

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



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

**M.A. Journalism & Mass Communication
Post Graduate Programme
(Semester 3rd and Semester 4th)**

w.e.f.- August-2022

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28/1/2022
Sharma
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Table 3: Course code and Title along with credits detail

Sr. No.	Course Code	Course Title	Credits		
			Theory	Practical	Total
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	Media and Society	4	0	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 and Videography	3	1	4
2.	MA/JMC/1/CC-13	Dissertation	2	2	4
3.	MA/JMC/1/CC-14	Media Practical & Comprehensive Viva	1	3	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	3	1	4
	MA/JMC/1/DSC-12	Television Production			
Students can choose any one from each DSE					
6.	MA/JMC/1/DSC-13	Intercultural Communication	3	1	4
	MA/JMC/1/DSC-14	Mobile Journalism			
Total			20	4	24

M.A. Journalism & Mass Communication

SEMESTER 3rd

Core Course-1

MA/JMC/1/CC-9

FILM STUDIES

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objectives: To understand the concept of film studies and language of cinema. The students will know the various film movements in India and around the world. The students will also know how to critically analyze films with the help of film theories. Its helps to understand the impact of globalization and the new trend of cinema in India.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: The students will be able to understand the historical development of Indian Cinema
2: Classify the language of cinema and film narratives.
3: Students will develop sense to critical analysis of films.
4: Able to have great understanding of Indian Cinema

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

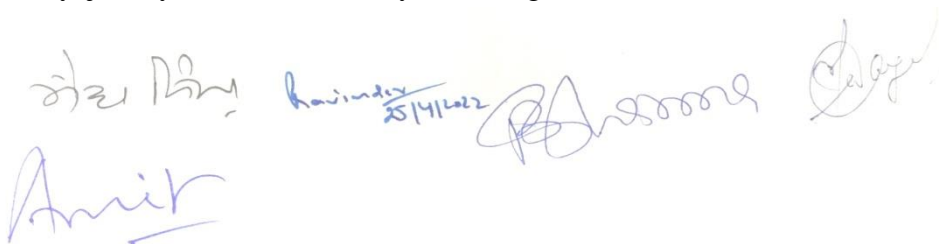
Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars, Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five Cs of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making, Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

Unit-3

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

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Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review, Film magazines and film supplements of Newspapers.

Suggested Readings:

1. Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press.
2. Cook, David A. 1981. A History of Narrative Film. New York: Norton.
3. Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
4. Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
5. Brown, Blain. 2002. Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers. Focal Press.
6. Brown, Blain. 2012. Motion Picture and Video Lighting. CRC Press.
7. Owens, Jim, and Gerald Millerson. 2012. Video Production Handbook. CRC Press.
8. Barsam, Richard Meran, and Dave Monahan. 2012. Looking at Movies: An Introduction to Film. W W Norton & Company Incorporated.
9. Kerner, Marvin M. 1989. The Art of the Sound Effects Editor. Focal Press.
10. Bajwa, Sewa Singh 2019. The facets of Indian Cinema, New Delhi:KK Publications.

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FILM STUDIES

CO-PO Mapping Matrix

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

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	2.5	2.5	2.5
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	2.75	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	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	3	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	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	3	3	2.5	3	2.5
Average	3	3	3	2.87	3	2.87	2.75	2.75	3	3	2.62	2.75	2.62

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M.A. Journalism & Mass Communication
SEMESTER 3rd

Core Course -2

MA/JMC/1/CC-10

ADVERTISING & MARKETING

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 advertising and marketing in human life. The students will be able to know about the impact and influence of advertising and marketing on purchasing habits of the human beings. The students will also know about the Internet Marketing, Customer Relations Management and other concepts of the advertising and Marketing.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Students will be able to define basic terms related to advertising and marketing.
2: Identify different types and techniques employed in advertising and its larger implications.
3: Adapt skills to analyze the behavior of consumer and market situation to come up with effective means of advertising.
4: Acquiring skills students shall become producers of print, digital and outdoor advertisements.

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

Advertising: Definition, Nature & Scope, Evolution and Growth of Advertising, Classification of Advertising, Appeals in Advertising, Copy Writing for Print & Electronic Media Advertising, Socio-economic effects of Advertising, New trends in Advertising.

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Unit-2

Advertising Budget-an overview, Advertising Appropriation, Political & Social Campaigns, Campaign Planning, Advertisement and Consumerism, Parts of Advertising.

Unit-3

Nature and Scope of Marketing, Evolution and Growth of Marketing, Approaches to Marketing, Functions & Principles of Marketing, E-Commerce and Internet Marketing, International Marketing

Unit-4

Customer Relationship Management, Marketing Communication, Entrepreneurship, Internet Advertising, Marketing Mix, 5 Ps of marketing, Marketing and New Media

Suggested Readings:

1. Chris Hecky (2005) Advertising in promotions communicating brands, SAGE publication, New Delhi.
2. Kurtishah (2017) Advertising and integrating marketing communication, McGraw hill Education, New Delhi.
3. Neeru Kapoor (2021), Concept building approach to Advertising and Personal Selling, Cengage Learning India Pvt. Ltd.
4. Ritu Narang, (2020), Advertising, Selling and promotions, Pearson Education, India, New Delhi.
5. Seema Gupta (2020) Digital Marketing McGraw Hill, New Delhi.

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ADVERTISING & MARKETING

CO-PO Mapping Matrix

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

CO-PSO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3	3	3	3	3	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	2.5	3	3
Average	3	3	3	3	2.87	2.87	2.75	2.87	3	3	2.87	2.87	2.87

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M.A. Journalism & Mass Communication

SEMESTER 3rd

Core Course-3

MA/JMC/1/CC-11

Communication Research

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objectives: To introduce students to the research culture, with basic understanding of communication research, roles, functions and types of research. To impart the knowledge of methods and techniques of media research. To acquaint the students with the methods, techniques and designs of research and its statistical implications.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: The students will be able to define the meaning, scope, Course Objectives and significance of media search.
2: The students will be able to demonstrate appropriate methods for collecting and analyzing research data.
3: The students will be able to prepare questionnaire and understand the classification and tabulation of Data.
4: The students will be able to understand report writing and identify research areas for further research.

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

Communication Research: Concept, Need and Importance, Pure & Applied Research, Feedback and Feed forward Studies, Qualitative and Quantitative Research, Hypothesis: Types and Importance

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Unit-2

Research Design: Meaning, Need & Importance, Experimental, Longitudinal Studies, Panel Studies, Research Methods & Techniques: Sampling, Survey, Case Study, Content Analysis

Unit-3

Questionnaire: Purpose, Preparation & Administration, Types of Questions, Sources of Data: Primary, & Secondary, Coding, Classification, Tabulation of Data, Data Analysis and Interpretation.

Unit-4

Specified methods of communication research: Semiology and Linguistics, Ethnography, Deconstruction, Discourse analysis, Textual and Inter-textual reading, Research Report: Purpose and Characteristics, Parts of Research Report, New trends in Mass Communication Research

Suggested Readings:

- (1) Wimmer, Roger, D and Dominick, Joseph, R. (2006) Mass Media Research, Thomson Wadsworth
- (2) Kothari, C.R. (2004) Research Methodology: Methods and Techniques, New Age International Ltd. Publishers
- (3) Arthur Asa Berger. (1998) Media Research Techniques, Sage Publications.
- (4) John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- (5) Reinard, J. (2001) Introduction to Communication Research, McGraw Hill
- (6) Sarantakos, S. 1988) Social Research, Palgrave, New York
- (8) Young, P.V (1984) Scientific Social Surveys and Research, Prentice Hall of India Pvt. Ltd.
- (10) Hansen, Anders & et al. (1988) Mass Communication Research Methods, Mc Millan London,
- (11) Paneerselvam (2007) Research Methodology, New Delhi, Prentice Hall of India

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- Signature: Ravinder
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Communication Research

CO-PO Mapping Matrix

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

CO-PSO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	2.5	3	3	3	2.5	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	3	3	2.5
Average	3	3	3	3	3	2.87	2.75	2.87	3	3	2.87	2.87	2.87

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M.A. Journalism & Mass Communication

SEMESTER 3rd

Discipline Specific Course-5

MA/JMC/1/DSC-5

Media and Society

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objectives: To make the students aware about the social fabric of Indian Society and make them learn the finer points of Media in order to cater to the needs of the society. Students will learn the intricate and complex nature of society and the impact of omnipotent Media on society .

Learning Outcomes:

Course Learning Outcomes
After completing the Course the students will be able to:
1: Understand the role of Media in society
2: Appreciate the importance of Media in democratic setup
3: Appreciate significance of Media in Social Movements
4: Know the ownership patterns and the power of media content.

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

Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit-2

Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

Unit-3

Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

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Unit-4

Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Suggested Readings:

1. Simon Lindgren (2017) Digital Media and Society SAGE Publication Ltd.
2. David, William and Clayton (2021) Media/Society: technology, Industries, Content and User SAGE Publication India.
3. James curran & David Hes Mondhalgh (2019) Media and Society, Bloomsbury Academic USA
4. Usha Sawhney, Sanjeev Bhanawat & Kalyon Singh Kothari (2021) Impact of Media on Culture & Society, University Book Home Pvt. Ltd.
5. Graeme Burton (2017) Media and society: Critical Perspective, Rawat Publication, New Delhi.
6. Nicholan Carah (2021) Media and Society: Power, Platform and Participation, SAGE Publication Pvt. Ltd.

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Media and Society

CO-PO Mapping Matrix

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

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	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.87	2.87	2.87

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	2.5	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	2.5	3	2.5
Average	3	3	3	3	2.87	2.87	2.87	2.75	3	3	2.87	2.87	2.87

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M.A. Journalism & Mass Communication

SEMESTER 3rd

Discipline Specific Course-6

MA/JMC/1/DSC-6

Development Communication

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objectives: The basic objective of this paper is to provide basic concept of development. It also helps in understanding the various models of development. The students will also know how media act as a tool of development. Its helps to understand the impact of various government schemes on nation building.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Students will be able to understand various models of development.
2: Students willalso understand the role of media in development.
3: Students will also learn how to critical appraisal of development communication programmes and governments schemes.
4: Students will know the various development support communication 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 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

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati Raj, Developing countries versus developed countries.

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Unit-2

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Development communication models – diffusion of innovation, empathy, magic multiplier, Alternative Development communication approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development.

Unit-3

Role of media in development, Mass Media as a tool for development, Role performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication;

Unit-4

Critical appraisal of development communication programmes and government schemes: SITE, Kheda, Jhabua, MNREGA; Cyber media and development –e-governance, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health& family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Suggested Readings:

1. Arvind Singhal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.
2. J V Vilanilam: (2009) Development Communication in Practice, India and the Millennium Development Goals SAGE
- 3 Kiran Prasad. (2009) Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi..
4. Melkote Srinivas R., H. Leslie Steeves (2001) Communication for Development in the Third World: 26 Theory and Practice for Empowerment: Sage.
5. Schramm, Wilbur: (1964) Mass Media and National Development, Stanford UP, Stanford,.
6. Uma Narula, W. Barnett Pearce (1986) Development as communication: a perspective on India. Southern Illinois University Press,
7. Uma Narula (2004) Development Communication: Theory and Practice. Har Anand.
- 8 Shri Niwas Raj Malkote (2015) Communication for development theory and practice for Empowerment and Social Justice, SAGE India.

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Development Communication

CO-PO Mapping Matrix

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

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	3
LO-3	3	3	2.5	3	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	2.87	2.87

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	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	3	3	2.5	3	3	3	2.5	2.5	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	2.5	3	3
LO-4	3	3	3	3	3	2.5	2.5	3	3	3	2.5	3	2.5
Average	3	3	3	2.87	2.87	2.87	2.75	2.87	3	3	2.62	2.87	2.87

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M.A. Journalism & Mass Communication

SEMESTER 3rd

Discipline Specific Course-7

MA/JMC/1/DSC-7

Environment Journalism

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objective: The objective of this paper is to provide basic concept of on Environment, Ecology, Natural Resources, Importance of biodiversity and need for their conservation along with various environmental issues and Govt. policies, and Environmental movements.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Students will be able to understand environment science and its importance.
2: Learners will understand the various types of pollution and hazards caused by them.
3: Learners will understand ways to monitor environment and the various green technologies.
4: Learners will know the various Acts enacted for the protection of the environment.

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

Environment journalism – emergence—rise of environment activism—role of the state—developments in India—relevant laws—UN initiatives—environment protection and the role of media--Environmental journalism today—Skills for environmental journalism.

Unit -II

Journalism on the environment and its challenges --Media theory basics for the environmental journalist—Objectivity-Framing-News values—Agenda Setting-Advocacy journalism--The media as environmental watchdog --Challenges for investigative environmental journalism.

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Unit-III

Writing Science News Stories, Important Media for Communicating Science, Science Feature, Coverage of Science & Environment Issues for TV and Newspapers, Environmental TV Channels: Discovery, National Geographic, Animal Planet etc, Environmental journalism in Digital media, Environmental Journalism in /radio, Environmental Journalism in Television

Unit-IV

Major Environmental Issues: Global Warming, Afforestation, Deforestation, Soil Erosion, Pollution etc., Solid Waste Management, Training for Science and Technology Communicators, Communicating Science to Rural Audiences.

Suggested Readings:

Suggested Readings:

1. Depoe Stephen, (2014) Voice and Environment Communication, Palgrave
2. H Bodker and I Neverla (2013) (Eds) Environment Journalism, Routledge
3. Hansen A, (2011) Communication, Media and Environment, Routledge
4. Milstein, Pileggi, Morgan; (2017) Environment Communication Pedagogy and Practice, Routledge,
5. Robert Cox; (2009) Environmental Communication and the Public Sphere, 2nd Edition, Sage,
6. The Routledge (2015) Handbook of Environment and Communication, Routledge,
7. Weiss Robert (2008) Covering the Environment, Routledge
8. D.S. Poornananda (2022) Environmental Journalism: Reporting on environmental Concern and climate change in India, SAGE Publication Pvt. Ltd.
9. Keya Acharya (2018) The green Pen: Environmental Journalism in India and South Asia. SAGE Publication Pvt. Ltd.

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Environment Journalism

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	3	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2.5
Average	3	3	3	2.75	2.75	2.87	2.87	2.75

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	3	3	2.5
LO-3	3	3	2.5	2.5	2.5
LO-4	3	3	2.5	3	2.5
Average	3	3	2.75	2.87	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	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	3	3	3	3	3	3	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2.5	2.5	2.5
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.87	2.75	3	3	2.75	2.87	2.62

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M.A. Journalism & Mass Communication

SEMESTER 3rd

Discipline Specific Course-8

MA/JMC/1/DSC-8

Agriculture Communication

Time Allowed :3Hours

Total Marks: 100

Max. Marks:70

Internal Assessment: 30

Course Objectives: The objective of this paper is to provide basic concept of on Agriculture, Agricultural Reforms, Green Revolution, Importance of Agricultural Training Centre and Kisi Mela & Exhibition. This paper also highlights the role of media in agriculture sector.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: Students will be able to understand agricultural communication and its importance.
2: Students will understand the various types of agriculture policy.
3: Students will understand ways to monitor agriculture and the problems of farming sector.
4: Students will know the various agriculture innovations, agricultural radio and TV programs.

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

Agriculture; Present Status of Production and Economic Condition of Farmers in Haryana, The Present Agricultural Policy of India and Haryana, Meaning, Nature, Scope and Characteristics of Agricultural Journalism, Agricultural Reforms in India, Media and Green Revolution, Status of Agricultural Journalism in India.

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Unit-II

Agricultural Media Reporting, Agricultural Features, Interviews & Articles, Analytical Stories, Media & Agricultural Innovations, Agriculture and Media, Traditional Folk Media & Agrarian Society

Unit-III

Agriculture Supplements of Daily Newspapers, Agricultural Journals & Magazines, Coverage of Agriculture in Newspapers, Agricultural Advertisements, Role of Media in Crop Diversification, Media & Development of Agriculture Sector

Unit-IV

Agricultural Training Centers, Communication Programmes for Farmers, Extension Training, Educating Farmers Krishi Mela and Exhibition, Loan Mela, Agricultural TV Channels; Kisan TV, Krishi Darshan, Agricultural Radio Programmes, Media & Problems of Farming Sector

Suggested Readings:

1. Terry Meisenbach, Kristina Boone (2003) Agriculture Communication Changes and Challenges, Wiley Blackwell India.
2. Jana BL (2020) Farm Journalism Agrotech India, New Delhi
3. Mh oh fuljrk 2014 d`f`k ,oe~ xzkeh.k ia=dkfjrk] jkor izdk"ku ubZ fnYYkhA
- 4 jke d`.k ikjk"kj udqy ikjk"kj (1902 d`f`k ia=dkfjrk dk IS)kafrd ,oa O;kogkfjd i{k fgUnh ek;/e Karyanavaya Nideshalaya, Delhi University
- 5 egk/kqjh flUgk 2020 d`f`k ,oe~ xzkeh.k ia=dkfjrk Hkk'kk izdk"ku] ubZ fnYyhA
- 6 Veer Singh (2013) Agricultural Communication: Opportunities for Sustainable Agriculture and rural Development, Biotech Books.

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Agriculture Communication

CO-PO Mapping Matrix

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

CO-PSO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	3	2.5	3	2.5	3	3	3	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	2.5	3	3	3	3	2.5	3	2.5
Average	3	3	3	3	2.75	2.87	2.87	3	3	3	2.87	2.87	2.87

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M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-I

MA/JMC/1/CC-12

Basics of Photography and Vediography

Time allowed: 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Course Objectives: This course is design to develop the understanding of the photography and vediography. The objective behind the course is to impart qualitative education to the students in the field of video production and photography production. Basic models of the paper highlights the importance of photography and vediography techniques used in media industry .

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: understand Photo Journalism and its importance.
2: the various principles of Photography and vediography
3: understand the grammar of visuals
4: know the latest techniques of photography and vediography.

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 15 Marks= 60 Marks

Unit-I

Introduction of Photo Journalism, Brief History of Photography, Photography as Medium of Communication, Photography: Types, Digital Photography, Photography Studio & Field Photography

Unit-II

Photography Techniques, Photography for Advertising, Portfolio Photography, News Photography News Values for Pictures, Photo Features, Caption Writing, Photo Cropping, Qualities essential for Photo Journalist, Impact of Technology on Photography

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Unit-III

Camera: Principles of Camera, Elements, Camera Formats & Accessories, Camera Parts and its Types, TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA, Tripod, Monopod, Filters, Lens Hood

Unit-IV

Lighting and Visual Communication, Lighting Sources : Natural & Artificial, Lighting Contrast Types of Lighting Different aspects Related to Photography

Suggested Readings:

1. Rayaz Hansan (2016) Digital Photography Publication Book Enclave
2. Tom Ang (2012) Digital Photography: An Introduction, DK Publication.
3. Monita Singh (2010) Print Media and Photo Journalism, Centrum Press
4. B.K. Desh Panday (2007) Photo Journalism, Sonali Publication
5. Brian Hogard (2018) Photo Journalism Aster Publishing
6. Swati Chauhan & Naveen Chondra (2018) Print Media and Photo Journalism, Kanishka Publisher Distributors.
7. Poorva Trikha (2014) Photo Journalism: A Tool for Social Change, Arun Publisher, Chandigarh
8. Ramesh Mehra (2008) Sanchar Aur Photo Patarkarita, Taxshila Prakashan
9. Kenneth Kobra (2004) Photo Journalism: The Professional Approach, Focal Press.

Amir
Harinder
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Basics of Photography and Vediography

CO-PO Mapping Matrix

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

CO-PSO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	2.5	3	3	3	3	2.5	3	2.5
LO-3	3	3	3	2.5	3	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	3	3	3
Average	3	3	3	2.62	2.87	2.75	2.87	2.75	3	3	2.87	2.87	2.87

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Harinder
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M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-II

MA/JMC/1/CC-13

Dissertation

Total Marks: 100
Dissertation :50
Comprehensive Viva: 50
Pass Marks: 40

Objectives: This course is designed to enable students to undertake research proposals and develop orientation of research which will help them do research at higher levels. Students will be able to select research problem, research method, adequate research technique and present their research work in the form of a dissertation.

Learning Outcomes:

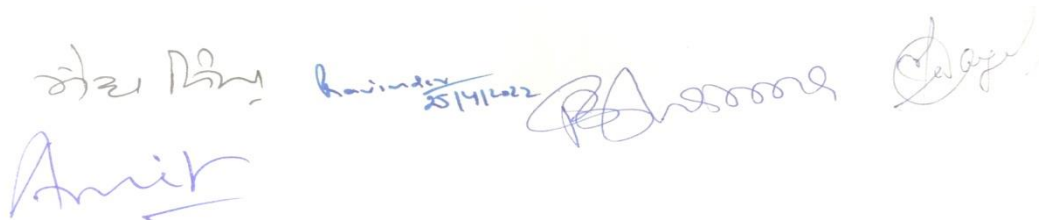
Course Learning Outcomes
On the successful completion of Dissertation the student will be able to:
1: Demonstrate his capacity to carry out academic work on a selected topic
2: Gather the relevant information in the form of primary/secondary data.
3: Analyse and present the information in a way which satisfactory assesses the topic.
4: Plan write and compile the dissertation for final submission of research report.

Scheme of Examination: Dissertation Evaluation=50 Marks (External)
Viva-Voce 50 Marks (External)

Each student will have to write about 20,000 words research dissertation on the topic duly approved by the Staff Council. Viva-voce will be based on the thesis/dissertation submitted by the student. The students will be free to choose any topic that falls under the communication or Media studies as partial fulfillment of his/her MA examination. Paradigm. The research work will have to be carried out under the supervision of supervisor allotted by the Staff Council/college Principal.

The Dissertation has to be submitted (Five printed copies in bound form and a soft copy) at least 15 days prior to the commencement of 4th Semester Examination, failing which his/her candidature is liable to be cancelled.

The Dissertation shall be examined for 100 marks. The evaluation will be done by an External Examiner. The Dissertation will consist of 50 marks whereas 50 marks are allocated for Viva-Voce. External evaluation will be based on the Viva-Voce and the overall quality of Dissertation. Appearing before external examiner for Viva-Voce will be must for every student.

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Dissertation

CO-PO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	3	3	3	3

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Havinder
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M.A. Journalism & Mass Communication
SEMESTER IV
Core Compulsory-III
MA/JMC/1/CC/14
Media Practical & Comprehensive Viva

Total Marks: 100
Practical Portfolio :50
Comprehensive Viva: 50
Pass Marks: 40

Objectives: Making students familiar with basics of field research. Enable them learn practical side of selection of research topic, research design, research method and data collection with the help of adequate research technique. Enable the students to write dissertation and defend his/her research findings.

Learning Outcomes:


Course Learning Outcomes
After completing the Course, the students will be able to:
1: Understand the basics of writing for different Media.
2: Write News items, articles and features for Print Media.
3: Make and record Radio Jingles.
4: Hone his/her skills in photography and write photo captions.

Scheme of Examination:

Students will need to prepare the following assignments during the semester and there will be required to submit at least 15 days before the commencement of semester examination. An External and an internal examiner will evaluate their work during comprehensive Viva.

Sr. No. Item Number

1. News Reports	Six (3 Hindi, 3 English)
2. Articles	Two
3. Features	Three
4. Film Review	Two
5. Book Review	One
6. Travelogue	One
7. Photo Features	One
8. Caption Writing	10 (5 Hindi, 5 English)
9. Radio News Bulletin	One
10. TV News Bulletin	One
11. Editing Press Notes	Ten
12. Print Adv. Classified	Five
Display	Two
Classified Display	Three
13. Pamphlet, Poster, Folder	Three Each
14. Letter to Editor	Five
15. Power Point Presentation	One (At least 10 Slides)
16. Radio Jingles (Recorded)	Four
17. Radio Adv. (Script Writing)	Four



Media Practical & Comprehensive Viva

CO-PO Mapping Matrix

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

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	3	3	3	3	3	3
LO-2	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-3	3	3	3	3	3	3	3	3	3	3	3	3	3
LO-4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	3	3	3	3

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M.A. Journalism & Mass Communication

SEMESTER IV

Discipline Specific Course-9

MA/JMC/1/DSC-9

New Media

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Course Objectives: This course is design to develop understanding of the new media among the students. The content of the course will impart basic understanding to the Students about new media and recent trends in the field of cyber journalism the prime objective of the course is to enhance the soft skills of the students and make them techno friendly .

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: understand the New Media and its importance.
2: know the basic tools of Cyber Journalism.
3: familiar with current trends in new media
4: how to develop e-content for social 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

Cyber Journalism, Information Super Highway, Internet and Information Revolution, Comparison of Cyber media with other Media, Advantages and Disadvantages of Cyber Journalism.

Unit-II

Writing for Cyber Media, Features & Articles on the Web, E-Journalism and E-Culture, Impact of Cyber Journalism, Recent trends in Cyber Journalism, Mobile Journalism.

Unit-III

Presentations & layout of Cyber Newspapers and Magazines, Advertising on Web, Circulation of Web Newspaper, Qualities of Web Journalist, Future of Cyber Journalism

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Unit-IV

Current Trends in Cyber Reporting & Editing, Impact of globalization on Cyber Journalism, Cyber Laws, Social Media and Social Networking Sites, Youth and Social Media

Suggested Readings:

1. Clavio, Galen. (2020). Social Media and Sports, Human Kaintics Champaign: New York
2. Megale, Claudia et al (2020) Social Media and Social work, Policy Press: New York
3. Bredl, Klos (2017) Methods for analyzing social Media , Routledge: New York
4. McMahon, Ciaran. (2019). The Psychology of Social Media, Routledge: New York
5. Baghel, Dr. Sanjay Singh (2015) Social Media and Indian Youth, Apple Books: New Delhi
6. Arya, Narender (2011) Social Media, Anmol Publication Pvt. Ltd: New Delhi
7. Bajwa, Dr. Sewa Singh (2021). Social Media: Divergent Paradigms, Friends Publishers: New Delhi
8. Bajwa, Dr. Sewa Singh (2020). Social Media: Opportunities & Challenges, KK Publishers: New Delhi
9. Ckktok] MkW0 Isok flag ¼2021½ lks"kyehfM;k% cstqckuks dh tqcku] QzSaMlifCyltZ% ubZfnYyhA
10. Ckktok] MkW0 Isok flag ¼2021½ lks"kyehfM;k% ds fofo/k vk;ke] ds dsifCyltZ% ubZfnYyhA

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New Media

CO-PO Mapping Matrix

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

CO-PSO Mapping Matrix

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

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	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	3	3	2.5	3	3	3	3	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	3	2.5	3
LO-4	3	3	3	3	3	2.5	3	3	3	3	2.5	3	3
Average	3	3	3	2.87	2.87	2.87	2.87	2.87	3	3	2.87	2.75	2.87

M.A. Journalism & Mass Communication

SEMESTER IV

Discipline Specific Course-10

MA/JMC/1/DSC-10

TRADITIONAL MEDIA

Time Allowed : 3 Hours

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

Course Objectives : The Course is design to develop understanding of the basic concepts of Traditional Folk Media. As Traditional Folk Media is the oldest Media and it is still relevant for disseminating the information in remote areas. Therefore the student of Mass Media must be acquaint with the knowledge of this media. The prime objective is to enable the students to learn the importance of traditional media in the age of information and technology.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: understand the Traditional Media and its importance for society.
2: learn the various types of Traditional Media.
3: know the tools of Traditional and Folk Media
4: understand the significance of street theatre

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

Evolution of Human Society, Methods of Communication in Primitive Societies, Traditional Modes of Advertising, Traditional Personality, Traditional Culture, Traditional festivals.

Unit-2

Characteristics & advantages of Folk Media, Traditional folk variety in India, Traditional Games and Sports, Folk Tales, Folk Songs & Folk Dances of Punjab and Haryana, Tourism as promotion of Folk Culture, Relevance of folk media in Modern Society

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Unit-3

Folk Theatre: Characteristics and Advantages, Prominent Folk theatrical Forms of India, Street Theatre -Role and Significance, Popular Folk Media of North India, Regional Films as Carriers of Folk Media

Unit-4

Prominent Balads of India, Traditional Media and Social Cultural change, Limitations of Folk Media, Integrated use of Folk Media and Mass Media, Impact of Electronic Media on Folk Media, Relevance of Folk Media in contemporary society, Traditional Media and New Media

Suggested Readings:

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

Amir
Ravinder
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TRADITIONAL MEDIA

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	3	2.5	3	2.5	3
LO-3	3	3	3	3	3	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

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M.A. Journalism & Mass Communication

SEMESTER IV

Discipline Specific Course-11

MA/JMC/1/DSC-11

COMMUNITY RADIO

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Course Objectives: This course is design to give the Students a basic Understanding of Community Radio along with Procedure of setting up a Community Radio Station. The prime objective is to enable the students to learn the importance of Radio for overall development of society.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: understand the functioning of Community Radio and its importance.
2: know the basic of programming aspects of Radio.
3: learn the monitoring process of Community Radio & its role in Community development.
4: learn the ethics and educational value of Community Radio.

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

Community Radio – Concept & Course Objectives, Brief history of Community Radio in India, Differences between Community Radio & Commercial Radio and AIR, Commercial Radio in Indian context, Present scenario of Community Radio in India.

Unit-2

Procedure of setting up a Community Radio Station, Contents of Programs of Community Radio, Target Audience for CRS, Rules and Regulations for CRS Broadcasting, Advertising on Community Radio

Unit-3

Role of Community Radio in Social Development, Community Radio as Voice of the Voiceless, Limitations and Future of Community Radio, Community Radio and Formal & Informal Education, Role of Community Radio in Natural calamities

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Unit-4

Community Radio & Education, Community Radio & Moral - Ethical Values, Community Radio as a tool of Education, Community Radio & Social Evils, Community Radio & Socio Cultural Development

Suggested Readings:

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. 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. Fred Shovk (2005) Television Field Production and Repairing Pearson Education
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COMMUNITY RADIO

CO-PO Mapping Matrix

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

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	2.5	2.5	3
LO-4	3	3	2.5	3	2.5
Average	3	3	2.62	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	3	3	2.5	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	3	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	2.5	2.5	3	3	3	3	3	2.5	2.5	3
LO-4	3	3	3	3	3	2.5	2.5	2.5	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.87	2.87	2.62	2.75	3	3	2.62	2.75	2.75

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Havinder
25/11/2022
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Unit-III

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.

Unit-IV

Phone in Programs, Role of Television in nation building, economic development, Elimination of Social evils. Television as carrier of Social Change, Genres of Television, Camera Angels and Camera movements.

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. Paramveer Singh(2020), History of Indian Television, Kalapna Parkashan, New Delhi.
7. Mehta, D.S. (2014). Mass Communication and Journalism in India, Allied Publishers : New Delhi
8. Kumar, J. Keval. (2010) Mass Communication in India, Jaico: Mumbai.
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Television Journalism

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

Amir
Havinder
25/11/22
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M.A. Journalism & Mass Communication

SEMESTER II

Discipline Specific Course-13

MA/JMC/1/DSC-13

INTER-CULTURAL COMMUNICATION

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Course Objectives: This course is designed to develop understanding of the basic understanding of Inter-Cultural Communication, and Identify and Analyze Basic Types of Inter-Cultural Communication and its Barriers. Tom studies the impact of Media On Society. Role of media in the field of Inter-Cultural Communication. The prime objective is to enable the students learn the importance of the intercultural communication in the field of Mass Communication.

Learning Outcomes:

Course Learning Outcomes
After completing the Course, the students will be able to:
1: understand the importance of Intercultural Communication for Society
2: know the basic knowledge of various principles of Intercultural Communication.
3: learn means and methods of Intercultural Communication
4: learners will know various impacts of Intercultural Communication on Mass Media and its audience.

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 15 Marks= 60 Marks

Unit-I

Culture: Definition & Process, Culture as a social institution, Value systems: Eastern and Western perspectives, Inter-cultural Communication, Philosophical and Functional dimensions

Unit-II

Communication as a Concept in Western and Eastern cultures, Sufism, Sadharnikaran, Language as a medium of Cultural Communication, Linguistic Aspects of Inter-cultural communication.

Unit-III

Mass Media as Vehicles of Inter-cultural communication, Barriers in Inter-cultural Communication, Inter-cultural conflicts and Communication, Impact of New technology on Culture, Effects of Globalization on Culture and Communication

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Unit-IV

Culture, Communication and Folk Media, Dance and Music as instruments of Inter-cultural Communication, Code of Ethics & Cultural Transformation, Deras and Inter-Cultural Connotations, Religious Places as Cultural Carriers.

Suggested Readings:

1. W. Neulio, James (2016) Intercultural Communication: A Contextual Approach, SAGE Publications: New York
2. Samovar, Larry A., Porter, Richard E, McDaniel, Edwin R (2008) Intercultural Communication: A Reader. Wadsworth Cengage Learning: London
3. Klopff, Donald William, McCroskey, James C. (2007) Intercultural Communication Encounters Pearson Allyn and Bacon
4. Klopff, Donald William, Pak, Myong-sok (1982) Cross Cultural Communication: An Introduction Han Shin Publishing Company.
5. Klopff, Donald William (1987), Intercultural Encounters, Morton Publishing Company.
6. Liu, Shuang, Gallois, Cyunthia, Volcic, Zala, Gallois, Cindy(2010) Introducing Intercultural Communication, SAGE
7. Gudykunst, William B. (2005) Theorizing about Intercultural Communication, SAGE
8. Moreanm, A. Scott, Campbell, Evvy Hay, Greener, Susan (2014) Effective Intercultural Communication, Baker Publishing Group.
9. Hua, Zhu, (2013) Exploring Intercultural Communication, SAGE
10. Bennet, Milton, (2013) Basic Concepts of Intercultural Communication: Paradigms Hachette: UK.
11. Rao, Ramesh N., Thombre, Avinash (2014) Intercultural Communication: The Indian Context, SAGE publications India: New Delhi.

Handwritten signatures and dates in blue ink:

- Signature: Amit
- Signature: Ravinder
- Date: 25/11/2022
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INTER-CULTURAL 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

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Unit 4

Traditional Media & MOJO, social media & MOJO, Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations

Suggested Reading:

1. Harimohan 2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st edt.)
2. Sharma, GK, Sharma, Hemant 2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1st ed.)
3. Prabhu ghingaran (2021) mobile paterkaita: Avdharana, Sambhavnayen evam taknik, Bharti Prakashan, New Delhi.
4. Anthony Adornato (2021) Mobile and Social Media Journalism: a Practical Guide for Multimedia Journalism, Routledge U.K.
5. Ivo Burum, Stephen Quinn (2015) MOJO: the mobile journalism handbook how to make broadcast vedios i-phone and I- paid, Routledge London.

Amir
Amir Singh
Kavinder
25/11/2022
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MOBILE JOURNALISM

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

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