

महात्मा गाँधी केन्द्रीय विश्वविद्यालय
MAHATMA GANDHI CENTRAL UNIVERSITY
(Established by an Act of Parliament)

2-Year
Master of Arts in Journalism and Mass Communication (MAJMC)

Syllabus

(Under NEP -2020 w.e.f. 2023 -24 onwards)



DEPARTMENT OF MEDIA STUDIES
Pt. DDU Campus, Behind Nidan Hospital, Balua Tal
MAHATMA GANDHI CENTRAL UNIVERSITY, MOTIHARI

(Established by an Act of Parliament)

Dr. Ambedkar Administrative Building, Near OP Thana, Raghunathpur, Motihari,
District: East Champaran, Bihar – 845401

DEPARTMENT OF MEDIA STUDIES

Master of Arts in Journalism and Mass Communication (MAJMC)

A two-year full-time course divided into four semesters leading to the degree of Master of Arts in Journalism and Mass Communication (MAJMC)

A. Program Details

Name of the Department: Department of Media Studies

School: School of Computational Science, Information Science and Communication Technology (SCSI&CT)

Subject: Journalism & Mass Communication

Duration of the Programme: 2 Year divided into 4 Semester (NEP 2020 System)

B. Objectives of the Programme

1. To familiarize students with basic concepts of Journalism and Mass Communication
2. To learn knowledge Media organization and processing
3. To produce scholar graduates with strong academic knowledge and professional skills so they are prepared to join a media related profession.
4. To produce graduates who will contribute positively to society.
5. To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes.
6. To develop skills in using computer, camera, and communication technology.
7. To introduce modern management technique to students to manage Journalism and Mass Communication Centres effectively.
8. To enhance in personality and communication skills
9. To develop in research knowledge.
10. To develop in critical thinking and analytical skills.

Programme Outcomes

The M.A. Journalism and Mass Communication course aims to prepare students for careers in the ever-evolving field of Media and Communication. The course outcomes include:

- Graduates will demonstrate advanced knowledge of media and communication theories, principles, and practices.
- Graduates will have strong research and analytical skills for gathering and interpreting information and effectively communicating stories and news to audiences.
- Graduates will be proficient in various media forms including broadcast, print, and digital media, and be able to create content across platforms.
- Graduates will have a deep understanding of the ethical, legal, and social responsibilities of journalists and media professionals.
- Graduates will have the ability to critically evaluate media and communication practices and assess their impact on society.
- Graduates will possess communication and interpersonal skills necessary to work in diverse and dynamic environments and engage in effective teamwork.
- Graduates will be equipped to work in a range of professions in the media and communication field, including journalism, advertising, public relations, corporate communication, and media production.

C. Details of Course Credits Scheme and Scheme of Examination:

2-Year Master's Programme in Journalism and Mass Communication (2023-24 onwards)

Intake: 33

Total Semester: 4 Credit: 80 Level: 6.5

Level	Programme	Qualification Titles	Total Credits
Level 6.5	2-Year Master's Programme in Journalism and Mass Communication Ist Year	Minimum Eligibility: 3-year Bachelor's degree in any discipline from Central/State Government recognized university having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)	Semester I : 20 Credits Semester II: 20 Credits Total : 40 Credits
		Type of Qualification Students on exit shall be awarded Post Graduate Diploma in Journalism and Mass Communication after securing the requisite 44 credits (Including 4 Credits Internship) on completion of Semester II	Exit student: 44 credits
Level 7	2-Year Master's Programme in Journalism and Mass Communication IInd Year	Minimum Eligibility: 4-year Bachelor (Honours with Research) in Journalism and Mass Communication degree from Central/State Government recognized university having minimum 50% marks or equivalent grade. Or, 4-year Bachelor (Honours) in Journalism and Mass Communication in any discipline from Central/State Government recognized university having minimum 50% marks or equivalent grade Or, 3-year Bachelor's degree in any discipline and Post Graduate Diploma in Journalism and Mass Communication or, Bachelor of Journalism and Mass Communication from Central/State Government recognized university having minimum 50% marks or equivalent grade (5% marks relaxation for SC/ST/OBC (Non-creamy layer)/PwD Candidates)	Semester III : 20 Credits Semester IV: 20 Credits Total: 80 Credits
		Type of Qualification Students shall be awarded 2-Year Master's Degree in Journalism and Mass Communication after securing the requisite 80 credits on completion of Semester IV.	

2-Year Master's Programme in Journalism & Mass Communication

2ND Year, Semester III, Level 7

Course Code	Course Title	Broad Category of Course	Credit Distribution				Duration	IA	ESE	Total
			L	T	P	Total				
Discipline Specific Core Course (DSC) (Compulsory)										
MJMC4301	DIGITAL MEDIA: PRINCIPAL AND PRACTICES	DSC	3	1	0	4	60 HRS	40	60	100
MJMC4302	MEDIA LAWS AND ETHICS	DSC	3	1	0	4	60 HRS	40	60	100
MJMC4303 and MJMC4304: Discipline Specific Elective Course (DSE) (Select any one)										
MJMC4303	PUBLIC RELATIONS & C.C.	DSE	3	1	0	4	60 HRS	40	60	100
MJMC4304	ADVERTISING	DSE	3	1	0	4	60 HRS	40	60	100
MJMC4305 and MJMC4306 : Open Elective course (OEC) (Opt any one course from the following or, choose from MOOCs/SWAYAM/Multi-disciplinary from other department of University) (Select any one)										
MJMC4305	DEVELOPMENT COMMUNICATION	OEC	3	1	0	4	60HRS	40	60	100
MJMC4306	MEDIA AND SOCIETY	OEC	3	1	0	4	60HRS	40	60	100
Skill Enhancement Course/Practical (Compulsory)										
MJMC4307	PHOTOGRAPHY	PC/SEC	1	0	1	2	30 HRS	40	60	100
MJMC4308	VIDEOGRAPHY	PC/SEC	1	0	1	2	30 HRS	40	60	100
MJMC4309 and MJMC4310: Mandatory Elective Non-Credit Course (MENC) equivalent to 0 credits (Opt any one course from the following) (Select any one)										
MJMC4309	NATION BUILDING	MENC	2	0	0		30 HRS	40	60	100
MJMC4310	LITERATURE, CULTURE AND MEDIA	MENC	2	0	0		30 HRS	40	60	100
Total Credit						20				
<p align="center">Abbreviation:</p> <p>DSC: Discipline Specific Core Course, DSE: Discipline Specific Elective Course, PC: Practical Course, SEC: Skill Enhancement Course, MENC: Mandatory Elective Non-Credit Course</p> <p align="center">*SWAYAM Courses</p>										

Course Objective:

- The Course aims to provide an introduction to the principles, concepts, objectives, role and functions of Digital Media.
- This Course would also inculcate basic skills and knowledge required in Digital Media Industry.

UNIT: I

- Digital communication: Concept and Meaning
- Digital Media: Emergence and significance
- Characteristics of Digital communication and Convergence
- History of Computer and Internet

UNIT: II

- Emergence of Information Society: Theoretical aspects
- Concept of Technological determinism and Postmodernism
- Socio-Cultural impact of Digital Media in India
- Social Networking, Digital Divide and Connectivity

UNIT: III

- E-governance and E-commerce: Impact and benefits
- Search Engines, Websites and its types
- Future aspects of E-newspapers
- Data management and content creation

UNIT: IV

- Working pattern of News portal, online magazine and content sites
- Reporting and writing for E-magazine and E-newspaper
- Editing for E-magazine and E-newspaper
- Limitation and Ethical issues of digital journalism

Text & References:

- Harries, D. (2002). The new media book. London: BFI Pub.
- Jha, Anjani Kumar and Mishra, Parmatma Kumar. (2022). Digital Media : Siddhant aur Anuprayog. Rashtriya Sahitya Sansthan, Jaipur.
- S., N. A., & Hendricks, J. A. (2012). Social media: Usage and impact. Lanham, MD: Lexington Books.
- Schell, B. H. (2007). The Internet and society: A reference handbook. Santa Barbara, CA: ABC-CLIO.
- Shrivastava, Mukul (2018). Digital Media ka Samajik Paksh. Yash Publishers.
- Tuten, T. L., & Solomon, M. R. (2013). Social media marketing. Boston: Pearson.

Program Structure and Curriculum

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

MAJMC- 3RD SEMESTER

Media Laws and Ethics

COURSE CODE-MJMC4302

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

Course objective:

- The Course aims to inculcate basic understanding about various ethical concerns and Indian Constitution.
- This Course would also develop an understanding about various Rules and Regulations concerned with Media industry.

UNIT: I

- History of press law in India
- Constitution of India: Preamble and other salient features
- Fundamental rights- freedom of speech and expression and their limits. Fundamental duties
- Provisions of declaring emergency and media

UNIT: II

- Parliamentary privileges and media
- Contempt of Court Act
- Defamation, sedition and obscenity
- Official secrets Act and Right to information Act

UNIT: III

- Press Commissions and Press Council Act
- Prasar Bharti Act, Press and registration of book Act
- WTO agreement and intellectual property right
- Copyright and Cinematography Act,

UNIT: IV

- Concept of Ethics and values
- Cyber laws and ethics: Type of cyber-crime, hacking and others
- Regulations and laws in different countries
- Media ethical problem including privacy and right to reply

Text References:

- Basu D.D., (1980) Law of the Press in India, Prentice Hall of India Private limited, New Delhi, 1980
- B. N. Ahuja, (1988) History to Press, Press Laws & Communications, Surjeet Publications, 1988
- Dixit, Harbans. (2007). Press Vidhi Evan Abhiwyakti Swatantrya. Vani Prakashan, New Delhi.
- Guha Thakurta, (2014). Media Ethics: Truth, Fairness, andObjectivity. New Delhi: Oxford University Press
- Jethmalani, Ram and Chopra, DS. (2012). Cases and Material on Media Law, Thomson Reuters South Asia Pvt. Ltd., New Delhi.
- Jha, Anjani Kumar. (2016). Media Vidhi Aur Aachar Sanhita. Kanishka Publishing House, New Delhi.
- Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
- Pathak, Juhi P. (2017). Introduction To Media Laws And Ethics. Shipra Publications
- Trikha, Nand Kishore. (2012). Press Vidhi. Vishwavidyalaya Prakashan, Varanasi.

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Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

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MAJMC- 3RD SEMESTER

Public Relations & Corporate Communication

COURSE CODE-MJMC4303

Type of Course- Discipline Specific Elective Course (DSE)

Credits-4

Course Objective:

The objective of this paper is to impart basic understanding about concepts and evolution of PR and Corporate Communication. It will provide the clear understanding of entire PR and C.C. scenario in India and World. The paper helps to build upon student's skill in the principles and scope of PR and C.C. It develops understanding about various creative fields, laws and practices. It enables students to understand PR & C.C. techniques, social media and various strategic elements.

UNIT: I Introduction to Public Relations

- Definitions
- History
- Growth
- PR Scenario in India & World

UNIT: II PR & Media

- Types of PR
- Duties & Responsibilities of PRO
- PR & Media Relations
- PR in Government & Private Sector

UNIT: III Introduction to Corporate Communication

- Concept & Definition
- History & Evolution
- Objectives
- Tools & Functions

UNIT: IV Structure

- Corporate Organisational framework
- Reputation
- Sponsorship
- Corporate Image

Suggested References

- Tiwari, Arjun. (2007). Jansampark: Siddhant Aur Vyavhaar, Vishwavidyalaya Prakashan, Varanasi
- Morya, R. P. (2018). Media Jansampark Evam Vigyapan. Arjun Publishing House.
- Shrivastava, P. & Sardana, C. K. (2019). Jansampark Ke Vividh Ayam. Lokbharti Prakashan, Lucknow
- Panday, Vandana. (2013). Visheshikrit Jansanpark, Harayana Granth Academy, Panchkula
- Trivedi, D. S., & Sukla, S. (2019). Jansampark Siddhant Aur Vyavhaar. MP Hindi Granth Academy, Bhopal
- M.S.D.S. (2020). Corporate Communication: Trends and Features. Notion Press, Chennai
- Rath, Pragyan, Shalini, K. & Ray, Debankita. (2018). Corporate Communication, Cengage, New Delhi

- Balan, R.K. Corporate Public Relations, Sterling Publisher, New Delhi
- Alison, Theaker, The Public Relations Handbook, Routledge Publishing, New Delhi
- Sapna, M.S, Corporate Communication; Trends and Features, Notion Press
- Shrivastava Pavitra and Sardana CK, Jansampark Ke Vividh Ayam, LokbhartiPrakashan 2019 Edition
- Trivedi Dr. Sushil and Shukla Shashikant, Jansampark Siddhanth Aur Vyaahar, MPHindi Granth Academy Bhopal
- Bahadur Dr Kunwar Surendra, Shastri Girish and Tiwari Ajai Kumar Bharat Mein CorporateSanchar, Notion Press, India Publishing, New Delhi

Program Structure and Curriculum

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatoryinteraction will be encouraged.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

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Course Objective:

The objective of this paper is to help student to understand the use of media for social development.

Unit-I Development communication

- Development: Concept & meaning
- Development communication: meaning
- Historical overview of development communication
- Change agent: Community radio, Radio, YouTube

Unit-II New schemes for development.

- Issues of development in India: education
- Major Issues of development in India: unemployment
- Corruption and e- sushashan.
- New policy for development

Unit-III Indicators of development

- Development indicators
- Five year planning in India.
- Millennium Development Goals.
- Sustainable development Goals

Unit -IV Media and development:

- SITE project
- DD Kisan channel
- ICT and development in India
- Use of media for rural development.

Suggested Readings;

- Mass media and society, naval prabhakar and narendra Basu, Isbn-8131100200
- communication for development vol-1, kiran prasad, Isbn-9788176466677
- communication for development vol-2, kiran prasad, Isbn-9788176466677
- Research skill development in social sciences, communication and management, B.S.nagi and A. M. Jhan, Isbn-9789385958878
- रेडियो पत्रकारिता- प्रो.विजय कुलश्रेष्ठ, 9789381306031
- रेडियो, साहित्य और पत्रकारितापत्रकारिता - डॉ अकेलाभई

Program Structure and Curriculum

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
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- EE- External Examination

MAJMC- 3RD SEMESTER
PHOTOGRAPHY (PRACTICAL)

COURSE CODE-MJMC4307

Type of Course- Skill Enhancement Course/Practical (Compulsory)

Credits-2

Course Objectives:

- This course is designed to inculcate basic knowledge about fundamentals photography.
- To understand the concepts and theories of Photography
- To learn the Technology, Art and Craft of Digital Photography.

Unit 1: Introduction to Photography

- Photography; Definition, Elements & Principles
- Photography; Visual Language, Digital Photography
- Basic Principles of Composition
- Essential Qualities of a Photographer

Unit 2: Basic Elements of Photography

- Structure and Functioning of DSLR and Mirrorless Cameras, Photographic Equipment
- Focus, Aperture, Shutter speed, Depth of Field
- Camera movements, Shots, Angles
- Photo Editing & Photo Caption, Photo Feature

Suggested Books:

- Adams Ansel, The Camera (Ansel Adams Photography series)
- Adams Ansel, The Print (Ansel Adams Photography series)
- Belt Angela Faris, Elements of Photography- Understanding and Creating Sophisticated Images, Focal Press
- Ang Tom, Picture Editing, Focal Press
- Wells Liz, Photography- A Critical Introduction, Routledge
- Deshpande B.K, Photo Journalism, Sonali Publications
- Frost Lee, The A-Z of creative Photography • Freeman Michael, Creative Photography, New 35 MM handbook
- Edwards Steve, Photography A Very Short Introduction, Oxford University Press (2006)

Examination Scheme:

Components	CA1/P1	CA2/P2	A	EE/V
Weightage (%)	15	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- A- Attendance
- EE- External Examination
- V-Viva
- PC- Practical Course
- SEC- Skill Enhancement Course

Course Objective:

The ability to analyse and put film studies in proper perspective will be intended during the course. The students will be expected to put into practice their understanding by shooting a film/ documentary on a topic of their choice.

Course Content:**UNIT I: Videography: various aspects**

- Video v/s Stills
- Videography: various aspects
- Shots, Camera Angles and Movements
- Videography practices
- Demonstration of popular Video products

UNIT II: Project**Guidelines for Video Production project:**

The following procedure should be followed for the credits:

- Student will prepare one Short film/documentary based on relevant social issues.
- At the end of the semester students will submit both the project, Faculty Consultation Diary, and all the pre-production work.

Examination Scheme:

The production project will carry 100 marks. The marks break up is as follows:

Components	Overall Project (Internal)	Creativity(Internal)	Viva (External)	Total
Weightage (%)	20	20	60	100

Text & References:

- Nelmes, Jil (2nd edn) (1999) Introduction to Film Studies, Rutledge: New York
- Phillips, William (1999) Film: An Introduction, H. Bedford/St Martin's: Boston
- Irwing, David K & Rea, Peter W (2006) (3rd edn) Producing & Directing The Short Film & Video, Focal Press:Oxford
- Reisz, Karel & Millar, Gavin (1968) (2nd edn) Technique of Film Editing, Focal Press: Oxford
- Dancyger, Ken (2002) (3rd edn) The Technique of Film & Video Editing: History, Theory, & Practice, Focal Press: Oxford & New York

MAJMC- 3RD SEMESTER

Nation Building

COURSE CODE-MJMC4309

Type of Course- Mandatory Elective Non-Credit Course (MENC)

Credits-0

Course Objective:

The objective of this paper is to help student is to reflect the wishes, needs and aspirations of the nation building.

Unit-I: Concept of Nation Building

- Meaning and Definition of Nation Building
- Mechanisms of Nation Building
- A Historical Overview of Nation building
- National Integrity and diversity

Unit-II: Ingredients of Nation Building

- The Process of Nation Building in India
- Aspects of Nation Building in India
- Elements of Nation Building
- Popular Indian personalities: Mahatma Gandhi, Sardar Patel, Jawaharlal Nehru

Suggested Readings;

- Ghai. K.K. (2003) 'Indian Government and Politics', Kalyani Publisher, New Delhi.
- Yogesh, Atal (1981) 'Building a Nation(essays on India)', Abhinav Publisher, NewDelhi
- Kumar Anand. (1999) 'Nation Building in India : Culture, Power and Society', Radiant Publisher, Hyderabad

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshopsrelated to value education.

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage(%)	7.5	7.5	20	5	60	100

Abbreviation:

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- HA- Home Assignment
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- V-Viva
- A- Attendance
- EE- External Examination

MAJMC- 3RD SEMESTER
Literature Culture and Media
COURSE CODE-MJMC4310

Type of Course- Mandatory Elective Non-Credit Course (MENC)

Credits-0

Unit – I: Introduction, Aims and Objectives

- Defining Literature & Culture
- Relationship between Literature, Culture and Media
- Introduction to Cultural Studies: Raymond Williams; Stuart Hall;
- High Culture and Popular Culture; Subculture and Counterculture

Unit – II: Theoretical base

- Modernism, Postmodernism and Westernization
- Theories of Ideology; Adorno and Horkheimer, Walter Benjamin, Ramdhari Singh Dinkar on Culture
- Culture Industry and Media: Ancient Indian perspective
- Interconnections between Literature and Culture, Media and Culture; Culture and Technology

Suggested Readings:

- Best, Steven and Kellner, Douglas (2012). The Post Modern Turn, New York: The Guilford Press.
- Hall, S. (1975). “Encoding and Decoding in the Television Discourse”, Education and Culture 6 (Strasbourg: Council of Europe).
- Lister, Martin; Dovey, Jon and Giddings, Seth (2008) New Media: A Critical Introduction . New York: Routledge.
- Parker, Robert Dale, (2012). Critical Theory: A Reader for Literary and Cultural Studies. U.K.: Oxford University Press.
- Raessens, J. (2014) “The ludification of Culture”. Fuchs, Mathias; Fizek, Sonia; Ruffino, Paulo, and Schrape, Niklas (eds). Rethinking Gamification. Lüneburg: Meson press. pp. 91-114.
- Rivkin, Julie and Michael Ryan (1998) Literary Theory: An Anthology. UK: Blackwell Publishers.

Pedagogy: Teaching will be based on-Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage(%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P-Class Assignment/Presentation
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