

**Learning Outcomes based Curriculum Framework
(LOCF)**

For

**M.A. Journalism & Mass Communication
Post Graduate Programme**



**Department of Journalism & Mass Communication
Chaudhary Devi Lal University
2021**

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1. About the Department

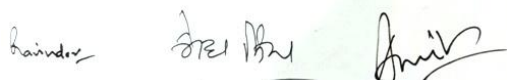
The Department of Journalism and Mass Communication has been functional in Ch. Devi Lal University Sirsa since its inception in 2003 for creating opportunities for students to develop critical thinking, communication and soft skills and future teachers in schools, colleges and universities. The establishment of the department was a remarkable achievement for Sirsa as none of the educational institutions of the area was offering or academic degree in the field of Journalism & Mass Communication until then. The department offers M.A. B.A. and Ph.D. in JMC. The department has its own Multimedia Lab. Currently the department is surging ahead in the field of academics. The alumni of the department are placed in various educational institutions and media industry. The department is committed to bringing a change in the outlook of the society by cultivating a new breed of journalists empowered with a vision to tread earnestly, work smartly and look distinctly in the work area. The department of JMC, CDLU is the only department in Haryana that runs its own Community Radio Station. The major strength of the department is the research and teaching competence of the members of the faculty. All the faculty members are actively involved in research and the dissemination of knowledge by way of publishing books and papers in reputed journals.

2. Learning Outcomes based Curriculum Framework

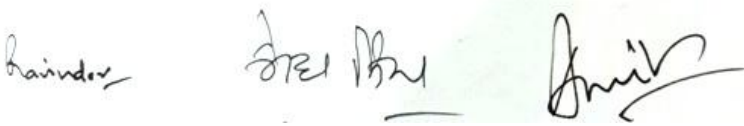
The Choice Based Credit Scheme (CBCS) has evolved into learning outcomes based curriculum framework and provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations that enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

2.1 Objectives of the Programme

- To provide a multidisciplinary quality learning experience to students that will empower
- them to dream big.

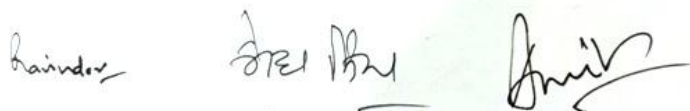


- To provide skill based education to the students and to equip them with innovative industrial and research updates leading towards their self-reliance and development as entrepreneurs.
- To develop journalism and Communication Professionals who would take leading roles in presenting news and communication materials in transparent, objective, meaningful and ethical manner in the service of the community.
- To make the best possible use of new media and technology resources, the department aims at developing a plexus of wisdom from across the world and nurturing the students with the consistent academic colloquium series hence extending a constructive contribution to the pool of knowledge.
- To train a journalist of global standard, with a high intention of social responsibilities, ethics, social equality, to make concretize fourth pillar of democracy.

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2.2 Programme Outcomes (POs)

PO1	<i>Knowledge:</i> Prepare students academically by imparting a detailed knowledge and understanding of selected fields of study in the core disciplines of Mass Communication and Media Industry in order to promote their cognitive growth and enable them apply this knowledge in their personal, professional and social life.
PO2	<i>Critical thinking:</i> Capability of critical thinking based on the contextual knowledge of Mass Communication and to reflect effectively and efficiently on the issues related to the discipline.
PO3	<i>Inter disciplinary approach &Adaptation:</i> Understanding of the vital connections of Mass Media and Society. Exhibit the professional skills and competencies acquired during the Programme of study.
PO4	<i>Application Development:</i> Understanding for the development of the applications of Mass Media and Apply the knowledge and skills acquired in planning, organizing, evaluation and decision-making
PO5	<i>Ethics and Leadership:</i> Awareness about sound professional and character ethics as well as the qualities of leadership and team building skills. Explore, analyze and provide solutions to the problems related to the discipline and life.
PO6	<i>Problem Solving:</i> Capability for developing innovative and solution centered approach in Media Industry. Develop exposure to actual working environment leading to employability and entrepreneurship.
PO7	<i>Skills and Inferential knowledge:</i> knowledge about various core and advanced skills for theoretical and practical understanding of different descriptive and inferential statistical tools and techniques
PO8	<i>Specialization and Employability:</i> specialization in various skills based on practical training, fields visits and project based vocational training as well as specialization for an entrepreneurial thinking and career-oriented approach in research as well as in industries. Recognize, appreciate and follow ethical issues relating to the discipline and society.



2.3 Programme Specific Outcomes (PSOs)

After completing the programme, the student will

PSO1	gain core and advanced knowledge in different areas of Journalism & Mass Communication which will enable them to develop the powers of inquiry, critical analysis, logical thinking for finding solutions for biological problems
PSO2	become trained in high quality practical techniques and skills in various fields of Mass Communication which will enable them to launch start-ups and become entrepreneurs for novel media industry.
PSO3	become acquainted with high standards of academic integrity, research ethics, bio-ethics, entrepreneurial values, statistical tools, life skills as well as with principles and concepts of applied areas of Journalism & Mass Communication which will help them in emerging as strong personalities with good leadership qualities in academics, research as well as industry.
PSO4	acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.
PSO5	acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

3. Programme Structure

M.A. Journalism & Mass Communication- a four-semester postgraduate programme is 100 credits weightage consisting of Core Courses (CC), Discipline Specific Elective Courses (DSC), Skill Enhancement Courses (SEC) and Open Elective Courses (OEC).

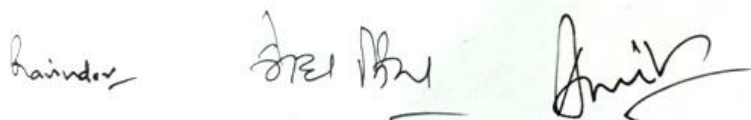


Table 1: Courses and Credit Scheme

Semester	Core Courses (CC)		Discipline Specific Elective Courses (DSC)		Skill Enhancement Courses (SEC)		Open Elective Courses (OEC)		Grand Total Credits
	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	Total of 8 credits are to be earned from courses run by other departments or through SWAYAM (MOOCs)		
1	4	16	1	4	1	4			24
2	4	16	1	4	1	4			24
3	3	12	2	8	0	0			20
4	3	12	3	12	0	0			24
Total	CC	56	DSC	28	SEC	8	OEC	08	92+8=100
Percent	CC	56	DSC	28	SEC	8	OEC	08	100

Table 2: Detailed break-up of Credit Courses

Semester	Core Courses	Discipline Specific Elective Courses	Skill Enhancement Courses	Open Elective Courses	Total Courses			
	CC	DSC	SEC	OEC				
1st	CC1	DSC1	SEC1	Student have to opt. open elective courses in consultation with chairperson of the Department and Director, University Centre for outreach Programmes and Extension	6			
	CC2							
	CC3							
	CC4							
2nd	CC5	DSC2	SEC2		Student have to opt. open elective courses in consultation with chairperson of the Department and Director, University Centre for outreach Programmes and Extension	6		
	CC6							
	CC7							
	CC8							
3rd	CC9	DSC3				Student have to opt. open elective courses in consultation with chairperson of the Department and Director, University Centre for outreach Programmes and Extension	5	
	CC10	DSC4						
	CC11							
4th	CC12	DSC5					Student have to opt. open elective courses in consultation with chairperson of the Department and Director, University Centre for outreach Programmes and Extension	6
	CC13	DSC6						
	CC14	DSC7						
Total								23+2=25

Table 3: Course code and Title along with credits detail

Sr. No.	Course Code	Course Title	Credits		
			Theory	Practical	Total
SEMESTER 1					
1.	MA/JMC/1/CC-1	Introduction to Communication	4	0	4
2.	MA/JMC/1/CC-2	History & Development of Media	4	0	4
3.	MA/JMC/1/CC-3	Print Media	3	1	4
4.	MA/JMC/1/CC-4	Current Affairs & General Studies	4	0	4
Students can choose any one from each DSC					
5.	MA/JMC/1/DSC-1	Social Media	4	0	4
	MA/JMC/1/DSC-2	Health Communication			
Skills Enhancement Course					
6.	MA/JMC/1/SEC-1	Computer applications in Media	3	1	4
Total			22	02	24

Semester-2					
1.	MA/JMC/1/CC-5	Radio & T.V Journalism	3	1	4
2.	MA/JMC/1/CC-6	Media Laws & Ethics	4	0	4
3.	MA/JMC/1/CC-7	Media Internship	Students will undergo Internship in reputed Media houses.		4
4.	MA/JMC/1/CC-8	Public Relations & Corporate Communication	4	0	4
Students can choose any one from each DSC					
5.	MA/JMC/1/DSC-3	Sports Journalism	4	0	4
	MA/JMC/1/DSC-4	Animation & Graphics			
Skills Enhancement Course					
6.	MA/JMC/1/SEC-2	Communication Skills	3	1	4
7.	OEC	Open Elective	4	0	4
Total			22	02	28

Semester-3					
1.	MA/JMC/1/CC-9	Film Studies	3	1	4
2.	MA/JMC/1/CC-10	Advertising & Marketing	3	1	4
3.	MA/JMC/1/CC-11	Communication Research	3	1	4
Students can choose any one from each DSC					
4.	MA/JMC/1/ DSC-5	Rural Communication	3	1	4
	MA/JMC/1/ DSC-6	Development Journalism			
Students can choose any one from each DSC					
5.	MA/JMC/1/DSC-7	Environment Journalism	4	0	4
	MA/JMC/1/DSC-8	Agriculture Communication			
Students can choose any one from each OE					
6.	OEC	Open Elective	4	0	4
Total			20	4	24
Semester-4					
1.	MA/JMC/1/CC-12	Basics of Photography	4	0	4
2.	MA/JMC/1/CC-13	Dissertation	4	0	4
3.	MA/JMC/1/CC-14	Media Practical & Comprehensive Viva	0	4	4
Students can choose any one from each DSE					
4.	MA/JMC/1/DSC-9	New Media	4	0	4
	MA/JMC/1/DSC-10	Traditional Media			
Students can choose any one from each DSE					
5.	MA/JMC/1/DSC-11	Community Radio	4	0	4
	MA/JMC/1/DSC-12	Television Production			
Students can choose any one from each DSE					
6.	MA/JMC/1/DSC-13	Intercultural Communication	4	0	4
	MA/JMC/1/DSC-14	Media Literacy			
Total			20	4	24

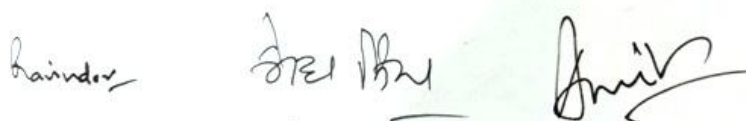


Table 4: Core Courses

Course Code	Course Title	Credits
MA/JMC/1/CC-1	Introduction to Communication	4
MA/JMC/1/CC-2	History & Development of Media	4
MA/JMC/1/CC-3	Print Media	4
MA/JMC/1/CC-4	Current Affairs & General Studies	4
MA/JMC/1/CC-5	Radio & T.V Journalism	4
MA/JMC/1/CC-6	Media Laws & Ethics	4
MA/JMC/1/CC-7	Media Internship	4
MA/JMC/1/CC-8	Public Relations & Corporate Communication	4
MA/JMC/1/CC-9	Film Studies	4
MA/JMC/1/CC-10	Advertising & Marketing	4
MA/JMC/1/CC-11	Communication Research	4
MA/JMC/1/CC-12	Basics of Photography	4
MA/JMC/1/CC-13	Dissertation	4
MA/JMC/1/CC-14	Media Practical & Comprehensive Viva	4
Total		56

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Table No. 5 Discipline Specific Courses

Course Code	Course Title	Credits
MA/JMC/1/DSC-1	Social Media	4
MA/JMC/1/DSC-2	Health Communication	
MA/JMC/1/DSC-3	Environment Journalism	4
MA/JMC/1/DSC-4	Agriculture Communication	
MA/JMC/2/DSC-3	Sports Journalism	4
MA/JMC/2/DSC-4	Animation & Graphics	
MA/JMC/2/DSC-5	Rural Communication	4
MA/JMC/2/DSC-6	Development Journalism	
MA/JMC/1/DSC-7	Environment Journalism	4
MA/JMC/1/DSC-8	Agriculture Communication	
MA/JMC/3/ DSC-9	New Media	4
MA/JMC/3/ DSC-10	Traditional Media	
MA/JMC/4/DSC-11	Community Radio	4
MA/JMC/4/DSC-12	Television Production	
MA/JMC/4/DSC-13	Intercultural Communication	4
MA/JMC/4/DSC-14	Media Literacy	
Total		28

Table No. 6 Skill Enhancement Course

Course Code	Course Title	Credits
MA/JMC/1/SEC-1	Computer applications in Media	4
MA/JMC/1/SEC-2	Communication Skills	4
Total		08

Table No. 7 Open Elective Course offered by the Department

Course Code	Course Title	Credits
MA/JMC/9/OE-1	Current Affairs & General Studies	4
MA/JMC/9/OE-2	Sports Journalism	4
MA/JMC/9/OE-3	Film Studies	4
MA/JMC/9/OE-4	Communication Skills	4
MA/JMC/9/OE-5	Personality Development	4

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Dr. B. K. Singh

Anita

**M.A. Journalism & Mass Communication
SEMESTER 1**

Core Course -1

MA/JMC/1/CC-1

INTRODUCTION TO COMMUNICATION

Time Allowed:3Hours

Total Marks: 100
Max. Marks: 70
Internal Assessment: 30

Course Objectives: This course is designed to develop understanding of the basic concepts and process of communication. Besides elaborating upon basic models the paper highlights the Indian concept of communication. The prime objective is to enable the students learn the importance of communication and communication skills by learning and practice.

Learning Outcomes:

Course Learning Outcomes:

After completing the Course, the students will be able to:

1: understand the importance of communication in Human life.

2: Know basic knowledge about various theories and models of communication and Mass Communication.

3: Learn means and methods of Communication

4: Learn the effects of Mass Media on various types of audiences

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Communication: Meaning, Elements and Process, Functions of Communication, 7 C' of Communication Various Forms of Communication, Non-Verbal and Verbal Communication, Communication Barriers

Rainder *Dr. B. K. Singh* *Anita*

Unit-II

Communication Models, Harold Lasswell, Charles Osgood, Models of Wilbur Schramm, George Gerbner's Model, Dance's Helical Model, Gate Keeping Model

Unit-III

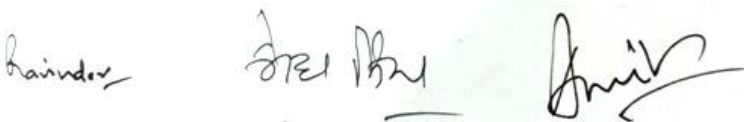
Theories of Direct and Indirect Influences, Bullet Theory, Two-Step & Multi Step Flow Theory, Concepts of Selectivity, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory

Unit-IV

McLuhan's Media Determinism, Effects of Mass Media on Culture and Society, Characteristics and Typology of Audiences, Scope & Features of Mass Communication, Media and Social Responsibility

Suggested Readings:

1. Baran and Davis. (2005) Introduction to Mass Communication Theory 5th Edition, Wadsworth.
2. Berlo, David. (1960) The Process of Communication
3. DeVito Joseph A. (2006) Interpersonal Communication Book, Pearson Education New York.
4. Kumar, J. Keval. (2010) Mass Communication in India, Jaico: Mumbai
5. McQuail, Denis. (2010) Mass Communication Theory, 6th ed., SAGE: Asterdom
6. Narula, Uma. (2006) Handbook of Communication Models, Perspectives, Strategies, Atlantic: New Delhi.
7. Narula, Uma. (2008) Mass Communication Theory and Practice, HarAnand Publications: New Delhi
8. Gupta, V.S. and Aggarwal, VirBala. (2001). Hand Book of Journalism and Mass Communications Concept Publishers, New Delhi
9. Kumar, Sanjay and Lata, Pshap. (2015) Communication Skills, Oxford University Press: New Delhi
10. Vilanilam, John V. (2004) Mass Communication in India, SAGE: New Delhi
11. Mehta, D.S. (2014) Mass Communication and Journalism in India, Allied Publishers: New Delhi
12. Hasan, Seema. (2010) Mass Communication: Principles and Concepts, SBS Publishers & Distributors Pvt, Ltd.: New Delhi



13. Sharma, Diwakar. (2004) Mass Communication Theory and Practice in the 21st Century. Deep & Deep Publications Pvt. Ltd.: New Delhi.
14. Bhatnagar, S.K. (2010) Fundamental of Mass Communication, ShriSaiPrintographers: New Delhi
15. Bhatnagar, S.K. (2010) Mass Communication: Theory and Applications: ShriSaiPrintographers: New Delhi
16. सिंह, औमप्रकाश (2012)संचार के मूलसिद्धांत,क्लासीकलपब्लिसिंगकम्पनी, : दिल्ली
17. कुमार, केवलजे (2017)भारतमेंजनसंचार, जेको: मुम्बई
18. बाजवा, डॉ0 सेवा सिंह, (2021) संचार के सिद्धांत, एसएलएमपब्लिसर्ज, : पटियाला
19. शर्मासीके (2010) सूचना एवम् संचार, युनिवर्सिटीपब्लिकेशनज्: : नईदिल्ली।

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Introduction to Communication

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5

M.A. Journalism & Mass Communication

SEMESTER 1

Core Course-2

MA/JMC/1/CC-2

HISTORY & DEVELOPMENT OF MEDIA

Time allowed: 3 Hours

Total Marks: 100

Max. Marks: 70

Internal Assessment: 30

Course Objectives: This course will provide an overview of the glorious journey of Journalism and Mass Communication in India and will also enhance the understanding of the history and development of Print media, electronic media and films in India.

Course Learning Outcomes:

After completing the Course, the students will be able to:

1: Learn about the history and development of print media in India.

2: Understand the origin and development of electronic media in India.

3: Know about the history and development of Indian Cinema.

4: Evaluate the growth of media in India

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks = 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks = 60 Marks

Unit I: Newspapers

Origin and growth of newspapers in India - pre and post-independence era, Introduction to main newspapers and pioneers of Indian journalism, Development of Indian and global news agencies, Growth of magazines in India

Unit II: Cinema

Early days of Indian cinema: silent era and talkies, Major trends in the history of Indian cinema, significant movements in Indian and world cinema, Introduction to Indian documentaries

Unit-III Radio

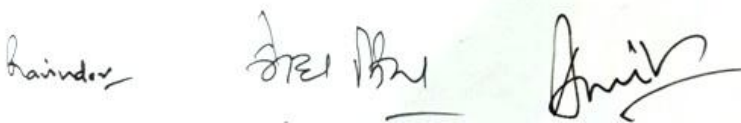
Growth and development of All India Radio, Development of private FM channels, Main radio personalities and programmes, Community Radio stations in India

Unit-IV Television and New Media

Growth and development of Doordarshan, SITE and Kheda Project, Chanda Committee, Verghese Committee, Joshi Committee, Vardhan Committee etc. Growth of private television channels, cable and DTH industry, Growth of computers and internet, telecommunications revolution, music industry

Suggested Readings:

1. Chatterjee, P.C. (1991). Broadcasting in India, Sage: New Delhi.
2. Jeffrey, R&Doron, A. (2013). Cellphone Nation, Hachette Publisher, Gurugram.
3. Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
4. Singh P., (2020), Indian Silver Screen, KK Publication, New Delhi
5. Parthasarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
6. Rajagopal.A (Eds). (2009). The Indian Public Sphere: Readings in Media History Oxford University Press: New Delhi.
7. Paramveer Singh(2020), History of Indian Television KalapnaParkashan, New Delhi.
8. Mehta, D.S. (2014). Mass Communication and Journalism in India, Allied Publishers : New Delhi
9. Kumar, J. Keval. (2010) Mass Communication in India, Jaico: Mumbai.
10. Mathur, Parshant K. (2015) History of Journalism, Kanishka Publishers: New Delhi.
11. जैना, रमेश(1987) हिन्दीपत्रकारिताकाआलोचनात्मकइतिहास, हमसाप्रकाशन: जयपुर
12. जैना, रमेश (2006)हिन्दीपत्रकारिता :इतिहास एवम् संरचना, अनुष्कापब्लिसर्ज: नागपुर
13. याधव, रावेन्द्र (2016)मीडियाऔरहिन्दी: बदलतीप्रवृत्तियाँ , वाणी प्रकाशन: नईदिल्ली
14. आर्य, पुष्पेन्द्रकुमार (2009)प्रभातप्रकाशन: नईदिल्ली।
15. बिसारिया, पुनित एवम् शुक्ल, राजनारायण (2013)भारतीय सिनेमाकासफरनामा, अटलाटिकपब्लिसर्ज: नईदिल्ली।
16. गुप्ता, आशा (2002)हिन्दीपत्रकारिता की विकास यात्रा, कनिष्कापब्लिसर्ज : नईदिल्ली।
17. चतुर्वेदी, जगदीशप्रसाद(2004)हिन्दीपत्रकारिताकाइतिहास, प्रभातप्रकाशन: नईदिल्ली।
18. तिवाड़ी, विनोद (2007) फिल्मपत्रकारिता, वाणी प्रकाशन: नईदिल्ली।
19. गुप्ता, आर के (2012) हिन्दीपत्रकारिता: इतिहास एवम् विकास, ओमेगापब्लिकेशनस्: दिल्ली।
20. कुमार, केवलजे (2017) भारतमेंजनसंचार, जेको : मुम्बई



HISTORY & DEVELOPMENT OF MEDIA

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	2.5	2.5	2	2
LO-2	3	3	3	2.5	2.5	2.5	2.5	2.5
LO-3	3	3	3	2	2.5	3	2.5	2.5
LO-4	3	3	3	2.5	3	2.5	2.5	2.5
Average	3	3	3	2.37	2.62	2.62	2.37	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3
LO-3	3	3	3	2.5	2.5
LO-4	3	3	2.5	3	2
Average	3	3	2.75	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	2.5	2.5	2	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	2.5	2.5	2.5	2.5	2.5	3	3	3	3	3
LO-3	3	3	3	2	2.5	3	2.5	2.5	3	3	3	2.5	2.5
LO-4	3	3	3	2.5	3	2.5	2.5	2.5	3	3	2.5	3	2
Average	3	3	3	2.37	2.62	2.62	2.37	2.37	3	3	2.75	2.75	2.5

M.A. Journalism & Mass Communication

SEMESTER 1

Core Course-3

MA/JMC/1/CC-3

PRINT MEDIA

Time allowed:3 Hours

Total Marks: 100

Max.Marks:70

Internal Assessment: 30

Course Objectives: This paper will help the students to understand the concept of news and basics of news writing. It will also help to understand different writingskills for various media of mass communication. The students will also get to know about the technique of copy editing.

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Understand the concept of news
2 : Know about the basics of news writing.
3: Understand the principles and techniques of editing
4: Able to write headlines, intro and reorganize news stories.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4Questions of 15Marks= 60 Marks

Unit-I

News-Meaning,- Concept, Scope and Definition, News Value, News Sources, News Gathering, Tools of Reporting, Duties and Responsibilities of Reporter, Reporting for Print & Electronic Media

Unit-II

Structure of Reporting Staff in News Papers, Duties & Functions of Bureau Chief, Staff Reporter, Reporting Beats, Citizen Journalism, Free Lancing, Types of Reporting, Specialized Reporting



Unit-III

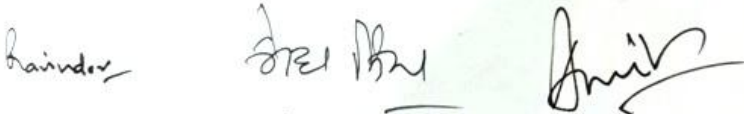
Editing-Meaning and Definition, Principles and Elements of Editing, Importance of Editing in Journalism, New Trends in Editing, Proof Reading, Editing Signs, Photo Editing ,Photo Captions

Unit-IV

Structure & Functions of Editorial Staff in Media, Role & Responsibilities of Editor, News Editor, Chief Sub Editor and Sub Editor, Editorial Page in News Papers- Contents & Importance, Headlines- Concept, Meaning, Types & Importance, News Story Structure, Lead-Types & Importance.

Suggested Readings:

1. Srivastava, K. M. (1987) News Reporting and Editing. New Delhi: Sterling Publisher
2. Sharma, K. C. &Pathak, (2011) Anupama Sharma. Reporting and Editing in Journalism. New Delhi: Deep & Deep Publication Pvt. Ltd.
3. Das, Ajay. (2011) Journalism: Editing and Reporting. New Delhi Neha Publishers and Distributors
4. Dayal, Kameshwar (2011) Media Occupations and Professionals. New Delhi Cyber Tech Publication.
5. Ravindran. (2015). R. K. Handbook of Reporting and Editing, New Delhi D K Publishers and Distributors Pvt. Ltd.
6. Mukherjee .(2010). Reporting Editing & Press Laws, Kolkata Alpana Books
7. Kumar, Praveen. (2010). Mass Communication and writing skills. New Delhi. Centrum Press
8. Dubey, Neelam. (2010). Media, Journalism and Prostitution. New Delhi. Surrender Publication
9. Prakash, Arun. (2012). Textbook of Editing & Reporting. New Delhi Neha Publishers and Distributors
10. Ahuja, Charanjeet&Hiteshi, Bharat (2016) Print Journalism, Partridge Publishing: New Delhi
11. Verma, M.K. (2009). News Reporting and Editing, APH Publishing Corporation: New Delhi
12. Padhy, KS &Sahu, RN (2005) the Press in India, Kanishka Publishers: New Delhi
13. डोगरा, गीता (2005)हिन्दीपत्रकारिता, दीपकपब्लिसर्ज: जालंधर
14. चडडा, सविता (2006)नईपत्रकारिता और समाचार लेखन, तक्षशिला: दिल्ली।
15. मिश्रा, डॉ० महेन्द्रकुमार (2014)समाचार, फीचरलेखन एवम् संपादककला, दिव्यमप्रकाशन: दिल्ली।



16. श्रीपा, कुमारी (2008)जनसंचार एवम् पत्रकारिता, ओमेगापब्लिकेशनज: नईदिल्ली
17. कुमार , अशोक (2015)समाचार पत्र संपादन एवम् रूपसज्जा, कनिष्कापब्लिसर्ज: नईदिल्ली।
18. गुप्ता, आरके (2015)समाचार पत्र संपादन एवम् पृष्ठसज्जा, ओमेगापब्लिकेशननईदिल्ली।
19. पंत, नवीनचद्र (2001)समाचारलेखन एवम् संपादन, कनिष्कापब्लिसर्ज: नईदिल्ली।
20. शर्मा, विजय (2012 समाचारसंकलन एवम् संपादन, इशीकापब्लिकेशनहाउस: जयपुर

hainder श्रीपा कुमारी श्रीपा

PRINT MEDIA

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	2	2.5	2.5	2.5
LO-2	3	3	3	3	2	3	2	2.5
LO-3	3	3	3	3	2.5	3	2.5	2.5
LO-4	3	3	3	3	2.5	2.5	2	2.5
Average	3	3	3	3	2.25	2.75	2.25	2.5

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	3	2.5	2.5
LO-4	3	3	3	2.5	2
Average	3	3	2.75	2.5	2.25

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	2	2.5	2.5	2.5	3	3	2.5	2.5	2
LO-2	3	3	3	3	2	3	2	2.5	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	2.5	2.5	3	3	3	2.5	2.5
LO-4	3	3	3	3	2.5	2.5	2	2.5	3	3	3	2.5	2
Average	3	3	3	3	2.25	2.75	2.25	2.5	3	3	2.75	2.5	2.25

M.A. Journalism & Mass Communication

SEMESTER 1

Core Course-4

MA/JMC/1/CC-4

CURRENT AFFAIRS & GENERAL STUDIES

Time allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

COURSE OBJECTIVES:-

The course aims at developing the understanding between the major international and national political affairs and make the students aware about the election commission process and India's relations with its neighboring countries. It will impart the knowledge about the NitiAayog, economic affairs and economic issues and make the students aware about the social and cultural affairs, health and family welfare.

Course Learning Outcomes:

After completing the Course, the students will be able to:

1: understand the national and international political affairs.

2: understand basics of Indian economy and media role in development

3: understand the impact of Green, Blue and White Revolution on Indian economy

4: understand the social, political and economic affairs of Haryana.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

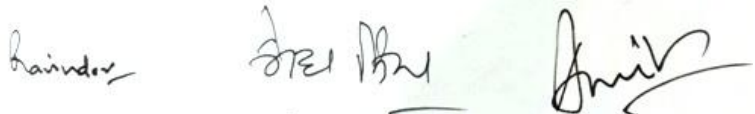
4Questions of 15Marks= 60 Marks

Unit-I

Major Political Affairs: Issues at National level, Election Commission of India, India's Relations with its Neighboring Countries.

Unit-II

Economic Affairs: Economic issues and Problems, Niti Aayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in a Economic Development.



Unit-III

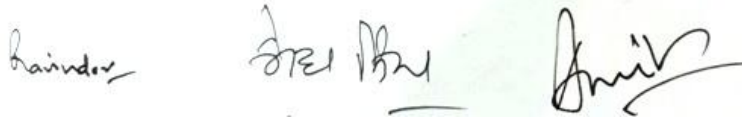
Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit-IV

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.

Suggested Readings:

1. Dr. B.R Ambedkar: "The Constitution of India" Buddham Publisher.
2. M.Laxmikanth: "Indian Polity" Tata McGraw Hill Publisher.
3. SanjivVerma: "The Indian Economy" Unique Publication.
4. NitinSighania: "भारतीय कला और संस्कृति" Tata McGraw Hill
5. K.C Yadav: "Modern Haryana: History and Culture" Manohar Publication.
6. अतुल यादव "हरियाणाअतीत से वर्तमान तक" Nirmal Publication
7. Ram Verma: "Life in the IAS: My Encounters with the Three Lals of Haryana"
Rupa Publication.



CURRENT AFFAIRS & GENERAL STUDIES

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	2.5	3	2
LO-2	3	3	3	3	3	3	2	2
LO-3	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	2.5	2	2.5
Average	3	3	3	3	3	2.5	2.37	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2	2.5	2.5
LO-3	3	3	2	3	2.5
LO-4	3	3	2.5	2.5	3
Average	3	3	2.25	2.62	2.62

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	3	2	2	3	3	2	2.5	2.5
LO-3	3	3	3	3	3	2.5	2.5	3	3	3	2	3	2.5
LO-4	3	3	3	3	3	2.5	2	2.5	3	3	2.5	2.5	3
Average	3	3	3	3	3	2.5	2.37	2.37	3	3	2.25	2.62	2.62

Ravinder

Dr. P. K. Singh

Anita

M.A. Journalism & Mass Communication

SEMESTER 1st

Discipline Specific Course-I

MA/JMC/1/DSC-1

SOCIAL MEDIA

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course objectives: The course aims at providing the students information about the role of social media in human life. The students will be able to know about the impact of social media on different sections of society and will be able to appreciate the need and necessity of rules and regulations for social media.

Course Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Understand the prowess of social media in human life
2 : Appreciate the importance of social media in different walks of life
3: Appreciate significance of social media networking sites.
4: Know the dynamics of social media networks.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarks i.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

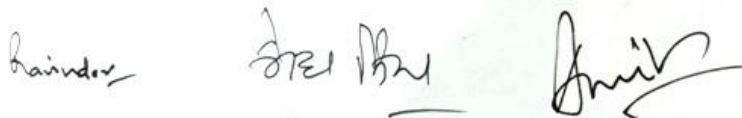
4Questions of 15Marks= 60 Marks

Unit-1

Social Media: definition and importance , Growth & Development of Social Media, Relationship and use of Social Media in Society, Tools of Social Media ,Citizen Journalism, Social Media as Mirror of Society, Role of Social Media in Building Relations, Social Media and Inter-Personal Communication, Role of Social Media in Academics.

Unit-2

Social Media Networking Sites: Twitter, Facebook, Instagram, Snap chat, WhatsApp, You Tube etc., Story generation and development, Dynamic of social media networks: novelty, strengths and weakness, Personal sphere and online communities, Impact of Social Media on children and youth, Social Media: Voice of the Voiceless.



Unit-3

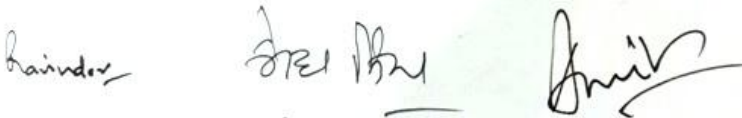
Micro blogging, Content Creation and Sharing, Social Media activism, Media as Social Reformer- Media and Rising Crime, Media and development of scientific temperament Split Personality, Actual and Virtual Personality, Positive and Negative effects of Social Media, Authenticity issues of Social Media.

Unit-4

Security and privacy concerns, Need for a national ICT Policy, Social Media and Nation Building, Social Responsibility of Social Media, Social Media and Mobile Marketing, Social Media in Journalism, Public Relations and Advertising, Social Media Ethics, Future of Social Media.

Suggested Readings:

1. Quesenberry, Keith A. (2020). Social Media Strategy, Rowman& Littlefield: Landon
2. Sperling, Matthew. (2020). Viral, Hachette: London
3. Clavio, Galen. (2020). Social Media and Sports, Human Kaintics Champaign: New York
4. Megale, Claudia et al (2020) Social Media and Social work, Policy Press: New York
5. Bredl, Klos (2017) Methods for analyzing social Media , Routledge: New York
6. McMahan, Ciaran. (2019). The Psychology of Social Media, Routledge: New York
7. Baghel, Dr. Sanjay Singh (2015) Social Media and Indian Youth, Apple Books: New Delhi
8. Dash, Bishnu Mohan Et al (2020) Indian Social Work Routledge: New York
9. Arya, Narender (2011) Social Media, Anmol Publication Pvt. Ltd: New Delhi
10. Bajwa, Dr. Sewa Singh (2021). Social Media: Divergent Paradigms, Friends Publishers: New Delhi
11. Bajwa, Dr. Sewa Singh (2020). Social Media: Opportunities & Challenges, KK Publishers: New Delhi
12. बाजवा, डॉ० सेवा सिंह (2021) सोशलमीडिया: बेजुबानो की जुबान, फ़ैंडसपब्लिसर्ज: नईदिल्ली।
13. बाजवा, डॉ० सेवा सिंह (2021) सोशलमीडिया: के विविध आयाम, के केपब्लिसर्ज: नईदिल्ली।



SOCIAL MEDIA

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	2.5	2.5	2.5	2
LO-2	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2.5
LO-4	3	3	3	2.5	2.5	3	2.5	2
Average	3	3	3	2.87	2.62	2.75	2.62	2.25

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2
LO-2	3	3	2.5	3	3
LO-3	3	3	3	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	2.75	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	2.5	2.5	2.5	2	3	3	2.5	2.5	2
LO-2	3	3	3	3	3	3	3	2.5	3	3	2.5	3	3
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	2.5	2
LO-4	3	3	3	2.5	2.5	3	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.62	2.75	2.62	2.25	3	3	2.62	2.75	2.37

M.A. Journalism & Mass Communication

SEMESTER 1

Discipline Specific Course-2
MA/JMC/1/DSC-2

HEALTH COMMUNICATION

Time allowed :3 Hours

Total Marks: 100
Max. Marks:70
Internal Assessment: 30

Course objectives: The course aims at proving the students' knowledge and information about various health issues and health status in India along with the role of communication in health related issues. Students will be able to learn about health news reporting and writing skills for print as well as electronic media.

Course Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Understand the concept, scope and importance of health communication
2 : Understand the role of communication in health related issues
3: Know about health reporting and news writing for print and electronic media
4: Understand the methods of campaigns and social advertising on health issues.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

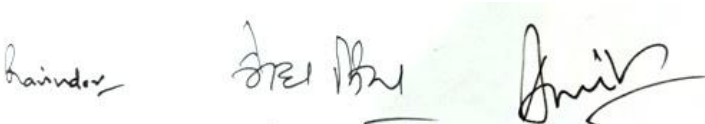
4 Questions of 15Marks= 60 Marks

Unit-I

Nature and Scope of Health Communication , Health Status and Policy in India, Role of Communication in Health Organizations, Health Issues and Communication Campaigns, Family Welfare, Child Welfare and Women Welfare

Unit-II

Interpersonal Communication and Small Group Communication in Health Care, Communication of Health Related Issues, Approaches in Health Communication, Voluntary Agencies, Tackling Rumors and Taboos



Unit-III

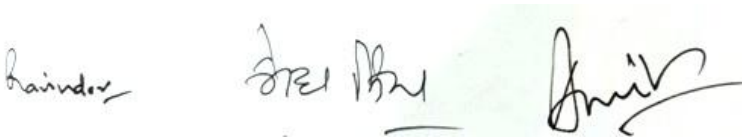
Public Health Campaigns, Communication and Health Education, Writing Health News Reports, Articles and In-Depth News Reports, Production of Health Supplements of Daily Newspaper, Health Magazines and Health Content in General Magazines

Unit-IV

Writing Health Programmes for Radio, Script Writing for Health Programmes for TV, Designing Media Campaigns of Health Issues, Poster Preparation on Health Issues, Preparation of Social Advertising on Health Issues

Suggested Readings:

1. Health Communication: Theory to Practice edited by Renata Schiavo
2. Health Communication: Strategies for Developing Global health Programs edited by Arvind Singhal, Gary L. Kreps and Kijum Kim
3. Public Health Communication: Evidence for Behavior Change edited by Robert C. Hornik
4. Health Communication in the New Media Landscape edited by Jerry C. Parker and Esther Thorson
5. Interactive Case Studies in Health Communication by Michael P. Pagano
6. Health Communication and Mass Media: An Integrated Approach to Policy and Practice edited by Rukhsana Ahmed and Benjamin R. Bates

Three handwritten signatures in black ink are located at the bottom of the page. The first signature on the left is 'bairinder'. The middle signature is 'Jai Bh...' and the right signature is 'Jmit'.

HEALTH COMMUNICATION

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	2	2.5	2	2.5
LO-2	3	3	3	3	3	2	2.5	2
LO-3	3	3	3	3	2.5	2.5	2.5	2.5
LO-4	3	3	3	3	3	3	3	3
Average	3	3	3	2.87	2.62	2.5	2.5	2.5

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2	2
LO-3	3	3	2.5	2.5	2.5
LO-4	3	3	3	2.5	3
Average	3	3	2.62	2.37	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	2	2.5	2	2.5	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	2	2.5	2	3	3	2.5	2	2
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	2.5	2.5	2.5
LO-4	3	3	3	3	3	3	3	3	3	3	3	2.5	3
Average	3	3	3	2.87	2.62	2.5	2.5	2.5	3	3	2.62	2.37	2.5

**M.A. Journalism & Mass Communication
SEMESTER 1**

Skills Enhancement Course-1

MA/JMC/1/SEC-1

COMPUTER APPLICATIONS IN MEDIA

Time allowed:3 Hours

Total Marks: 100

Max.Marks:70

Internal Assessment: 30

Course Objectives: This course is designed for theoretical understanding of computer system and its components, functioning and its software. The paper attains importance that it deals with the significance of computers in Media of Mass Communication

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: Develop the basic knowledge of computer system.
2: Know about the functioning of different parts of computer.
3 Understand the basic concept of Internet and computer networks.
4: Understand the concept and publishing of online newspaper.

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4Questions of 15Marks= 60 Marks

Unit I

Definition, Origin & History, Classification of Computers, Introduction to input & output Devices, Introduction to Memory–Primary& Secondary

hainder *Dr. P. K. Singh* *Dr. P. K. Singh*

Unit II

Introduction to Graphical-User Interface (GUI), File and Folders: Flash, Directory, Creating, Copying, Moving, Deleting and Renaming, Applications & Setting: Desk-top Management, toolbox

Unit III

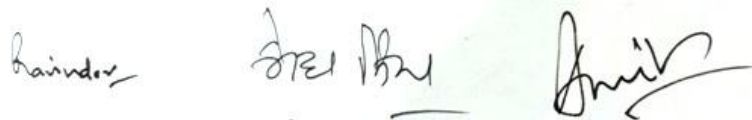
MS-Word and Application: basics, Typing and Editing, Formatting Text, QuarkExpress: basics, PowerPoint: Introduction, presentation, graphics, creating presentation, editing and slide shows

Unit IV

Introduction to Internet: Definition, Various Activities, Tools and Services on Internet, Internet Protocols FTP, HTTP, TCP, IP, Major News Sites, E Magazines, Online Newspapers

Suggested Readings:

1. Bhaskar Chaurasia & Rajiv Chaurasia, Computer Application, Vallabh Prakashan
2. Rahul Singhal, Computer Application for Journalism, Reference Press.
3. Sunita Arora, Computer Application, Dhanpat Rai & Co.
4. R. Steinmetz, Klara Nahrstedt, Multimedia Application Publisher Springer.
5. R. Bangia, A. Arora & J. Sunil, Computer Software and Application, Laxmi Publication.
6. P.K. Sinha & Priti Sinha, Computer Fundamentals, BPB Publication.
7. Kumar, Bittu. (2017). Computer Basics, V&S Publishers: Delhi
8. Yadav, Anshul. (2011). Fundamentals of Computers, Pearson: Delhi
9. Goel, Anita (2010). Computer Fundamentals, Pearson: Delhi
10. Mayer, Paul A. (1999) Computer Media and Communication, Oxford University Press: New Delhi



COMPUTER APPLICATIONS IN MEDIA

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2	2	3	3	2.5
LO-2	3	3	3	3	3	3	2.5	2.5
LO-3	3	3	3	3	3	3	2	2
LO-4	3	3	3	3	2.5	3	2.5	2.5
Average	3	3	3	2.75	2.62	3	2.5	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	3	2	2.5
LO-4	3	3	3	2.5	2.5
Average	3	3	2.75	2.37	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2	2	3	3	2.5	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	3	2.5	2.5	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	3	3	2	2	3	3	3	2	2.5
LO-4	3	3	3	3	2.5	3	2.5	2.5	3	3	3	2.5	2.5
Average	3	3	3	2.75	2.62	3	2.5	2.37	3	3	2.75	2.37	2.5

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M.A. Journalism & Mass Communication

SEMESTER 2

Core Course-5

MA/JMC/1/CC-5

RADIO & T.V JOURNALISM

Total Marks: 100

Time Allowed:3Hours

Max. Marks: 70

Internal Assessment: 30

COURSE OBJECTIVE:-

The Course aims at creating conceptual understanding about Radio & TV Journalism and make the students aware about the Electronic Media News Reporting. It will give an overview of recent Trends of Electronic journalism and impart students' knowledge of Program Production & Transmission.

Learning Outcomes:

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: Understand how to enhance skills of Reporting.
2: Understand the importance of Script Writing.
3: Understand how to learn Camera angles and Visual grammar.
4: Understand Techniques of TV & Radio Reporting.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarks i.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

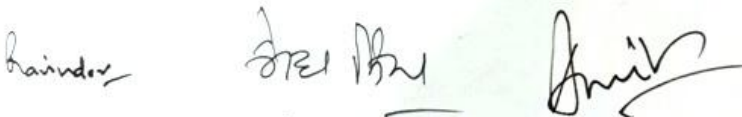
4 Questions of 15Marks= 60Marks

Unit-I

History of Radio in India, Public & Private Radio Systems: AM, FM, Community Radio, PrasarBharti, Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing &Editing , Radio Bridge

Unit-II

Basics of Audio Production, Radio Genres: Formats, Peculiarities & Purpose, Concept of Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes, Essentials of News Writing for Radio, News Bulletin



Unit-III

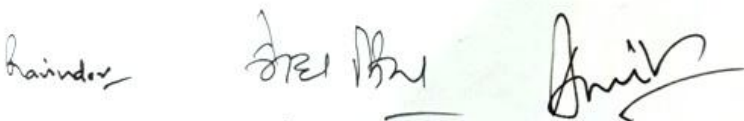
T.V. as a Medium of Communication, Concept of T.V Journalism, Formats and Types for TV Programmes, TV News Script Format, Prominent Reality Shows on Indian T.V., Transmission, DTH, Cable Television, Satellite TV Channels, ,

Unit-IV

Fundamentals of TV Reporting – Reporting Skills, ENG and EFP, Ethics for TV reporting, Writing and Reporting for TV, TV Anchoring, News Reading, Piece to camera, Voice over, You tube channel.

Suggested Reading:

1. Boyd, A. (1997).Broadcast Journalism: Techniques of Radio and TV News (Media Manuals). London: Focal Press.
2. Sengupta, A. (2006).Electronic Journalism: Principles and Practices. New Delhi: Authors Press.
3. Chatterji,P.C. (1991).Broadcasting in India. New Delhi: Sage.
4. Awasthy, G.C.(1965). Broadcasting in India. Bombay: Allied.
5. Sharda, K. (2000).Script to Screen: An Introduction to TV Journalism. New Delhi: Macmillan.
6. Luthra, H.P. (1984).Indian Broadcasting. New Delhi: Publications Division.
7. Mcleish R. (2005). Radio Production, Oxford: Focal Press.
8. Shivastava, K.M. (1989).Radio and TV Journalism. New Delhi: Sterling Publications Pvt. Ltd.
- 9.Fred Shovk (2005) Television Field Production and Repairing Pearson Education
- 10 परमवीर, राकेश मीडिया का वर्तमान परिदृश्य: प्रभातप्रकाशन नई दिल्ली ।
11. डॉ० संजीव भनावत (2019) इलैक्ट्रॉनिक मीडिया राजस्थान हिन्दी ग्रन्थ अकादमी
12. असगर बजाहत, प्रभात रंजन (2018) टेलिविजन लेखन राधा कृष्णा प्रकाशन दिली ८ मंडल मीडिया काअंडर वर्ल्ड पेड न्यूज



RADIO & T.V JOURNALISM

CO-PO Mapping Matrix

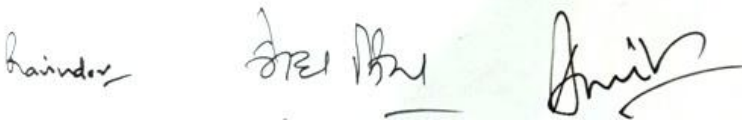
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	2.5	3	2	2
LO-2	3	3	3	2.5	2.5	3	2	2.5
LO-3	3	3	3	3	3	2.5	2.5	2.5
LO-4	3	3	3	3	3	2.5	2.5	2.5
Average	3	3	3	2.75	2.75	2.75	2.25	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2	2.5
LO-2	3	3	3	2.5	3
LO-3	3	3	3	2	2.5
LO-4	3	3	2.5	2.5	2.5
Average	3	3	2.75	2.25	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	2.5	3	2	2	3	3	2.5	2	2.5
LO-2	3	3	3	2.5	2.5	3	2	2.5	3	3	3	2.5	3
LO-3	3	3	3	3	3	2.5	2.5	2.5	3	3	3	2	2.5
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	2.5	2.5	2.5
Average	3	3	3	2.75	2.75	2.75	2.25	2.37	3	3	2.75	2.25	2.37



M.A. Journalism & Mass Communication

SEMESTER 2

Core Course-6

MA/JMC/1/CC-6

MEDIA LAWS & ETHICS

Total Marks: 100

Max. Marks: 70

Internal Assessment: 30

Time Allowed:3Hours

COURSE OBJECTIVE:-

The course devours to create conceptual understanding about Media laws, and its role and functioning to ensure media practicing under the constitution with social responsibility. It will make the students aware of legal and ethical aspects of media and its values and give an overview of recent amendment and future challenges in media regulation. It will also impart students' knowledge of media ethics and how it leads media persons and media establishments to the path of professional rectitude and comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

Course Learning Outcomes:

After completing the Course, the students will be able to:

1: Understand Constitutional aspect of Indian Media Laws.

2: Understand Laws & Regulation of Media.

3: Uunderstand Media Ethics and its adaptation in media profession.

4: understand media code, conduct and self-regulations.

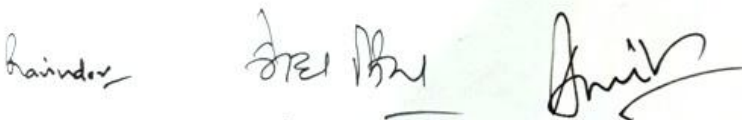
Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4Questions of 15Marks= 60 Marks

Unit I

History of Media Regulations in India; Need for media regulation; Press and Registration of Books Act; Press Council Act, 1978; Copyright Act-1957; Obscenity law ; Media regulators: IBF, NBA



Unit II

Indian Cinematography Act, 1952; Cable Television Regulation Act; 1995 Drugs and magical remedies (Objectionable Advertising) Act, 1954, Official Secret Act.

Unit III

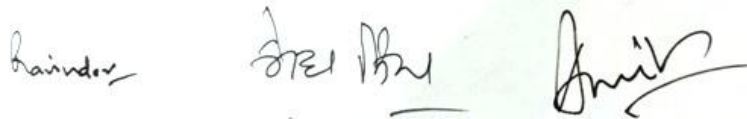
Right to Freedom of Speech and Expression, Article 19(a); RTI Act, 2006; Defamation law; The Contempt of Court Act (as amended); Intellectual Property Rights; Privacy laws; The Information Technology Act, 2000 (as amended)

Unit IV

Press Council of India's norms of Journalistic Conduct; NBA's Code of Ethics and Broadcasting Standards; Difference between Ethical vs legal; Press and accountability in Democracy; Ethical issues in Journalism.

Suggested Reading:

1. C.S. Rayudu & S.B. Nageswar Rao Mass Media Laws and Regulations (Himalaya Publishing House, 2013)
2. DD Basu. Law of the Press, (Prentice Hall, New Delhi, 2006)
3. Rao, M. C. The Press, National Book Trust (1974)
4. Menon, P. K. Journalistic Ethics (Pointer Publishers, Jaipur, 2005)
5. Thakurta, P.G. Media Ethics (Oxford University Press, 2009)
6. Rashmi Sharma (2007) Electronic Media: Issues and Challenges Regal Publication New Delhi
7. Prof. Manoj Dayal Media Metrics Sage
8. संजीवभानावत एवम् शिक्षामाथुर (2009) द्व समाचार पत्र व्यवसाय एवम् प्रेस कानून राजस्थान हिन्दी ग्रन्थ अकादमी जयपुर।



Media Laws & Ethics

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	2	2.5	2
LO-2	3	3	3	3	3	2.5	2.5	2
LO-3	3	3	3	2.5	2.5	2.5	2	2.5
LO-4	3	3	3	3	2.5	3	3	2.5
Average	3	3	3	2.37	2.25	2.5	2.5	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	2.5
LO-2	3	3	2.5	3	2.5
LO-3	3	3	3	2.5	2
LO-4	3	3	3	2.5	2.5
Average	3	3	2.87	2.62	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2	2.5	2	3	3	3	2.5	2.5
LO-2	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
LO-3	3	3	3	2.5	2.5	2.5	2	2.5	3	3	3	2.5	2
LO-4	3	3	3	3	2.5	3	3	2.5	3	3	3	2.5	2.5
Average	3	3	3	2.37	2.25	2.5	2.5	2.37	3	3	2.87	2.62	2.37

M.A. Journalism & Mass Communication

SEMESTER 2

Core Course-7

MA/JMC/1/CC-7

MEDIA INTERNSHIP

Total Marks: 100

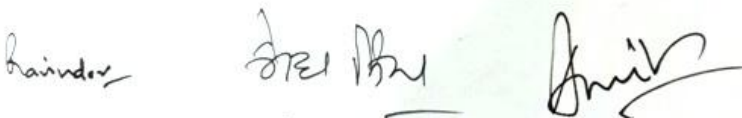
Viva Voce: 100

COURSE OBJECTIVES: -

The course is totally practical in nature and tries to impart the practical Exposure to budding Journalists. After going through the 4-week training in reputed Media houses, the students will be able to handle the writing, editing and production work of different media of mass communication.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: Write and edit news reports
2: Write and record of voiceovers, Packaging, production of bulletins in groups
3: Do copy editing and video editing of news reports.
4: Write, present and record PTCs.

At the end of second semester and after Term-end Exams, all students are required to undergo a 4-week internship with a media house/organization of their choice and/or in consultation with concerned teacher. They are also required to submit Performance Assessment Report (PRA) in prescribed Performa (Performa will be provided by the Department). Performance Assessment Report to be submitted by the organization in which a student has completed the internship. The PRA shall contain details of the internship (work/duties/tasks performed, copies of work done, assignment details etc.) is to be submitted within a month of commencement of the third semester or as per deadline decided by the department/school. Based upon this report Internal Examiner evaluates and power-point presentation, External Examiner shall conduct the viva-voce.



MEDIA INTERNSHIP

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	2.5	3	3	3
LO-2	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	3	2.5	3	3
LO-4	3	3	3	3	3	3	2.5	3
Average	3	3	3	3	2.87	2.87	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	3
LO-3	3	3	3	2.5	2.5
LO-4	3	3	3	2.5	2.5
Average	3	3	3	2.75	2.75

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3	3	3	3	3	3
LO-3	3	3	3	3	3	2.5	3	3	3	3	3	2.5	2.5
LO-4	3	3	3	3	3	3	2.5	3	3	3	3	2.5	2.5
Average	3	3	3	3	2.87	2.87	2.75	3	3	3	3	2.75	2.75

M.A. Journalism & Mass Communication

SEMESTER 2

Core Course-8

MA/JMC/1/CC-8

Public Relations & Corporate Communication

Time allowed:3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Objectives: Imparting basic understanding of Public Relations and identify and analyze various Techniques of Public Relations and Publicity. To provide the students in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

Course Learning Outcomes:

After completing the Course, the students will be able to:
--

1: have skills in using the tools and techniques of Public Relations.
--

2: Learn the Skills of organizing PR events.

3: Learn the basics of corporate communication

4: Understand the role of corporate communication in changing world scenario.
--

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

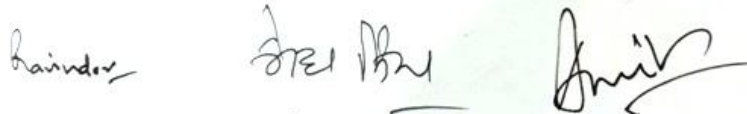
Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4Questions of 15Marks= 60 Marks

Unit-1

Nature and Scope of Public Relations, Present status and future of PR in India, Principles of PR, Publicity, Propaganda, Lobbying & Public Opinion, Publics in PR, Image building in Public & Private Sector, Tools and Techniques of PR, Code of Conduct in PR, Role of Photography in PR

Unit-2

PR Campaign, PR in Crisis Management, Developing Corporate Identity, Functions and Responsibilities of PR Practitioners, Media Relations Event Management, Concept of Neutral Territory, Writing for Public Relations, Publicity Inputs, Organizing Press Event, Preparation of Press release.



Unit-3

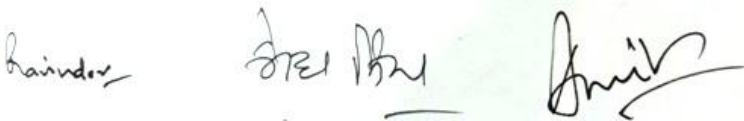
Corporate Communication: concept and definition, Evolution and History of Corporate Communication, Principles of Corporate Communication, Corporate Communication and growth of the organization, Corporate Communication and Media Houses, Corporate Communication Advertisement agencies.

Unit-4

Role of Corporate Communication in damage control & crisis management, Corporate communication: Planning, management and execution, Feature of Corporate Communication in India. Research in the field of Corporate Communication, Corporate Communication in Multi National Companies, Feedback, Group Communication, Corporate Culture

Suggested Readings:

1. Handbook of Public Relations in India: D.S. Mehta
2. Public relations- Problems & Prospects: Anulbasu
3. Corporate Public Relations: K. R. Balan
4. Handbook of Public relations & Communication: Philop Lesley
5. Targeted Public Relations: Robert W. Bly
6. Applied Public Relations & PR: Newson et al
7. Public Relations Concepts, Strategies, & tools: JaishriJethwaney et al
8. Public Relations Concepts, Strategies, & Tools: JaishriJethwaney et al
9. Public relation in India; M.N. Kaul.
10. Effective PR Scott M. Cutlip
11. PR Writings & Media Techniques: P Dennis L. Wilcox et al
12. Making PR work: SushilBahl



Public Relations & Corporate Communication

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	2.5	3	2
LO-2	3	3	3	3	3	2.5	2.5	2
LO-3	3	3	3	3	2.5	2.5	2.5	2.5
LO-4	3	3	3	3	2.5	2.5	2.5	2.5
Average	3	3	3	2.87	2.25	2.5	2.62	2.25

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.62	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	2.5	2.5	2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	3	2
LO-4	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	3	2.5
Average	3	3	3	2.87	2.25	2.5	2.62	2.25	3	3	2.75	2.62	2.37

M.A. Journalism & Mass Communication

SEMESTER 2

Discipline Specific Course-3

MA/JMC/1/DSC-3

SPORTS JOURNALISM

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Objectives: The course aims at imparting the Students a Basic Understanding of the World of Sports and Identify and understand various types of Sports Communication. It tries to inculcate the understanding about the sources of Sports News and Sports News Editing. Apart from providing information about various traditional and modern games and sports, it will also enable the students to write and report about sports event.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: Write sports news and other types of sports material
2: Appreciate the sports as entertainment and understand the contents of various sports pages.
3: Get information about in-depth sport reporting and the importance of T.V. telecast of sports events.
4: Know the traditional sports heritage of India and the place of the country in the world of sports

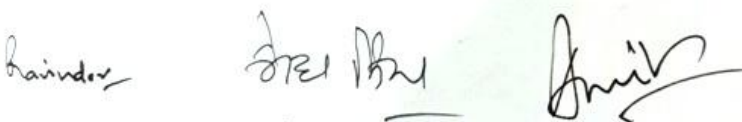
Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4Questions of 15Marks= 60 Marks

Unit-1

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing



Unit-2

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

Unit-3

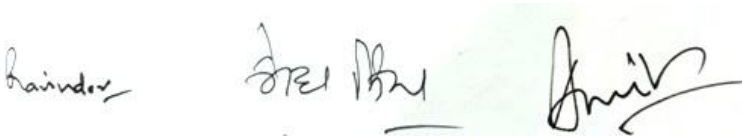
Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Mania , Sports Personality, Prominent Sports Journalists.

Unit-4

Traditional Indian Games and Sports, Place of India in International Sports, Television & Traditional Games, Sports News Paper: Need & Probabilities, Major Sports Issues

Suggested Readings:

20. Mishra, PrasadKumar (2012) Sports Journalism Prasad Publication
21. Lal, Dr. Rajender (2000) Sports Journalism, Friends Publication: New Delhi.
22. Steen, Rob (2014) Sports Journalism Routledge, New York.
23. Singh, Dr. Hoshiyar (2012) Sports Journalism and Mass Media K.S.K. Publishers New Delhi
24. Anderw, Phil (2009) Sports Journalism: A Practical Introduction, SAGE New York.
25. Minogue, Daragh (2019) Sports Journalism: the state of Play Routledge, New York
26. Schultz, Brad (2018) Sports Media: Reporting, Producing and Planning SAGE New York.
27. कुमार, केवलजे (2017)भारतमेंजनसंचार, जेको: मुम्बई
28. मिश्रा, डॉ० आलोक (2019) खेलपत्रकारितातथाजनसंचारमाध्यम, स्पोर्ट्स पब्लिकेशन: दिल्ली ।
29. दुबे, शिवकुमार, हिन्दीपत्रकारिता: इतिहास एवम् स्वरूपपरिमालप्रकाशन: अहमदाबाद



SPORTS JOURNALISM

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	2.5	3	2
LO-2	3	3	3	3	3	2.5	2.5	2
LO-3	3	3	3	3	2.5	2.5	2.5	2.5
LO-4	3	3	3	3	2.5	2	2	2.5
Average	3	3	3	2.87	2.25	2.37	2.5	2.25

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.62	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	2.5	2.5	2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	3	2
LO-4	3	3	3	3	2.5	2	2	2.5	3	3	3	3	2.5
Average	3	3	3	2.87	2.25	2.37	2.5	2.25	3	3	2.75	2.62	2.37

M.A. Journalism & Mass Communication

SEMESTER 2

Discipline Specific Course-4

MA/JMC/1/DSC-4

ANIMATION & GRAPHICS

Time allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

COURSE OBJECTIVES:-

The course aims at imparting basic understanding of Graphics & Designing and to make the students aware about the concept and Principles of Layout. It will give an overview of recent trends of Designing in Media Industry and impart students' knowledge of Logo, trademark, Poster Design etc.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: understand the process Graphics & Designing
2: understand basics of Page Layout.
3: understand how to design Newspaper & Magazines.
4: write Articles, News Report for Digital Media.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two

Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

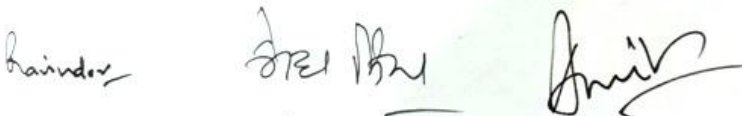
4Questions of 15Marks= 60 Marks

Unit-I

Concept and Theory of Animation and Graphics, Basic Elements and Principles of Graphics, Design and Layout, Principles of Designing, Designing Need and Signification in Media.

Unit-II

Printing methods - Letter Press, Cylinder, Rotary Gravure Screen, Offset, Plate making, Printing paper - Kinds, varieties, sizes, calculation, making choices, Printing Process - Prepress, in press , Post press



Unit-III

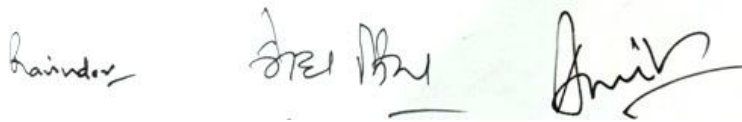
Visuals : Physical Forms, Function, Editing, Color : Physical Forms, Psychology, Color Scheme and Production, Magazine Layout, Pagination, Designing Various Parts, Layout of Broadsheet and Tabloid

Unit-IV

Computer Mediated Design : An Overview; Multi media : Characteristics and function, Designing concepts in TV [News channel's screen] and Websites [front page], Web Designing,, Designing a Website, Newspaper and Magazine Designing, Role of Animation in Advertising, Film Industry, Online Journalism.

Suggested Readings:

1. Sarkar, N.N. (2008). Art and Production. USA: Oxford University Press.
2. Lidwell, W. (2003). Universal Principal of Designing. Singapore: Rockport Publishers.
3. Bringhurst, R. (1996). The Elements of typographic style.Canada:Hartley& Marks Inc.,U.S.; 2nd edition.



Handwritten signatures of three individuals: Rainder, Sri Hari, and Anil.

ANIMATION & GRAPHICS

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	2	2	2.5	2
LO-2	3	3	3	3	2.5	2	2.5	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2
LO-4	3	3	3	2	2	2	2	2
Average	3	3	3	2.62	2.25	2.12	2.37	2.12

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2.5	2.5	2
LO-4	3	3	2	2	2
Average	3	3	2.37	2.37	2.25

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	2	2	2.5	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	2.5	2	2.5	2.5	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2	3	3	2.5	2.5	2
LO-4	3	3	3	2	2	2	2	2	3	3	2	2	2
Average	3	3	3	2.62	2.25	2.12	2.37	2.12	3	3	2.37	2.37	2.25

M.A. Journalism & Mass Communication

SEMESTER 2

Skills Enhancement Course-2

MA/JMC/1/SEC-2

COMMUNICATION SKILLS

Time allowed:3Hours

Total Marks: 100

Max. Marks: 70

Internal Assessment: 30

COURSE OBJECTIVE:-

The Course will create conceptual understanding about communication skills effectively and make the students aware about the body languages. It will give an overview of recent amendment and future of creative writing and impart students' knowledge of audio-visual aids, soft skills etc.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: understand communication skills.
2: understand verbal and Non-verbal communication.
3: understand how to do improve public speaking skills.
4: do news analysis, film & book review

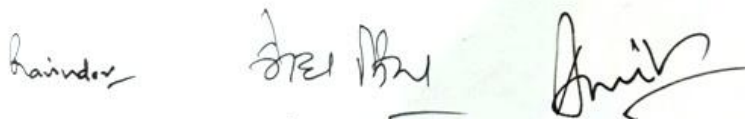
Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15Marks= 60 Marks

Unit-I

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.



Unit-II

Reading Skills & Public Speaking Skills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

Unit-III

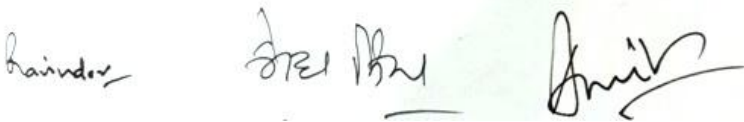
Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

Unit-IV

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.

Suggested Readings :

1. Communicating a social and career focus, K. M. Berko, Andrew D. Wolvyn and Darlyn R. Wolvyn, Houghton Mifflin Co., Boston (1977)
2. The Craft of Scientific Writing (3rd Edition), Michael Alley, Springer, New York (1996)
3. Science and Technical Writing – A Manual of Style (2nd Edition), Philip Reubens (General editor), Routledge, New York (2001)
4. Writing Remedies – Practical Exercises for Technical Writing Edmond H. Weiss, Universities Press (India) Ltd., Hyderabad (2000)
5. Effective Technical Communication, M. Ashraf Rizvi, Tata McGraw – Hill Publishing Co. Ltd., New Delhi (2005)



Communication Skills

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2
LO-2	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	3	2.5	2.5
Average	3	3	3	3	3	2.87	2.75	2.5

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3
LO-2	3	3	3	2	2.5
LO-3	3	3	3	3	2.5
LO-4	3	3	3	3	2
Average	3	3	3	2.62	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2	3	3	3	2.5	3
LO-2	3	3	3	3	3	3	3	2.5	3	3	3	2	2.5
LO-3	3	3	3	3	3	2.5	2.5	3	3	3	3	3	2.5
LO-4	3	3	3	3	3	3	2.5	2.5	3	3	3	3	2
Average	3	3	3	3	3	2.87	2.75	2.5	3	3	3	2.62	2.5

Open Elective Course-1

MA/JMC/9/OE-1

(For other Departments)

CURRENT AFFAIRS & GENERAL STUDIES

Time allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

COURSE OBJECTIVES:-

The course aims at developing the understanding between the major international and national political affairs and make the students aware about the election commission process and India's relations with its neighboring countries. It will impart the knowledge about the NitiAayog, economic affairs and economic issues and make the students aware about the social and cultural affairs, health and family welfare.

Course Learning Outcomes:

After completing the Course, the students will be able to:

1: understand the national and international political affairs.

2: understand basics of Indian economy and media role in development

3: understand the impact of Green, Blue and White Revolution on Indian economy

4: understand the social, political and economic affairs of Haryana.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

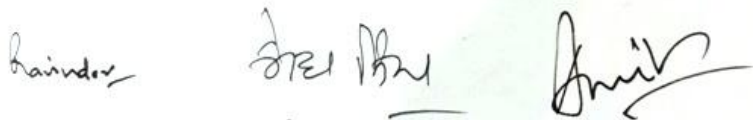
Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus. 4Questions of 15Marks=60 Marks

Unit-I

Major Political Affairs:IssuesatNational level, Election Commission of India, India's Relations with its NeighboringCountries.

Unit-II

Economic Affairs: Economic issues and Problems, NitiAayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in a Economic Development.



Unit-III

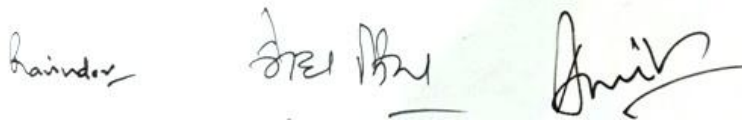
Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit-IV

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.

Suggested Readings:

1. Dr. B.R Ambedkar: "The Constitution of India" Buddham Publisher.
2. M.Laxmikanth: "Indian Polity" Tata McGraw Hill Publisher.
3. SanjivVerma: "The Indian Economy" Unique Publication.
4. NitinSighania: "भारतीय कला और संस्कृति" Tata McGraw Hill
5. K.C Yadav: "Modern Haryana: History and Culture" Manohar Publication.
6. अतुल यादव "हरियाणाअतीत से वर्तमान तक" Nirmal Publication
7. Ram Verma: "Life in the IAS: My Encounters with the Three Lals of Haryana" Rupa Publication.



CURRENT AFFAIRS & GENERAL STUDIES

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	2.5	3	2
LO-2	3	3	3	3	3	3	2	2
LO-3	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	2.5	2	2.5
Average	3	3	3	3	3	2.5	2.37	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2	2.5	2.5
LO-3	3	3	2	3	2.5
LO-4	3	3	2.5	2.5	3
Average	3	3	2.25	2.62	2.62

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	3	2	2	3	3	2	2.5	2.5
LO-3	3	3	3	3	3	2.5	2.5	3	3	3	2	3	2.5
LO-4	3	3	3	3	3	2.5	2	2.5	3	3	2.5	2.5	3
Average	3	3	3	3	3	2.5	2.37	2.37	3	3	2.25	2.62	2.62

Open Elective Course -2
MA/JMC/9/OE-2
(For other Departments)
SPORTS JOURNALISM

Time Allowed :3Hours

Total Marks: 100
Max. Marks:70
Internal Assessment: 30

Objectives: The course aims at imparting the Students a Basic Understanding of the World of Sports and Identify and understand various types of Sports Communication. It tries to inculcate the understanding about the sources of Sports News and Sports News Editing. Apart from providing information about various traditional and modern games and sports, it will also enable the students to write and report about sports event.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: Write sports news and other types of sports material
2: Appreciate the sports as entertainment and understand the contents of various sports pages.
3: Get information about in-depth sport reporting and the importance of T.V. telecast of sports events.
4: Know the traditional sports heritage of India and the place of the country in the world of sports

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

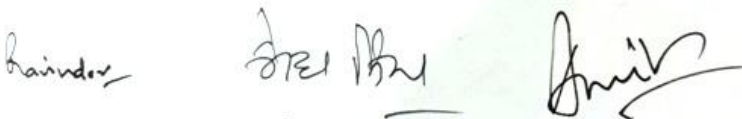
5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4Questions of 15Marks= 60 Marks

Unit-1

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing



Unit-2

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

Unit-3

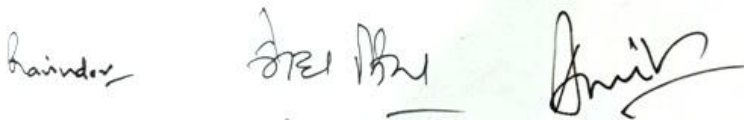
Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Mania , Sports Personality, Prominent Sports Journalists.

Unit-4

Traditional Indian Games and Sports, Place of India in International Sports, Television & Traditional Games, Sports News Paper: Need & Probabilities, Major Sports Issues

Suggested Readings:

1. Mishra, PrasadKumar (2012) Sports Journalism Prasad Publication
2. Lal, Dr. Rajender (2000) Sports Journalism, Friends Publication: New Delhi.
3. Steen, Rob (2014) Sports Journalism Routledge, New York.
4. Singh, Dr. Hoshiyar (2012) Sports Journalism and Mass Media K.S.K. Publishers New Delhi
5. Anderw, Phil (2009) Sports Journalism: A Practical Introduction, SAGE New York.
6. Minogue, Daragh (2019) Sports Journalism: the state of Play Routledge, New York
7. Schultz, Brad (2018) Sports Media: Reporting, Producing and Planning SAGE New York.
8. कुमार, केवलजे (2017) भारतमेंजनसंचार, जेको: मुम्बई
9. मिश्रा, डॉ० आलोक (2019) खेलपत्रकारितातथाजनसंचारमाध्यम, स्पोर्ट्स पब्लिकेशन: दिल्ली ।
10. दुबे, शिवकुमार, हिन्दीपत्रकारिता: इतिहास एवम् स्वरूपपरिमालप्रकाशन: अहमदाबाद



SPORTS JOURNALISM

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	2.5	3	2
LO-2	3	3	3	3	3	2.5	2.5	2
LO-3	3	3	3	3	2.5	2.5	2.5	2.5
LO-4	3	3	3	3	2.5	2	2	2.5
Average	3	3	3	4	2.25	2	2.5	2.25

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.62	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	2.5	2.5	2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	3	2
LO-4	3	3	3	3	2.5	2	2	2.5	3	3	3	3	2.5
Average	3	3	3	4	2.25	2	2.5	2.25	3	3	2.75	2.62	2.37

Open Elective Course-3
MA/JMC/9/OE-3
(For other Departments)
Film Studies

Time Allowed :3Hours

Total Marks: 100
Max. Marks:70
Internal Assessment:30

Objectives: The course aims at imparting the Students a Basic Understanding of films and Identify; understand various genres of films and types of cinema. It tries to inculcate the understanding about the process of film making, film Editing and film distribution. Apart from providing information about various types of cinema, it will also enable the students to write reviews and other aspects of film studies.

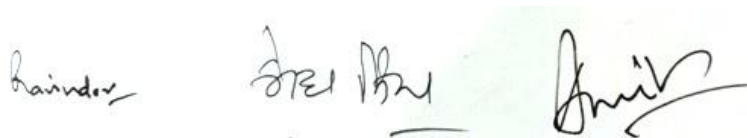
Course Learning Outcomes:
After completing the Course, the students will be able to:
1: know about various phases of historical development of cinema in India
2: Appreciate films as a powerful medium of Mass communication.
3: Get information about regional cinema and prominent film makers.
4: Know about film budgeting and film exhibition techniques.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.
5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4Questions of 15Marks= 60 Marks
Marks

Unit-1

A Brief History of Indian Cinema, The Pioneers, The Talkies & Studio Culture, Coming of the Superstars, Rise of Multiplex, Genres in Indian Cinema



Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Film Genres, Brief History of World Cinema.

Unit-3

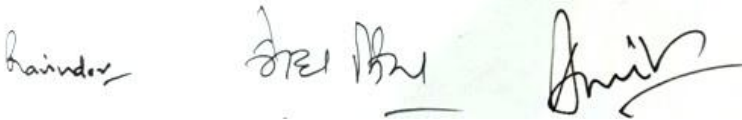
Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review and Film appreciation, CBFC: Organization & functions.

Suggested Readings:

1. Introduction to Film Studies, Jill Nelemes, Routledge New York (2012)
2. Film Studies: An Introduction, Worn Buckland
3. India Cinema: A very short introduction, Ashish Rajadhyaksha, Oxford University Press New Delhi (2016)
4. 101 hit films of Indian Cinema, Renu Saran, (2014)
5. Encyclopedia of Indian Cinema, Ashish Rajadhyaksha, Oxford University Press New Delhi (2014)
6. Bollowood's, Top 20: Super Stars of Indian Cinema Bhaichand Patel, Penguin (2016)
7. Indian Cinema Beyond bollywood Ashivn Immanuel Devasundram, Routledge New York (2018)
8. Narratives of Indian Cinema, Manu Jain (2009)
9. Facets of Indian Cinema, Sewa Singh Bajwa, KK publications, New Delhi (2019).
10. Our Films Their Films, Satyajit Ray (1994)
11. The Oxford history of world cinema, Geoffrey Nowell- Smith, Oxford University Press New York 1996



Film Studies

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	2.5	3	2
LO-2	3	3	3	3	3	3	2	2
LO-3	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	2.5	2	2.5
Average	3	3	3	3	3	2.5	2.37	2.37

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2
LO-4	3	3	3	3	2.5
Average	3	3	2.75	2.62	2.37

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2.5	3	2	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	2.5	2.5	2	3	3	2.5	2	2.5
LO-3	3	3	3	3	2.5	2.5	2.5	2.5	3	3	3	3	2
LO-4	3	3	3	3	2.5	2	2	2.5	3	3	3	3	2.5
Average	3	3	3	4	2.25	2	2.5	2.25	3	3	2.75	2.62	2.37

Open Elective Course-04

MA/JMC/9/OE-04

(For other Departments)

COMMUNICATION SKILLS

Time allowed:3Hours

Total Marks: 100

Max. Marks: 70

Internal Assessment: 30

COURSE OBJECTIVE:-

The Course will create conceptual understanding about communication skills effectively and make the students aware about the body languages. It will give an overview of recent amendment and future of creative writing and impart students' knowledge of audio-visual aids, soft skills etc.

Course Learning Outcomes:

After completing the Course, the students will be able to:
--

1: understand communication skills.
--

2: understand verbal and Non-verbal communication.

3: understand how to do improve public speaking skills.
--

4: do news analysis, film & book review
--

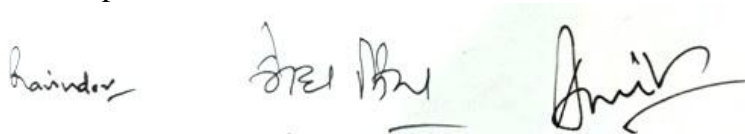
Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry EqualMarks i.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15Marks= 60 Marks

Unit-I

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.



Unit-II

Reading Skills & Public Speaking Skills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

Unit-III

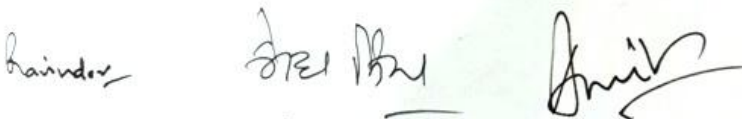
Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

Unit-IV

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.

Suggested Readings :

1. Communicating a social and career focus, K. M. Berko, Andrew D. Wolvyn and Darlyn R. Wolvyn, Houghton Mifflin Co., Boston (1977)
2. The Craft of Scientific Writing (3rd Edition), Michael Alley, Springer, New York (1996)
3. Science and Technical Writing – A Manual of Style (2nd Edition), Philip Reubens (General editor), Routledge, New York (2001)
4. Writing Remedies – Practical Exercises for Technical Writing Edmond H. Weiss, Universities Press (India) Ltd., Hyderabad (2000)
5. Effective Technical Communication, M. Ashraf Rizvi, Tata McGraw – Hill Publishing Co. Ltd., New Delhi (2005)



Communication Skills

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	3	3	3	3	2
LO-2	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	3	2.5	2.5
Average	3	3	3	3	3	2.87	2.75	2.5

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3
LO-2	3	3	3	2	2.5
LO-3	3	3	3	3	2.5
LO-4	3	3	3	3	2
Average	3	3	3	2.62	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3	3	3	2	3	3	3	2.5	3
LO-2	3	3	3	3	3	3	3	2.5	3	3	3	2	2.5
LO-3	3	3	3	3	3	2.5	2.5	3	3	3	3	3	2.5
LO-4	3	3	3	3	3	3	2.5	2.5	3	3	3	3	2
Average	3	3	3	3	3	2.87	2.75	2.5	3	3	3	2.62	2.5

Open Elective Course-5
MA/JMC/9/OE-5
(For other Departments)
Personality Development

Time Allowed :3Hours

Total Marks: 100
Max. Marks:70
Internal Assessment: 30

Objectives: The course aims at imparting the Students a Basic Understanding of Personality Development, traits of personality, attitude, stress management techniques and various other aspects of a confident personality. Apart from providing information about various significant aspects of personality, it will also enable the students to have in depth knowledge of presentation skills.

Course Learning Outcomes:
After completing the Course, the students will be able to:
1: various traits of personality and its significance
2: Appreciate the types of personality, self esteem and significance of body language.
3: Get information about in-depth sport reporting and the importance of attitude, stress and time management
4: Know various types of presentation skills and significane of dressing sense.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marksi.e.15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

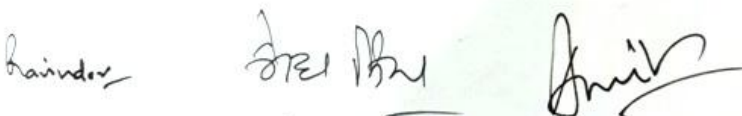
4Questions of 15Marks= 60 Marks

Unit-I

Define Personality, Determinants of Personality Development, Perception – Definition, Perceptual Process. Factors of Association – Relationship, Personality Traits, Developing Effective Habits, Emotional Intelligence. Motivation, Introspection, Self-Assessment, Self-Appraisal & Self-development, Sigmund Freud Id, Ego & Super Ego. SWOT analyses.

Unit-II

Self Esteem and Maslow, Self Esteem & Erik Erikson, Mind Mapping, Competency Mapping, Types of Personalities – Introvert, Extrovert & Ambivert person, Effective Communication & Its key aspects, Assertiveness, Decision-making skills, Conflict: Process & Resolution, Leadership & Qualities of Successful Leader, Interpersonal Relationship, Good manners & Etiquities, Effective Speech, Understanding Body language, projective positive body language.



Unit-III

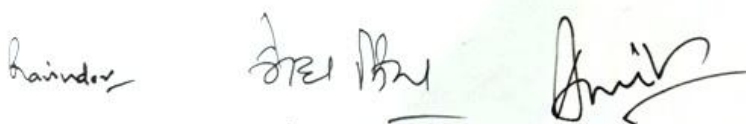
Attitude – Concept -Significance -Factors affecting attitudes – Positive attitude–Advantages – Negative attitude-Disadvantages -Ways to develop a positive attitude, Stress Management: Introduction, Causes, stress management techniques, Time management: Importance of time management, Techniques of time management, Time management styles.

Unit-IV

Presentation Skills, Communication Skills, Interpersonal Skills, Work Place Etiquette, Self Confidence, Positive Attitude, Conversation, Pronunciations, Story narrations, Verb Patterns, Speech fluency, Building a positive attitude – creative thinking, Executive Corporate Attire, Formal Dressing, Dressing Sense.

Suggested Readings :

1. Communicating a social and career focus, K. M. Berko, Andrew D. Wolvyn and Darlyn R. Wolvyn, Houghton Mifflin Co., Boston (1977)
2. The Craft of Scientific Writing (3rd Edition), Michael Alley, Springer, New York (1996)
3. Science and Technical Writing – A Manual of Style (2nd Edition), Philip Reubens (General editor), Routledge, New York (2001)
4. Writing Remedies – Practical Exercises for Technical Writing Edmond H. Weiss, Universities Press (India) Ltd., Hyderabad (2000)
5. Effective Technical Communication, M. Ashraf Rizvi, Tata McGraw – Hill Publishing Co. Ltd., New Delhi (2005)



PERSONALITY DEVELOPMENT

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	2.5	3	3
LO-2	3	3	3	3	3	3	2.5	3
LO-3	3	3	3	3	2.5	2.5	3	3
LO-4	3	3	3	3	3	2	3	2.5
Average	3	3	3	4	3	3	2.87	2.87

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3
LO-3	3	3	3	3	2.5
LO-4	3	3	3	3	3
Average	3	3	3	2.87	2.75

CO-PO-PSO Mapping Matrix

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	2.5	3	3	3	3	2.5	2.5	2.5
LO-2	3	3	3	3	3	3	2.5	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	2.5	3	3	3	3	3	3	2.5
LO-4	3	3	3	3	3	2	3	2.5	3	3	3	3	3
Average	3	3	3	4	3	3	2.87	2.87	3	3	3	2.87	2.75