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C101	4	0	0	4	CORE

#### Course Objectives:

**This course ensures that the students understand how:**

COb1	<b>Identify</b> the key concepts, theories, and frameworks related to culture, politics, and their interplay within media and society.
COb2	<b>Explain</b> the impact of cultural narratives, ideologies, and political institutions on mass communication and public discourse.
COb3	<b>Apply</b> critical thinking to analyze how media reflects, shapes, and challenges cultural and political structures in contemporary society.
COb4	<b>Analyze</b> the role of media in shaping political opinions, constructing cultural identities, and influencing policy-making processes.
COb5	<b>Evaluate</b> global and local case studies to understand the influence of cultural diversity, media ownership, censorship, and propaganda on journalism and mass communication.

#### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	<b>Identify</b> the key concepts of culture, ideology, hegemony, and identity and explain their relevance in media and society.	L1
CO2	<b>Describe</b> the historical evolution and socio-political contexts that shape cultural practices and political institutions.	L2
CO3	<b>Analyze</b> the impact of media on culture and politics, including how narratives influence public opinion and political discourse.	L4
CO4	<b>Apply</b> cultural and political theories to interpret media content and its implications on social structures and power dynamics.	L3
CO5	<b>Evaluate</b> the relationship between media institutions and political systems, including issues of propaganda, censorship, and media ownership.	L5

**Syllabus:**

<b>Unit-1</b>	<b>Cultural Studies and Theoretical Foundations</b>	<b>Contact Hours: 10</b>
<b>Introduction to Cultural Studies</b> - Definition and Scope, Key Theorists and Texts <b>British Cultural Materialism</b> - Origins and Development, Key Concepts and Applications <b>New Historicism</b> - Historical Context and Emergence, Major Theorists and Their Contributions <b>Multiculturalism and Cultural Studies</b> - Definitions and Debates, Case Studies: African, Latina/o American, European, and Asian Perspectives		
<b>Unit-2</b>	<b>Modern and Postmodern Cultural Dynamics</b>	<b>Contact Hours:10</b>
<b>Postmodernism and Popular Culture</b> - Characteristics of Postmodernism, Analysis of Popular Culture through a Postmodern Lens  <b>Postcolonial Studies</b> - Colonialism and Its Aftermath, Key Theories and Texts in Postcolonial Studies, Case Studies: Resistance and Identity Narratives  <b>Comparative Cultural Analysis</b> - Methodologies for Comparative Studies, Cross-Cultural Examination of Literature, Art, and Media		
<b>Unit-3</b>	<b>Political Dimensions and Global Contexts</b>	<b>Contact Hours: 10</b>
<b>Conflict and Peace Studies</b> - Theories of Conflict and Peace, Case Studies of Conflict Resolution and Peacebuilding  <b>Comparative Politics</b> - Key Concepts and Theories, Comparative Analysis of Political Systems  <b>Political Economy and International Political Economy</b> - Understanding Political Economy, Global Trade, Finance, and Development, Policy Analysis in the Global Context  <b>Environmental Politics</b> - Political Dimensions of Environmental Issues, Global Governance and Sustainability		
<b>Unit 4</b>	<b>Cultural Stereotypes and Interpretation</b>	<b>Contact Hours:10</b>
Analysis of dominant stereotypes in mainstream and digital platforms; narrative construction and resistance, Encoding/decoding theory, fan culture, participatory media, and interpretation across different cultural contexts.		
<b>Unit 5</b>	<b>Cultural Policy and Cultural Homogenization</b>	<b>Contact Hours: 8</b>
State regulation of culture and media, censorship, public broadcasting, cultural funding policies (India and comparative), Global cultural flows, McDonaldization, glocalization, resistance to cultural imperialism.		

**Suggestive Readings:**

## Text Books:

1. Chris Barker (2016 ), Cultural Studies: Theory and Practice, SAGE Publications
2. Neera Chandhoke & Praveen Priyadarshi (2020), Politics: Ideas, Institutions and Issues, Pearson Education India.

## Reference Books:

1. Niraja Gopal Jayal (2011 Culture, Society and Politics in India: Essays for a Changing World, Orient Black Swan Publications.

**Assessment Scheme:**

<b>Component</b>	<b>Adopted for this Course</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date &amp; Time</b>	<b>Venue</b>	<b>Remarks</b>	<b>Levels</b>
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

**Assessment Scheme:**

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

### Course: Print Media

<b>Program</b>	Masters of Journalism & Mass Communication (MAJMC)	<b>Semester</b>				<b>I</b>
<b>Course Name</b>	Print Media	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C103	3	0	2	4	CORE

**Course Objectives:**

**This course ensures that the students understand how to:**

COb1	Understand the history and development of print media.
COb2	Analyze the impact of print media on society and culture.
COb3	Evaluate the role and relevance of print media in the digital age.
COb4	Develop skills in writing, editing, and producing print media content.
COb5	Create News stories, packages and feature reports.

**Course Outcomes:**

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Describe the history and development of print media, identifying key milestones and technological advancements.	L2
CO2	Learn about the role of journalism in society and its importance in a democratic context.	L2
CO3	Critically analyze the impact of print media on society, culture, and politics, using specific examples and case studies.	L2 & L3
CO4	Demonstrate proficiency in journalistic writing and editing, including the ability to craft news articles, features, and editorials.	L1 & L3
CO5	Recognize and apply ethical principles in journalism, identifying and resolving ethical dilemmas in print media.	L4

**Syllabus:**

<b>Unit-1</b>	<b>Introduction to Print Media</b>	<b>Contact Hours: 8</b>
Overview of the course, History of print media, Key milestones in print media development, Printing Techniques and revolution. The Printing Press and Its Impact: Invention of the printing press.		
<b>Unit-2</b>	<b>News Writing</b>	<b>Contact Hours: 10</b>
News values and what makes a story newsworthy, ABC of news writing, inverted pyramid structure, 5w 1h, News article writing, feature writing.		
<b>Unit-3</b>	<b>Newspapers and Journalism</b>	<b>Contact Hours: 10</b>
Evolution of newspapers, Role of journalism in society, Key figures in print journalism, Print media's role in shaping public opinion, Influence on culture and politics.		
<b>Unit-4</b>	<b>Ethics in Print Media</b>	<b>Contact Hours: 10</b>
Ethical issues in journalism and publishing, Case studies: Ethical dilemmas in print media, Codes of ethics for journalists and publishers.		
<b>Unit-5</b>	<b>Print Media in the Digital Age</b>	<b>Contact Hours: 10</b>

**E-papers and E-magazines:** Concept, features, design differences, readership trends, and monetization models, **Data Journalism in Print:** Use of infographics, data visualization, and interactive print storytelling. **Survival Strategies for Print Media:** Subscription models, paywalls, hybrid platforms, content repurposing.

### Suggestive Readings:

Text Books:

1. R. Parthasarathy (2009), Journalism in India: History, Growth, Development, Sterling Publishers Pvt. Ltd.

Reference Books:

1. K.M. Shrivastava (2011), News Reporting and Editing, Sterling Publishers Pvt. Ltd.
2. Keval J. Kumar (2020), Mass Communication in India, Jaico Publishing House

### 3. Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	☑	1hr	30			Traditional	Levels 1 to 3
End Term	☑	3hr	50			Traditional	Levels 2 to 5
Assignment	☑		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	☑	30mins	10			MCQ	Level 1 to 2

### Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

**Course: Legal & Ethical Aspects of Media**

<b>Program</b>	Masters of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				II
<b>Course Name</b>	Legal & Ethical Aspects of Media	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C106	4	0	0	4	CORE

**Course Objectives:**

**This course ensures that the students understand how to:**

COb1	Provide students with a comprehensive understanding of the fundamental principles and legal frameworks governing media operations.
COb2	Develop critical thinking skills by analyzing case studies and legal precedents in media law.
COb3	Educate students on ethical considerations and the importance of maintaining integrity in media practices.
COb4	Enhance students' ability to apply ethical principles and legal knowledge to real-world media situations.
COb5	Prepare students for professional roles in media by equipping them with the knowledge of laws, regulations, and ethical standards.

**Course Outcomes:**

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Demonstrate knowledge of key media laws and regulations affecting journalism and media operations.	L1
CO2	Analyze the impact of historical and contemporary legal cases on media practices.	L1
CO3	Apply ethical principles to evaluate media content and practices.	L2
CO4	Critically assess the role of ethics in media and its influence on public trust and credibility.	L3
CO5	Understand the legal rights and responsibilities of media professionals.	L4

**Syllabus:**

<b>Unit-1</b>	<b>Laws and Society</b>	<b>Contact Hours: 10</b>
<ul style="list-style-type: none"> <li>• Press Laws, Society &amp; Democracy</li> <li>• India's legal system <ul style="list-style-type: none"> <li>Structure and hierarchy of Indian judiciary</li> <li>The various levels of courts</li> </ul> </li> <li>• Brief history of Indian journalism in context of press laws in India</li> <li>• Salient features of the Constitution of India <ul style="list-style-type: none"> <li>Fundamental rights <ul style="list-style-type: none"> <li>Freedom of speech &amp; expression and Press <ul style="list-style-type: none"> <li>Defamation –sections 499,500</li> <li>Contempt of Courts Act 1971</li> </ul> </li> </ul> </li> </ul> </li> </ul> <p>The law and professional standards relating to privacy</p>		
<b>Unit-2</b>	<b>Laws related to media</b>	<b>Contact Hours: 10</b>
<ul style="list-style-type: none"> <li>• Government and independent news media</li> <li>• Major press laws before independence <ul style="list-style-type: none"> <li>Gagging Act</li> <li>Indian Press Act</li> <li>Vernacular Act</li> </ul> </li> <li>• Major press laws after independence <ul style="list-style-type: none"> <li>Right to information</li> <li>Self-Regulation</li> <li>Laws related to Censorship</li> <li>Whistle Blowers Protection Act</li> <li>Information Technology Act</li> </ul> </li> </ul> <p>Some other laws related to media</p>		
<b>Unit-3</b>	<b>Ethics, Responsibility and Laws</b>	<b>Contact Hours: 10</b>
<ul style="list-style-type: none"> <li>• Social responsibility of media in presenting a representative picture of all constituent groups in society <ul style="list-style-type: none"> <li>Obscenity and pornography</li> <li>Violence and brutality</li> </ul> </li> <li>• New roles for journalism and public opinion</li> <li>• Codes of conduct for media practitioners <ul style="list-style-type: none"> <li>Qualities</li> <li>Qualifications</li> </ul> </li> <li>• The notion of professional standards, Ethics in the digital age</li> </ul>		
<b>Unit-4</b>	<b>Media Regulatory Bodies</b>	<b>Contact Hours: 8</b>
<ul style="list-style-type: none"> <li>• Press Council of India <ul style="list-style-type: none"> <li>- Its organisational structure, functions, history and rationale behind its establishment.</li> <li>- Powers—the debate over punitive powers</li> <li>- PCI's intervention in cases of communal rioting and protection of Press freedom.</li> </ul> </li> </ul> <p>News Broadcasting Standards Authority</p>		
<b>Unit-5</b>	<b>Emerging Legal &amp; Ethical Issues in Digital Media</b>	<b>Contact Hours: 10</b>
<p><b>Legal Challenges in the Digital Age</b></p> <ul style="list-style-type: none"> <li>• Cyber defamation, trolling, online harassment</li> <li>• Data privacy, surveillance, and the right to be forgotten</li> <li>• Cyberbullying and media accountability</li> </ul> <p><b>Fake News, Misinformation, and Fact-checking</b></p> <ul style="list-style-type: none"> <li>• Legal consequences of spreading fake news</li> <li>• Tools and platforms for verification</li> <li>• Role of media literacy</li> </ul> <p><b>Ethical Challenges in AI &amp; Journalism</b></p>		

- Algorithmic bias, deepfakes, and synthetic media
- The ethical dilemma of automation in newsrooms

### Suggestive Readings:

#### Text Books:

1. Thakurta Paranjay Guha (2009). Media Ethics, Oxford University Press.
2. Thomson (2006). Ethics in Media Communication, Wadsworth.
3. K.S. Venkateswaran (2014), Mass Media Laws and Regulations in India, Asian Law House

#### Reference Books:

1. B.N. Ahuja (2016), Press Laws and Ethics of Journalism, Surjeet Publications

#### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

#### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	☑	1hr	30			Traditional	Levels 1 to 3
End Term	☑	3hr	50			Traditional	Levels 2 to 5
Assignment	☑		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	☑	30mins	10			MCQ	Level 1 to 2

#### Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

## Course: News Reporting Practices

<b>Program</b>	Master of Journalism & Mass Communication (MAJMC)	<b>Semester</b>				II
<b>Course Name</b>	News Reporting Practices	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 107	3	0	2	4	<b>CORE</b>

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Enable students to understand the core principles of journalism and news reporting.
COb2	Develop the ability to research and gather information for news stories.
COb3	Train students in planning, preparing, and conducting effective journalistic interviews across various formats.
COb4	Apply ethical standards and legal considerations in journalism.
COb5	Develop the ability to create well-structured news stories, packages, and feature reports.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Develop the ability to write clear, concise, and engaging news stories.	L2
CO2	Learn about the role of journalism in society and its importance in a democratic context.	L2
CO3	Record, edit, and produce high-quality audio content for different media platforms.	L2 & L3
CO4	Understand the principles of cinematography, including composition, lighting, and editing.	L1 & L3
CO5	Design and develop interactive media projects, such as websites and mobile applications that engage users.	L4

### Syllabus:

<b>Unit-1</b>	Basics of News	<b>Contact Hours: 10</b>
Definition and concept of news, Characteristics of news, Parts of news, News sources, News values and what makes a story newsworthy, Qualities and skills of a news reporter; Interviewing for News - Purpose and types of interviews, Preparing for an interview: research, framing questions, Interview techniques: listening, probing, follow-ups; Digitalization and news reporting; News Reporting for digital platforms.		
<b>Unit-2</b>	News Writing Basics	<b>Contact Hours: 10</b>
Principles of news writing, News article writing, feature writing; Writing headlines and leads; News Writing and Reporting Techniques; Source cultivation: official, unofficial, anonymous, whistleblowers; Source credibility, cross-verification, and triangulation.		
<b>Unit-3</b>	<b>Multimedia Journalism</b>	<b>Contact Hours: 8</b>

Introduction to multimedia storytelling, News production: News bulletin, feature shows, news packages, panel programs, debates production.		
<b>Unit-4</b>	<b>Beat Reporting</b>	<b>Contact Hours: 12</b>
Reporting & PTC for the various beats: Political, Social, Crime, Sports, Development, Health, Education, Entertainment. Live PTC, Pre-recorded shows.		
<b>Unit-5</b>	<b>Ethical and Legal Considerations in News Reporting</b>	<b>Contact Hours: 8</b>
Ethical and Legal Considerations in News Reporting - Conflicts of interest, sensationalism, paid news, and clickbait; Legal boundaries: defamation, contempt of court, privacy, official secrets act, RTI		

### Suggestive Readings:

#### Textbooks:

1. Carole Rich (2010). News Writing and Reporting. Cengage Publications.
2. Lorenz A.L. and Vivian, J. (2006). News Reporting and Writing. Pearson Publication.

#### Reference Books:

4. Surbhi Dahiya and Shambhu Sahu (2022). Beat Reporting and Editing: Journalism in the Digital Age. Sage Publications.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	<input checked="" type="checkbox"/>	1hr	10			Traditional	Levels 3 to 5
Quiz Test	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 1 to 5

**Assessment Scheme:**

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

## Course: AI in Journalism

<b>Program</b>	Master of Journalism & Mass Communication (MAJMC)	<b>Semester</b>				II
<b>Course Name</b>	AI in Journalism	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 108	3	0	2	4	<b>CORE</b>

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	<b>Identify</b> the fundamental concepts and evolution of Artificial Intelligence (AI) in media and journalism.
COb2	<b>Explain</b> the integration and impact of AI tools in news gathering, reporting, and content production.
COb3	<b>Apply</b> AI-based tools such as natural language processing (NLP), machine learning, and data visualization in journalistic practice.
COb4	<b>Analyze</b> ethical dilemmas, credibility, and authenticity of AI-generated content.
COb5	<b>Evaluate</b> the future prospects, limitations, and transformative role of AI in shaping newsrooms and media industries.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
<b>CO1</b>	Students will be able to <b>define</b> core concepts of Artificial Intelligence and automation in media.	<b>L1</b>
<b>CO2</b>	Students will be able to <b>explain</b> how AI technologies like machine learning and NLP function.	<b>L2</b>
<b>CO3</b>	Students will be able to <b>identify</b> the role of AI tools used in content writing, editing, and curation.	<b>L2</b>
<b>CO4</b>	Students will be able to <b>apply</b> AI tools such as ChatGPT, Jasper, DALL·E for journalistic content.	<b>L3</b>
<b>CO5</b>	Students will be able to <b>demonstrate</b> the creation of AI-generated content (articles, visuals, audio).	<b>L3</b>

### Syllabus:

<b>Unit-1</b>	<b>Introduction to AI and Journalism</b>	<b>Contact Hours: 10</b>
Definition, evolution, and types of AI, Overview of AI in global and Indian journalism, AI vs Automation: Key differences, Examples: GPT, DALL·E, Quillbot, Google BERT, Introduction to NLP, ML, Deep Learning		
<b>Unit-2</b>	<b>AI Tools and Technologies in Newsrooms</b>	<b>Contact Hours: 10</b>

News writing assistants: Jasper, ChatGPT, Write sonic, Speech-to-text and transcription tools, AI in language translation and localization, Personalization algorithms and audience segmentation, AI in data mining and trend detection		
<b>Unit-3</b>	<b>Content Creation and Verification Using AI</b>	<b>Contact Hours: 10</b>
AI in visual storytelling: DALL·E, Canva AI, Generative AI: Text, voice, and video, Deepfakes, fake news detection, and fact-checking tools, Role of bots in social media and automated journalism, News generation in real-time: Reuters, Bloomberg cases		
<b>Unit-4</b>	<b>Ethical, Legal, and Social Aspects of AI Journalism</b>	<b>Contact Hours: 10</b>
Challenges of bias, transparency, and accountability, Ethics of AI authorship: Who owns the story?, Data privacy, copyright, and AI regulation, Deepfake laws and misinformation frameworks, Global AI governance: EU AI Act, Indian IT Rules		
<b>Unit-5</b>	<b>Future Trends and Skillsets in AI-Driven Journalism</b>	<b>Contact Hours: 8</b>
The future of AI in investigative journalism, Human + AI collaboration: Augmented Journalism, Skillsets for AI-based storytelling, Emerging careers in AI-powered media, Capstone Project Overview (AI-generated article, podcast, or visual content)		

### Suggestive Readings:

#### Textbooks:

1. Francesco Marconi (2020), Artificial Intelligence and Journalism, Columbia University Press.
2. Nicholas Diakopoulos (2019), Automating the News: How Algorithms Are Rewriting the Media, Harvard University Press

#### Reference Books:

1. Damian Radcliffe & Bill Densmore (2021), The Ethical Journalist's Guide to AI, Tow Center for Digital Journalism.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	<input checked="" type="checkbox"/>	1hr	10			Traditional	Levels 3 to 5

Quiz Test	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 1 to 5

**Assessment Scheme:**

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 3
End Term	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 2 to 5
Assignment	<input checked="" type="checkbox"/>		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

## Course: Advertising & Public Relations

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				III
<b>Course Name</b>	Advertising & Public Relations	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 201	3	0	2	4	CORE

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Define and explain important terms related to advertising and public relations, including key concepts such as brand positioning, target audience, integrated marketing communication and public
COb2	Understand the various tools, techniques, and strategies employed in advertising and public relations campaigns, including their applications and implications within different contexts.
COb3	Examine and discuss the ethical considerations, cultural sensitivities, and regulatory frameworks that impact advertising and public relations practices.
COb4	Analyze the interconnectedness of different components within advertising and public relations to comprehend how they collaborate to establish and enhance brand identity and reputation.
COb5	Evaluate the effectiveness of advertising and public relations campaigns and assess their impact.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Identify important terms used in advertising, marketing, and consumer behavior.	<b>L1</b>
CO2	Understand the foundational concepts of advertising and public relations, including advertising principles, consumer behavior theories, marketing strategies, and public relations campaigns.	<b>L2</b>
CO3	Explain the various types of advertising techniques and tools, as well as the diverse strategies and tactics employed in public relations campaigns, showcasing a comprehensive understanding of both disciplines.	<b>L3</b>
CO4	Apply a range of public relations tools, techniques, and communication strategies to cultivate effective relationships with stakeholders within specific organizational and contextual settings.	<b>L4</b>
CO5	Apply knowledge of advertising and PR principles to design comprehensive advertising and public relations campaigns tailored to specific target audiences and market segments.	<b>L5</b>

## Syllabus:

<b>Unit-1</b>	<b>Fundamentals of Advertising</b>	<b>Contact Hours: 10</b>
Advertising Definition, its characteristics, merits, and demerits; Functions of advertising; Types of advertising; Fundamentals of Marketing – Segmentation, Targeting and positioning, Consumer behaviour, Marketing Communication process, Advertising and other promotional tools (Personal Selling, sales promotion, publicity), AIDA approach, advertising Ethics and advertising. Role of ASCI.		
<b>Unit-2</b>	<b>Advertising Agency and Creative Strategies</b>	<b>Contact Hours: 8</b>
Advertising Agency, Types of Advertising Agencies, Departments and Its Functions, Organization Structure of an Advertising Agency, Major advertising agencies, Elements of Advertising, Creativity in advertising, Message strategies and storytelling, Advertising Copy & Types, Advertising Appeals, Use of visuals and graphics.		
<b>Unit-3</b>	<b>Introduction to Public Relations</b>	<b>Contact Hours: 12</b>
Public Relations Definitions, Its objectives, PR Process; Qualities and Functions of a Public relation officer, Publics in PR, In-house and Consultancy Public Relations; Tools of PR, Public Relations with internal and external publics - Employees, community, industry, marketing, shareholders, suppliers, government and media, Organization of Public Relations, PRSI, PR codes of conduct.		
<b>Unit-4</b>	<b>Crisis Management &amp; Corporate Communication</b>	<b>Contact Hours: 9</b>
Crisis, Types of Crisis, Crisis Communication, stages of crisis communication; Corporate Communications – Press Release, Press Conference, and guideline for organizing Press conference; House Journal; Role of PR Agencies, Media Relations, Sponsorship, Lobbying and Event Management.		
<b>Unit-5</b>	<b>Advertising and Public Relations in Digital age</b>	<b>Contact Hours: 9</b>
Digital transformation: Impact of Digital media on Advertising and PR practices. Digital Advertising Techniques: Social media advertising, content marketing, meme marketing, user generated Content, SEO and PPC. Online reputation management, Industry Trends: Current trends and future directions in Digital Advertising and PR		

## Suggestive Readings:

### Textbooks:

1. S. Ramesh Kumar & Anup Krishnamurthy (2020). “Advertising, Brands and Consumer Behaviour: The Indian Context”, Sage Publication.
2. Kruti Shah (2015). “Advertising n Promotion”, TMH.
3. S H H Kazmi & Satish K Batra (2009). “Advertising and Sales Promotion”, Excel Books.
4. C.V. Narasimha Reddi (2019). Effective Public Relations and Media Strategy, Third Edition. PHI Learning.
5. Seema Gupta (2023). Digital Marketing. McGraw Hill Education.

### References:

1. Monle Lee & Carla Johnson (2006). “Principles of Advertising: A Global Perspective”, Routledge.
2. Piyush Pandey (2016). “Pandeymonium”, Random House Publishers India Pvt. Limited.
3. Fraser P. Seitel (2017). “The Practice of Public Relations”, Pearson.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

**Assessment Scheme:**

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term	☑	1hr	30			Traditional	Levels 1 to 3
End Term	☑	3hr	50			Traditional	Levels 2 to 5
Assignment	☑		10			Project/ Presentation / Practical	Levels 1 to 3
Surprise Quiz	☑	30mins	10			MCQ	Level 1 to 2

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

## Course: Media Research

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				III
<b>Course Name</b>	Media Research	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 202	4	0	0	4	CORE

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Understand the fundamental concepts, approaches, and significance of research in media and journalism.
COb2	Develop skills to design and conduct qualitative, quantitative, and mixed methods media research studies.
COb3	Apply statistical tools and software for data analysis relevant to media research.
COb4	Analyze media research literature to identify gaps, biases, and methodological strengths or weaknesses.
COb5	Communicate research findings effectively through written reports, presentations, and academic publications.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Define key terminologies, principles, and ethical considerations in media research	L1
CO2	Classify different research approaches and methodologies used in media studies (qualitative, quantitative, mixed methods).	L2
CO3	Apply and develop research questions and hypotheses relevant to journalistic inquiry and media effects.	L2
CO4	Apply surveys, interviews, content analysis, and other media research techniques to gather primary data.	L3
CO5	Apply and present research findings effectively to academic and professional audiences.	L3

**Syllabus:**

<b>Unit-1</b>	<b>Introduction to Media Research</b>	<b>Contact Hours: 8</b>
Definition, nature, and scope of research, Role and importance of research in media studies, Types of research: Basic vs. Applied, Qualitative vs. Quantitative, Characteristics of scientific research and Research in print, broadcast, digital, and advertising media		
<b>Unit-2</b>	<b>Research Design and Process</b>	<b>Contact Hours: 10</b>
What is Research? Definition and purpose of research, Examples of research in everyday life. Steps in the research process, Formulating research problems and hypotheses, Research objectives and questions, Variables: Types and measurement, Types of research design: Exploratory, Descriptive, Experimental		
<b>Unit-3</b>	<b>Methods of Data Collection</b>	<b>Contact Hours: 10</b>
Primary and secondary data, Techniques of data collection: Surveys and Questionnaires, Interviews (structured, semi-structured, unstructured), Focus Groups, Observation methods, Content analysis and Sampling techniques: probability and non-probability		
<b>Unit-4</b>	<b>Data Analysis and Interpretation</b>	<b>Contact Hours: 10</b>
Coding and tabulation, Basics of statistical analysis: Mean, Median, Mode, Percentage, Correlation, Introduction to SPSS / Excel for data analysis (optional/practical), Interpretation of data, Report writing and presentation		
<b>Unit-5</b>	<b>Trends and Applications of Media Research</b>	<b>Contact Hours: 10</b>
Audience Research and TRP/GRP, Media effects research: Agenda setting, Uses & Gratification, Cultivation theory, Digital media analytics: Social media metrics, web traffic, engagement, Ethics in media research and Case studies of recent media research projects		

**Suggestive Readings:****Textbooks:**

1. Naresh K. Malhotra (2010). Marketing Research - An Applied Orientation, Pearson.
2. Govind Chand Beri (2007). Marketing Research. McGraw-Hill Education.

**References:**

1. Roger D. Wimmer & Joseph R. Dominick, (2013), Mass Media Research: An Introduction, 9<sup>th</sup> Edition, Cengage Learning.
2. Arthur Asa Berger (2019). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches - 5<sup>th</sup> Edition, SAGE Publications.

**Assessment Scheme:**

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	☑	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	☑	1hr	10			Traditional	Levels 3 to 5
Quiz Test	☑	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	☑	3hr	50			Traditional	Levels 1 to 5

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

**1 = Low, 2 = Moderate, 3 = High contribution.**

### Course: Contemporary Issues in Media

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				III
<b>Course Name</b>	Contemporary issues in Media	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJM C 203	4	0	0	4	CORE

#### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Understand the structure and implications of media ownership and control in India, including the effects on editorial independence and content diversity.
COb2	Analyze the rise and influence of digital media, social media, and emerging media trends in shaping public opinion and business models in India.
COb3	Evaluate major challenges facing Indian media such as political pressure, media bias, sensationalism, and issues of representation
COb4	Explore the legal and policy frameworks regulating media practice in India, including new digital media regulations and their impact on press freedom.
COb5	Assess future trends and emerging technologies impacting journalism and media sustainability, with a focus on innovations and alternative media voices.

#### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	Recall key concepts related to media ownership, including different ownership structures and their influence on media content	L1
CO2	Explain the role of digital and social media in transforming media consumption, advertising revenue models, and journalistic practices in India.	L2
CO3	Discuss the ethical and editorial challenges posed by political interference, TRP-driven sensationalism, and media stereotyping	L2
CO4	Apply knowledge of emerging technologies such as AI and virtual reality to propose innovative approaches to journalism and media production.	L3
CO5	Analyze how media ownership consolidation affects pluralism, freedom of speech, and censorship in the Indian media landscape.	L3

#### Syllabus:

<b>Unit-1</b>	<b>Media Ownership and Control in India</b>	<b>Contact Hours: 8</b>
Structure of media ownership (corporate, political, family-owned); Impact of ownership on media freedom and content; Media consolidation and its implications; Issues of censorship. Changing Role of Media - Shift from gatekeeping to curating and verifying content in digital newsrooms; New journalism roles and multimedia skills; Rise of freelance journalists		

<b>Unit-2</b>	<b>Digital Media and New Trends</b>	<b>Contact Hours: 10</b>
Rise of digital news platforms and social media; Fake news, misinformation, and fact-checking in Indian context; Influence of social media on public opinion and elections; Shift from traditional advertising revenues to digital monetization strategies; Subscription-based models; Challenges for print and broadcast media to adapt and survive.		
<b>Unit-3</b>	<b>Challenges in Media</b>	<b>Contact Hours: 10</b>
Political pressures and editorial independence; TRP wars and sensationalism; Representation of caste, religion, gender, and marginalized communities in media; Media stereotyping and bias. Growth of OTT video streaming services in India; Impact on traditional TV viewership and film distribution models; Changing consumer preferences towards on-demand content; Podcasting as a rising medium; Challenges in content regulation.		
<b>Unit-4</b>	<b>Media Policy and Legal Frameworks</b>	<b>Contact Hours: 10</b>
Right to Information (RTI) and media access; Defamation, privacy laws, and legal challenges in journalism; Freedom of the press around the world; Debates on freedom of expression, censorship, and privacy implications; New Government Regulations on Digital Media.		
<b>Unit-5</b>	<b>Future of Media in India</b>	<b>Contact Hours: 10</b>
Emerging technologies: AI, deep fakes, virtual reality; The sustainability of journalism and new business models; Emergence of social media influencers, vloggers, and citizen journalists as alternative news sources.		

### Suggestive Readings:

Textbooks:

1. Shakuntala Rao (2018). Indian Journalism in a New Era: Changes, Challenges, and Perspectives, Oxford University Press.
2. Keval J. Kumar (2020). Mass Communication in India - 5<sup>th</sup> Edition. Jaico Publishing House

References:

1. Bikramjit Rishi and Subir Bandyopadhyay (2017). Contemporary Issues in Social Media Marketing. Taylor & Francis.

### Assessment Scheme:

Component	Adopted for this Course	Duration	Weightage	Date & Time	Venue	Remarks	Levels
Mid Term Exam	<input checked="" type="checkbox"/>	1hr	30			Traditional	Levels 1 to 5
Assignment Based Test	<input checked="" type="checkbox"/>	1hr	10			Traditional	Levels 3 to 5
Quiz Test	<input checked="" type="checkbox"/>	30mins	10			MCQ	Level 1 to 2
Comprehensive Exam	<input checked="" type="checkbox"/>	3hr	50			Traditional	Levels 1 to 5

**Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix**

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.



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## SJMC

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				IV
<b>Course Name</b>	Dissertation	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Course Type</b>
<b>Course Code</b>	JIU D001	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Gather primary data and firsthand information relevant to their research topic.
COb2	Validate hypotheses and research findings through practical exposure.
COb3	Develop research and analytical skills by applying theoretical knowledge in real-world settings.
COb4	Gain an understanding of industry practices and trends that can inform and enhance the dissertation.
COb5	Build connections with industry professionals who can provide guidance and support.

### Course Outcomes:

**At the end of this course, the students would be able to:**

COs	Course Outcomes	Bloom's Taxonomy Level	Evaluation Method
CO 1:	Demonstrate the ability to apply theoretical knowledge to practical research problems in journalism and mass communication.	Apply (3)	Dissertation Proposal and Defense
CO 2:	Develop advanced research skills including data collection, analysis, and interpretation.	Analyze (4)	Research Report and Supervisor Evaluation
CO 3:	Critically review and synthesize relevant literature to establish a theoretical framework for the dissertation.	Evaluate (5)	Literature Review Chapter Evaluation
CO 4:	Design and implement a comprehensive research methodology appropriate to the research questions or hypotheses.	Create (6)	Methodology Chapter Assessment
CO 5:	Conduct ethical and rigorous research while adhering to academic standards and guidelines.	Apply (3)	Ethics Approval and Compliance Check



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Students typically engage in a variety of activities during their Dissertation, which may include:

1. **Data Collection and Analysis:** Conducting surveys, interviews, and fieldwork to collect data relevant to their dissertation.
2. **Literature Review:** Accessing industry reports, case studies, and other resources that can contribute to the dissertation's literature review.
3. **Project Work:** Participating in projects that align with their research interests to gain practical insights.
4. **Workshops and Seminars:** Attending industry workshops, seminars, and conferences to stay updated on current trends and developments.
5. **Report Writing:** Compiling and analyzing data to write detailed reports that can be integrated into the dissertation.
6. **Mentorship and Guidance:** Receiving mentorship from industry experts and professionals who can provide feedback and suggestions for the dissertation.
7. **Case Studies:** Developing and analyzing case studies based on real-world scenarios encountered during the internship.
8. **Ethical Considerations:** Learning about ethical considerations and best practices in conducting research and handling data.



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## Course Objectives – Course Outcomes Mapping

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.



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## SJMC

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				II & III
<b>Course Name</b>	Experiential Learning - II	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	MJMP 002	0	0	0	2	Project

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Understand the principles and scope of various fields in Journalism and Mass Communication.
COb2	Apply theoretical knowledge from the classroom to real-world media production tasks.
COb3	Develop and produce media content in selected fields such as television production, radio production, or print/web journalism.
COb4	Analyze and reflect on the practical experiences gained through media production.
COb5	Demonstrate improved skills and knowledge through experiential learning and evaluation processes.

**Course Outcomes:** At the end of this course, the students would be able to:

	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Level</b>	<b>Evaluation Method</b>
CO 1	Define key concepts and techniques in television production, radio production, and print/web journalism.	BL 1	Quiz
CO 2	Explain the process and importance of experiential learning in journalism and mass communication.	BL 2	Assignment
CO 3	Identify and select appropriate topics and formats for media production projects in chosen fields.	BL 3	Assignment
CO 4	Develop and execute media production projects such as television programs, radio documentaries, or news reports.	BL 6	Practicals (Open ended project)
CO 5	Demonstrate the ability to use media production tools and technologies effectively.	BL 3	Practical Examination



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## Syllabus:

<b>Unit-1</b>	<b>Radio</b>	<b>Contact Hours: 12</b>
(i) Two 40 sec. radio jingles/spots etc. (ii) A 10 minute documentary/ talk /discussion on any subject		
<b>Unit-2</b>	<b>TV</b>	<b>Contact Hours: 12</b>
(i) A 30 seconds TV ad (commercial or social) (ii) A 5 minute TV programme on a social or consumer issue		

## Mapping of Course Outcomes with Program Outcomes and Course Objectives with Program Objectives

### Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.



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## SJMC

<b>Program</b>	Master of Journalism & Mass Communication (MA-JMC)	<b>Semester</b>				IV
<b>Course Name</b>	Internship/Industrial Practice	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Course Type</b>
<b>Course Code</b>	JIU I001	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	IAPC

### Course Objectives:

**This course ensures that the students understand how to:**

COb1	Gain practical experience in a professional media organization, including understanding the operational aspects of media production.
COb2	Develop critical thinking and problem-solving skills by engaging in real-world media tasks and projects.
COb3	Apply theoretical knowledge from coursework to address practical challenges faced during the internship/project.
COb4	Create a detailed report of the internship/project experience, including a reflection on personal and professional growth.
COb5	Establish and expand a professional network by building relationships with media professionals, mentors, and peers.

**Course Outcomes:** At the end of this course, the students would be able to:

CO	Course Outcomes	Bloom's Taxonomy Level	Evaluation Method
CO 1	<b>Demonstrate</b> professional competencies and practical skills gained through real-world experience in media organizations.	BL 3	Practical (Open ended)
CO 2	<b>Analyze</b> the daily operations and workflow of media outlets, including newsrooms or communication departments.	BL 4	
CO 3	<b>Evaluate</b> media content and production processes through observation and practical involvement in media projects.	BL 5	
CO 4	<b>Apply</b> theoretical knowledge from academic studies to practical situations encountered during the internship or project.	BL 3	



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CO 5	<b>Develop</b> effective communication strategies and solutions for real-world media challenges and tasks.	BL 3	project)
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## Activities during the Internship

Students typically engage in a variety of activities during their internships, which may include:

1. **News Reporting and Writing:** Covering events, conducting interviews, and writing news articles or stories.
2. **Editing and Proofreading:** Assisting in the editing process to ensure content is accurate, clear, and engaging.
3. **Research:** Conducting background research for stories, articles, or broadcasts.
4. **Multimedia Production:** Participating in the production of multimedia content, including photography, videography, and audio recording.
5. **Social Media Management:** Creating and managing content for social media platforms to engage audiences and promote content.
6. **Public Relations:** Assisting in creating press releases, organizing press conferences, and maintaining media relations.
7. **Advertising:** Developing advertising campaigns, creating content, and understanding market research.
8. **Digital Journalism:** Working on online news platforms, learning about SEO, content management systems, and digital storytelling techniques.
9. **Ethics and Law:** Gaining insights into the ethical dilemmas and legal frameworks that govern the media industry.



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Mapping of Course Outcomes with Program Outcomes and Course Objectives with Program Objectives

Course Outcomes – Program Outcomes (CO – PO) Articulation Matrix

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.

## Course: Social Engineering

<b>Program</b>	Master of Journalism & Mass communication <b>(MAJMC) ALL SEMESTERS</b>	<b>Semester</b>				III
<b>Course Name</b>	Social Engineering - III	L	T	P	C	<b>Course Type</b>
<b>Course Code</b>	JIU A 201	0	0	0	0	AC

### CONCEPT OF THE COURSE

The purpose of this course is to prepare students to give back to society by helping, informing, and mentoring others through various platforms. This course will simultaneously equip them with skills for earning a degree in social life alongside their educational degree. Following are the platforms through which students will connect with society:

#### Paryavarana

- Tree Plantation Drives
- Awareness Campaigns on environmental issues
- Clean-up Drives
- Sustainable Energy Practices
- Organic Gardening

#### Parivartan

- Educational Support
- Donation Drives
- Computer Literacy
- Career Guidance
- Fundraising Events
- Collaboration with NGOs

#### Poshan

- Health Screening Camps
- Health Awareness Campaigns
- Blood Donation Camps
- Health Promotion Events
- One-on-One Consultations
- First Aid Training

#### Prab

- Nukkad Natak
- Community talks over social issues
- Employment skills
- Awareness on Govt. schemes for under privileged community and youth
- Camps on girl child education

### Course Objectives:

The objective of this course is to prepare students to contribute meaningfully to society by helping, informing, and mentoring others through various platforms. Students will develop practical skills that enable them to earn a degree in social life while pursuing their educational degree, fostering a sense of community responsibility and personal growth.

### Course Outcomes:

**Towards the end of the course, the students will be able to:**

CO	Outcome	BT Level
CO1	<b>Demonstrate</b> the ability to use various platforms to help, inform, and mentor others in the community.	L2
CO2	<b>Develop</b> and implement projects that contribute to societal well-being.	L2
CO3	<b>Exhibit</b> a strong sense of social responsibility and community engagement.	L2 & L3
CO4	<b>Apply</b> practical skills learned to earn a social life degree alongside their educational degree.	L1 & L3
CO5	<b>Reflect</b> on personal growth and the impact of their contributions to society.	L4

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	2
CO2	2		2	1		2	2	3
CO3	2	1	1	3		1	1	2
CO4	2	2	3	1	1	1	1	3
CO5	3	1	2	1	2	1	2	3

1 = Low, 2 = Moderate, 3 = High contribution.