



UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

NOTIFICATION (22/Jan./Adp/62)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study for **Master Degree Programme in Journalism and Mass Communication** for semesters Ist and IInd under the Choice Based Credit System in the main Campus (as given in the **Annexure**) for the examinations to be held in the years indicated against each semester as under:-

Subject	Semester	For the examinations to be held in the year
Journalism and Mass Communication	Semester-I	December 2021, 2022 and 2023
	Semester-II	May 2022, 2023 and 2024

The Syllabi of the courses is also available on the University website: www.jammuuniversity.ac.in.

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/22/12409-12424
Dated: 14-2-2022

Copy for information and necessary action to:

- 1) Dean, Faculty of Arts
- 2) I/c HOD, Department of Journalism and Mass Studies
- 3) All members of the Board of Studies
- 4) C.A. to the Controller of Examinations
- 5) Director, Computer Centre, University of Jammu
- 6) Asst. Registrar (Conf. /Exams. PG)
- 7) Incharge University Website for necessary action please

Sumitashama
14/2/22
Deputy Registrar (Academic)

SS 14/2/22
QAR 14/2
M 14/2/2022

**POST-GRADUATE DEGREE
In
JOURNALISM
AND
MASS COMMUNICATION

UNDER

CHOICE BASED CREDIT SYSTEM

FOR**

The students to be admitted for the Sessions

2021- 2022, 2022-2023, 2023-24

Introduction

The media industry's growth, especially driven by technological advances coupled with acceleration given to people's participation in governance process has fuelled the urgency to develop a human resource in the form of communication and media practitioners who can bring more thought and societal orientation to demonstration of skill and technique. Such study programmes are required which can build theoretical insight and scholarship about core subjects and simultaneously encourage an intuitive understanding of critical global and local issues. Various communication professional fields such as print journalism, broadcasting, public relations, marketing, advertising, publishing and development communication are not "practical activities conducted in a philosophical void" (Itschull 1991, p. 216) These professions rely on the "cultural values and epistemology" as well as the technical skills, the knowledge and aesthetic sensibility of their practitioners. Communication training, thus, requires more than technical knowledge and skills in its practitioners. Those who practice the profession need an "internally organized body of knowledge" which reflects a clear understanding of their society and culture and a personal repertoire of intellectual and imaginative skills.

Common Framework for all the 4 Programmes

Objectives

The Post-graduate Programme in Mass Communications is designed to equip students with the theoretical knowledge and specialized skills to be effective communicators in today's fast-paced and dynamic media environment. To that end, the course is structured to provide an in-depth understanding of issues that affect media and society, as well as a broad brush acquaintance with current practices of journalism. Keeping these overarching objectives in mind, the course has been designed in a fashion which aims at standardization across all the four Main Teaching Programmes and papers in terms of the credit system.

Structure of the Programme:

Semester and Credit System

The two years Post-graduation course will consist of 4 semesters in all. In each semester there shall be 4 papers or maximum of five papers. In each semester student has to earn 24 credits in 1st and 2nd semesters while 3rd and 4th semesters 26 credits. Each core papers are of 6 credits while elective papers are 4 credits. In all a total of 100 credits which is required to be earned to enable earn a post-graduation degree in Journalism and mass communication by the PG-students. In addition, each paper is designed to have 4 units in

all. This structure thus meets the requirements of uniformity and consistency across Courses and papers and also comply with CBCS system of University. Since it was considered desirable to deliver some specialization as well as general theoretical principles, the course maintains flexibility by having core or compulsory papers, as well as elective papers. Students have to study four core papers in first and second semesters. In addition there shall be elective papers that will be offered in third and fourth semesters respectively which will be compulsory. Apart from this two open-courses each of 4 credits shall be done by the student one from UGC Swayam platform for third semester and one for fourth semester open or elective offered by University of Jammu or department, in all total 8 credits required to be earned by the PG-students. In addition one internship programme course of 4 credits.

Course Credit distribution structure

1. Total credits to be earned from semesters (core + electives) = 86 credits
2. Third Semester one course (4-credit) from UGC Swayam (MOOCS) = 4 credit (one)
3. Fourth semester one open course offered by the University or elective = 4 credit (one)
4. One internship course programme = 4 credits

Total = 86+4+4+4=100 credits

Credits Breakup Semester wise

1st Semester

- **Total Credits from Core Papers= 4×6 = 24 credits**

2nd Semester

- **Total Credits from Core Papers= 4×6 = 24 credits**

3rd Semester

- **Credits from core papers = 3×6= 18 credits**
- **Credits from Elective /open course = 4credit**
- **UGC Swayam platform = 4 credit**

Total = 26 credits

4th Semester

- **Credits from core papers = 3×6= 18 credits**
- **Credits from Elective /open course = 4 credit**
- **Credits from internship programme = 4 credit**

Total = 26 credits

Evaluation Plan

In terms of evaluation, the Course is designed to reward regular and hard work. Thus evaluation is concurrent, as well as terminal, avoiding the pitfalls of awarding a grade

only at the end of the semester examination. Concurrent evaluation is done continuously, based on assignments, individual and group projects, as well as term papers. Terminal evaluation consists of end of semester examination.

Internship

A month long internship with a media or communication agency, institution, media unit of a public sector undertaking and in the NGO sector will be taken by the students which will be assessed and evaluated.

Duration of the Post-graduate Programme: Two Years divided into four semesters.

Requirements for earning the Journalism and Mass Communication degree.

- The total credits required for the programme are 100.

ATTENDANCE

Each course (theory, practical etc.) shall be treated as an independent unit for the purpose of attendance. A student shall be required to attend a minimum of 75% of the total instruction hours in a course including tutorials and seminars in each semester. A student who fails to secure 75% attendance in a course shall not be eligible to appear in the semester examination in that course and shall be required to repeat that course.

CRITERIA FOR PROMOTION OF A STUDENT TO NEXT HIGHER SEMESTER

A student will be eligible to proceed from 1st semester to 2nd semester, from 2 nd semester to 3rd semester, from 3 rd semester to 4th semester, if he/she has earned 50% credits in Theory/Practical Courses cumulatively in earlier semesters of the programme and has completed the minimum attendance requirements.

ABSOLUTE GRADE SYSTEM

MARKS	Grade	Grade Points	Description of performance
≥ 90	O	10	Outstanding
≥ 75 and < 90	A+	9	Excellent
≥ 65 and < 75	A	8	Very good
≥ 55 and < 65	B+	7	Good
≥ 50 and < 55	B	6	Above average
≥ 40 and < 50	C+	5	Average
≥ 36 and < 40	C	4	Pass/Below average
≥ 20 and < 36	D	3	Fail/Poor
≤ 20	E	2	Very Poor

‘D’ and ‘E’ grades refer to unsatisfactory performance. The student shall have to repeat all compulsory courses where the D/E grade is obtained. The weights of ‘D’ and ‘E’ grades shall not be counted in SGPA or CGPA. Other grades would include:

GRADES	DESCRIPTION
<i>I</i>	<i>Incomplete</i>
<i>W</i>	<i>Withdrawal</i>
<i>X</i>	<i>Continued Project</i>
<i>S</i>	<i>Satisfactory completed</i>
<i>Z</i>	<i>Not completed</i>

CONVERSION FROM CGPA TO PERCENTAGE

The conversion of SGPA or CGPA to Percent score will be carried out by multiplication of respective SGPA or CGPA by a factor of 9. A CGPA of 6.75 shall be considered equivalent to 60% marks.

First Year and Second Year

Semester-Wise Distribution of Courses and Credits

First Semester

Course No.	Title (Core-Papers)	Credits
PJMCTC-101	Introduction to Journalism and Mass Communication	6
PJMCTC-102	Mass Communication: Concepts and Theories	6
PJMCTC-103	Journalism1: News Concepts, Writing Styles and Reporting Techniques	6
PJMCTC-104	Journalism 2 : Editing	6
Total:		24

Second Semester

Course No.	Title (Core-Papers)	Credits
PJMCTC -201	Development Communication	6
PJMCTC -202	Journalism 3: Newspaper Design, Layout and Production	6
PJMCTC -203	Journalism 4: New Media and Web Journalism	6
PJMCTC -204	Media Laws and Ethics	6
Total:		24

Third Semester

Course No.	Title (Core-Papers)	Credits
PJMCTC -301	Communication Research	6
PJMCTC -302	International and Inter-Cultural Communication	6
PJMCTC -303	Broadcast Journalism	6
PJMCTC -304	Elective/Open Course	4
PSMOOC-320	UGC Swayam platform	4
Total:		26

Elective Course (Any One)

- 1) Visual Communication and Photo Journalism
- 2) Lifestyle Reporting
- 3) Film Studies
- 4) Newspaper Management
- 5) Rural Affairs Reporting

Fourth Semester

Course No.	Title (Core-Papers)	Credits
PJMCTC -401	Advertising and Public Relations	6
PJMCTC -402	Mass Media and Critical Thinking	6
PJMCTC -403	Dissertation/Project	6
PJMCTC -404	Elective / Open Course	4
PJMCTC -405	Internship and Lab Programme	4
Total:		26

Elective/Open Course (Any one)

- 1) Specialized Reporting
- 2) Economic and Business Reporting
- 3) Environmental Reporting
- 4) Conflict Reporting
- 5) Crime and Legal Reporting

Syllabus of M.A Journalism and Mass Communication for 1stSemester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100

Minor-Test- I = 20 Marks

No. of Credits= 6

Minor Test- II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-101 COURSE TITLE: Introduction to Journalism and Mass Communication

Course Objectives & Learning Outcomes: The course intends to familiarize and orient students to the practices of journalism as well as to arm them with key perspectives of journalism. It provides the basic skeleton of mass media as an academic discipline as well as a profession.

Unit 1

Journalism: Concept, Objective and Functions, Elements and Foundations of Journalism, Role of Journalism in Society, Journalism and Democracy: Concept of Fourth Estate, Journalism and its accountability: Journalistic Ethics, Making Sense of News: Politics, Economics and Sociology of News, Role of Audiences and Citizenship, Journalism: Issues and Contemporary Debates.

Unit 2

Journalism in Changing Times: As a Mission, Profession and Business, Future of Journalism, Different types of Journalism: Watchdog Journalism, Advocacy Journalism, Yellow Journalism, PR Journalism, Citizen Journalism, Alternative Journalism, Investigative Journalism, and Development Journalism.

Unit 3

Evolution of News Media and Journalism, History and Development of Global News Media: Print Media, Evolution of Electronic Media: Radio and TV, Evolution of New Media, Evolution of Newspapers in India: Pre independence, Growth of Newspapers in India after 1947: Main Trends, First and Second Press Commission: Main findings, Expansion of Regional Newspapers after 1977: Main Trends, Evolution, Growth and Expansion of Radio and TV channels in India.

Syllabus of M.A Journalism and Mass Communication for 1stSemester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100

Minor-Test- I = 20 Marks

No. of Credits= 6

Minor Test- II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-101 COURSE TITLE: Introduction to Journalism and Mass Communication

Unit 4

Evolution and growth of News Agencies: National and International, Contemporary Trends in Development of Press and Newspapers in India, Great Indian Editors: Raja Rammohan Roy, Mahatma Gandhi, BG Tilak, Pothan Joseph, Frank Mores, Chalpathi Rao, Ramanand Chatterjee, Khushwant Singh, Girilal Jain, BG Verghese, Rajendra Mathur, Prabhash Joshi, Important Newspaper Groups: Times of India, Hindustan Times, The Indian Express, The Hindu, The Tribune, The India Today, Dainik Jagaran, Dainik Bhaskar, Indian Media and Foreign Direct Investment norms : Issues and debates.

Reading List:

1. Journalism in India by Rangaswami Parthasarthy.
2. History of Indian Journalism by J. Natrajan.
3. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press by Kumar Baghchi.
4. Colonialism and Its Forms of Knowledge: The British in India by Cohen, B.
5. Empire and Information by Bayly, C.A.
6. Imprint of the Raj: How fingerprinting was born in colonial India by Sengoopta, C.
7. Transmitters and Culture: The colonial roots of Indian broadcasting by Lelyveld D.

NOTE FOR PAPER SETTERS (Examination)

Minor Test-I (After 30 days) 20 marks

Minor Test-II (After 60 days) 20 marks

Major Test (After 90 days) 60 marks

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Syllabus of M.A Journalism and Mass Communication for 1stSemester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100

Minor-Test- I = 20 Marks

No. of Credits= 6

Minor Test- II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

***COURSE NO: PSJMCTC-101 COURSE TITLE: Introduction to
Journalism and Mass Communication***

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question carries **6 marks. (6 x 4=24)**

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4 marks. (4 X 4=16)**

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 from each unit. Each question carries **2 marks. (6 X 2=12)**

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark. (8 X 1=8)**

Syllabus of M.A Journalism and Mass Communication for 1st Semester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-102

***COURSE TITLE: Mass Communication
Concepts and Theories***

Course Objectives & Learning Outcomes: To develop the understanding the basic concepts of effective communication and familiarizing with the important models of mass communication. It also intend to Introduce the student to the language of media and communication with an understanding of important concepts and theories

Unit 1

Communication: Concepts, Process, Elements, Nature and Scope, Human and Non-human Communication , Intrapersonal, Interpersonal, Group and Mass Communication, Verbal and Non-verbal Communication, Functions of Communication Obstacles to Effective Communication ,Models of Communication, Development of Communication Models: Aristotle to Contemporary models

Unit 2

Important models of Communication: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Wilber Schramm, Garbner, Newcomb, Westley and MacLean, Mass communication theories and systems, Normative theories of mass media: four theories of press (authoritarian, free press, social responsibility and socialist/communist), Developmental and Democratic participation theory, Sociological and psychological theories of mass communication, Cultural studies: Semiotics, Modernism and Post Modernism

Unit 3

Public opinion and democracy: James Bryce and Walter Lippmann, Media culture, Cultural integration and cultural pollution, Role of ideologies in understanding the mass media, Prominent ideologies in media studies: Hegemony, Critical Theory, Political Economy, Multiculturalism, Functionalism and Structuralism

Syllabus of M.A Journalism and Mass Communication for 1stSemester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-102

***COURSE TITLE: Mass Communication
Concepts and Theories***

Unit 4

Power Structure and media, Mediated Reality, Important concepts, Culture industry (Adorno), Print Capitalism (Banedict Anderson) ,Public Sphere (Habermas), Medium is Massage (MacLuhan), Agenda Setting (McComb) ,Manufacturing Consent/propaganda model (Chomasky), Media Ownership Patterns, Duopoly, Oligopoly and Monopoly, Cross Media Holding and its regulation, Diversity and Pluralism in Media,

Reading List

1. Hasan, S. (2010). *Mass communication principles and concepts*. CBS Publishers.
2. DeFleur, M. L., & DeFleur, M. H. (2016). *Mass communication theories: Explaining origins, processes, and effects*. Routledge.
3. Heath, R. L., & Bryant, J. (2013). *Human communication theory and research: Concepts, contexts, and challenges*. Routledge.
4. Knapp, M. L., Hall, J. A., & Horgan, T. G. (2013). *Nonverbal communication in human interaction*. Cengage Learning.

NOTE FOR PAPER SETTERS (Examination)

Syllabus of M.A Journalism and Mass Communication for 1st Semester under the choice Based credit system.

Examination to be held in the year Dec: 2021, 2022, 2023

Total Marks = 100 **Minor-Test-I = 20 Marks**

No. of Credits = 6 **Minor Test -II = 20 Marks**

Time allotted for Major Exam = 3 hours **Major Exam = 60 marks**

COURSE NO: PSJMCTC-102

***COURSE TITLE: Mass Communication
Concepts and Theories***

Minor Test-I (After 30 days) 20 marks

Minor Test-II (After 60 days) 20 marks

Major Test (After 90 days) 60 marks

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below:-

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question carries **6 marks. (6 x 4=24)**

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks. (4 X 4=16)**

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 from each unit. Each question carries **2marks. (6 X 2=12)**

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark. (8 X 1=8)**

Syllabus of M.A Journalism and Mass Communication for 1stSemester

Examination to be held in the year Dec : 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-103

COURSE TITLE: Journalism 1: New Concepts, Writing styles and Reporting Techniques

Course Objectives & Learning Outcomes: This course is set to provide students with understanding of news and skills related to news writing, reporting and editing.

Unit 1

Understanding News: Evolution of News, Defining News: News Value, Elements of News, Examining and testing News Value, Changing Concept of News: Factors and Issues, Future of News: Public to Personal, News gathering process: Sources of information, Observation and Research, Role and Importance of Sources, Different types of Sources, Cultivating and Dealing with Sources of News, Qualities of a good Reporter, Risks of Reporting

Unit 2

Different types and formats of news report, Factual and Routine News, Analytical News, Interpretative News and Descriptive News , Investigative news and Research based or in-depth news, Sequential News , Structure of News: Five Ws and One H (plus Sixth W) , News writing process: Selection of Information, Writing Intro/Lead, Body , Different types of Intro/Lead, Organising the News Story: Angle, Attribution, Quote, Background and Context, Facts checking: Ensuring Accuracy, Objectivity, Fairness and Balance in News Story

Unit 3

Different Styles of News writing, Inverted pyramid style: Concept, development, writing process, merits and demerits, Feature style: Concept, development, writing process, merits and demerits, Sand clock style: concept, development, writing process, merits and demerits, Nut Graf, Language of News: Principles and Practices, Clarity, Precision, Conciseness, Pitfalls in use

Syllabus of M.A Journalism and Mass Communication for 1st Semester

Examination to be held in the year Dec : 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-103

COURSE TITLE: Journalism 1: New Concepts, Writing styles and Reporting Techniques

of language: Jargons, Clichés, Metaphor etc ,Mind your Language and Expressions: Bias, Prejudices etc, Researching for News Stories: Library, Documents, Reports, Internet Collecting and Managing information, dealing with official Records, Data, numbers, Field Visit: Observation and eyewitnesses, Follow up, Embargo and Dealing with Press Release, Ethics and Laws related to Reporting

Unit 4

Types of reporting: Based on Beats and Bureau, Local Reporting: Covering City and Civic Bodies, Crime Reporting: Covering Crime, Political Reporting: Political parties and Elections, Business Reporting: Covering Business, Industry, Share and Commodity Market, Lifestyle Reporting: Covering City Life, Celebrities, Fashion and Parties, Sports Reporting: Covering Matches, Sportsperson and Sports Bodies

Specialised Reporting: Parliamentary, Defence, Foreign Affairs, Science/Technology, Health and Environment, Interview: Meaning, objectives and importance of Journalistic Interview, Types of interview, Preparation and process of interview: Types of Questions, Listening and Note Taking, Important points for interview: Off the Record and On the Record, Covering Press Conferences, Meetings and Speeches

Reading list:

1. Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
2. 7. Introduction to Information Technology by Turban, Rainer, Potter
3. The Anti 9-5 Guide by Michelle Goodman
4. Starting Your Career as a Freelance Writer by Moira Allen
5. Professional Journalism by M. V. Kamath

Syllabus of M.A Journalism and Mass Communication for 1st Semester

Examination to be held in the year Dec : 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-103

COURSE TITLE: Journalism 1: New Concepts, Writing styles and Reporting Techniques

NOTE FOR PAPER SETTERS (Examination)

<i>Minor Test-I (After 30 days)</i>	<i>20 marks</i>
<i>Minor Test-II (After 60 days)</i>	<i>20 marks</i>
<i>Major Test (After 90 days)</i>	<i>60 marks</i>

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

SECTION A:There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question Carries **6 marks.**(6 x 4=24)

SECTION B:There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks.** (4 X 4=16)

SECTION C:There shall be 10 very short answer-type questions, 5 each from two units, not Covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 From each unit. Each question carries **2marks.** (6 X 2=12)

Syllabus of M.A Journalism and Mass Communication for 1stSemester

Examination to be held in the year Dec : 2021, 2022, 2023

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-103

***COURSE TITLE: Journalism 1: New
Concepts, Writing styles and Reporting
Techniques***

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark. (8 X 1=8)**

Syllabus of M.A Journalism and Mass Communication for 1st Semester

Examination to be held: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-104

COURSE TITLE: Journalism 2: Editing

Course Objectives & Learning Outcomes: The course intends to familiarize the students with working skills needed for Print, Electronic and New Media.

Unit 1

Concept of Editing: Role, Objectives and Importance, Editorial values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and Attribution, Challenges of editing: Dealing with Bias, Prejudices and Slant, Dealing with different types of pressures: Political, Business-financial, religious, caste, criminal and legal, Editing Tools and Techniques Editing Process: News selection and Placement, Management of News flow: News flow on the desk from different sources, Ensuring News value and other criteria , Objectives of copy editing: Checking Facts, language, style, clarity and simplicity , Editing symbols , Relevant graphics for copy, Photo caption, Editorial vocabulary

Unit 2

Editorial Vision: Generating Idea, Ensuring Creativity and Innovation Visualisation and Planning of a Newspaper/Magazine, Team work: Managing and allocating Editorial Resources, Editorial Co-ordination: Managing Different Desks

News room, news flow and editing system, News room Structure of News-papers, magazines and news agencies, Structure of TV news room, Structure of radio news room, Structure of News portal/website news room, Role and responsibility of Gatekeepers, Editorial Organisation and Responsibilities, Integrated News Room: Multi-tasking, Re-organisation of News Room: Input, Output and Assignment

Unit 3

Chief Editor/Editor, Executive editor, Managing editor, Assistant editor ,Resident editor, News editor, Feature editor, Chief sub editor, Sub editor/copy editor, Bureau chief/chief reporter, Special correspondent/Principal correspondent, Reporter/Correspondent, Stringer, Art and Science of Headline Writing, Role and Importance of Headlines, Different types of Headline, Headline Writing for Newspaper and Magazine

Syllabus of M.A Journalism and Mass Communication for 1stSemester

Examination to be held in the year Dec : 2021, 2022, 2023		
Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks
<i>COURSE NO: PSJMCTC-104</i>		<i>COURSE TITLE: Journalism 2: Editing</i>

Unit 4

Editing and Language, Checking Language, Spelling and Grammar, Following Style sheet/book, Editing and translation, Role of translation in editing: Aims and importance, Principles of translation, Translation process: simplicity, translation of meaning, essence, accuracy, Criteria for a good translation, Different types of Journalistic and Editorial Writing, Feature: Characteristics, Types, Writing Style and Packaging, Opinion Writing: Editorial, Commentary and Articles

SUGGESTED READING MATERIALS & BOOKS

1. The Journalists Handbook by M.V. Kamath.
2. Editing: A Handbook for the Journalist by George, T.J.S.
3. Editing for Print by Rogers, Geoffrey.
4. Subediting: A Hand book of Modern Newspaper Editing & Production by Hodgson, F.W.
5. Editing the Small Magazine by Ferguson, Rowena.
6. Elements of Style by Strunk, William (Jr.).
7. Writing by George A. Hough.

NOTE FOR PAPER SETTERS (Examination)

Minor Test-I (After 30 days) 20 marks

Minor Test-II (After 60 days) 20 marks

Major Test (After 90 days) 60 marks

Instruction for Paper setter for Minor-I & II test (20 Marks each)

Syllabus of M.A Journalism and Mass Communication for 1stSemester

Examination to be held in the year Dec : 2021, 2022, 2023

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-104

COURSE TITLE: Journalism 1: Editing

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question Carries **6 marks.**(6 x 4=24)

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks.** (4 X 4=16)

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not Covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 From each unit. Each question carries **2marks.** (6 X 2=12)

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark.** (8 X 1=8)

Syllabus of M.A Journalism and Mass Communication for 2nd Semester under the choice based credit system.

Examination to be held in the year May : 2021, 2022, 2023		
Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks
<i>COURSE NO: PSJMCTC-201</i>	<i>COURSE TITLE: Development Communication</i>	

Course Objectives & Learning Outcomes: Keeping the need and aspirations of the time, this interdisciplinary course aims to equip learners with all tools and techniques of effective communication and presentation skills.

Unit 1

Understanding Development: Concept and Process Theories of Development: Dominant Paradigm: WW Rostow's Demographic Transition Theory, Empathy and Multiplier effect, Dependency Theory: Critique of Dominant Paradigm, Development and Underdevelopment, Centre-Periphery debate and Third World Perspective, Alternative Models of Development: Small is beautiful (Schumacher), Participatory (Conscientisation, World Bank), Communitarian model of Development, Role of Government in Development: Evolution of Planning process and new Approaches, Rights based Approach to Development: Education, Food, Employment and Health

Unit 2

Development Communication: Concept, Role and Relevance, Theories of Development Communication: Diffusion of Innovation, Mass Media and Modernization, Media and National Development, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm, Alternative approaches to Development Communication: Participatory Development Communication (Paolo Freir, Miguel Sabido), Experiences from Developing Countries, Development Communication and International Developmental Agencies (MDGs), UNESCO's role and approach to Communication and Development, ICT4D, Development Communication and Role of Civil Society and Government, Experiences of Development Communication in India

Unit 3

Communication Need Assessment: Understanding the Communication need of Society and Communities, Communication Gap in Development Programmes and Plan, Knowledge and Knowledge sharing, Bottom up and Dialogic Communication, Participation in Communication Process, Preparing Message and Pre-testing of Messages, Finalizing Developmental Messages, Participatory Message development Strategies, Designing Social Campaigns: Social Advertising, Folk Media, Preparing Print Messages (Wallpaper, Leaflets

Syllabus of M.A Journalism and Mass Communication for 2stSemester under the choice based credit system

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks
<i>COURSE NO: PSJMCTC-201</i>	<i>COURSE TITLE: Development Communication</i>	

etc), Designing Audio-visual Messages, Developing IEC Material ,Community Radio, Digital networks, Case Studies in Communication for Development: MDGs, Health,

Poverty, Education, Ecology etc, Monitoring and Evaluation of Development Communication

Unit 4

Development Journalism: Concept and Objectives, Evolution of Development Journalism, Area and Scope of Development Journalism, Making Development Journalism interesting and relevant, Development Reporting: Tools and techniques, Role of Research in Development Reporting, Field visit, Observation and interviews in Development Reporting, Style and Language of Development Reporting, Presenting and Packaging Development Stories, Development Scene in India: Issues and Challenges, Rural Development, Marginalized Communities: Poor, SC/ST/OBC, Minorities, Women, Coverage of Developmental stories in Mass Media: Potential, Problems and Issues , Reporting rural issues and Marginalized communities, Prominent Development Journalists

Reading List

1. Human Communication – The Basic Course by Devito A. Joseph
2. How to Speak without Fear, Goyel Saab by Natalie Rogers
3. Communication at Work by Alessandra, T & Hunsaker, P
4. The Conscious Communicator; making communication work in the workplace by Brennan, J
5. Peak Performance the art of Communication by Charles, K

Syllabus of M.A Journalism and Mass Communication for 2st Semester under the choice based credit system

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks
<i>COURSE NO: PSJMCTC-201</i>	<i>COURSE TITLE: Development Communication</i>	

6. Communicating for Change: connecting the workplace with the marketplace by D'Aprix, R
7. Corporate Conversations: A guide to crafting effective and appropriate internal communication by Holtz, S

NOTE FOR PAPER SETTERS (Examination)

<i>Minor Test-I (After 30 days)</i>	<i>20 marks</i>
<i>Minor Test-II (After 60 days)</i>	<i>20 marks</i>
<i>Major Test (After 90 days)</i>	<i>60 marks</i>

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question Carries **6 marks.**(6 x 4=24)

Syllabus of M.A Journalism and Mass Communication for 2st Semester under the choice based credit system

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks
<i>COURSE NO: PSJMCTC-201</i>	<i>COURSE TITLE: Development Communication</i>	

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks. (4 X 4=16)**

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 from each unit. Each question carries **2marks. (6 X 2=12)**

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark. (8 X 1=8)**

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-202

***COURSE TITLE: Journalism 3:
Newspaper Design, Layout and Production***

Course Objectives & Learning Outcomes: The course intends to familiarize the students with the techniques and skills required for new media and digital journalism so that the learner develops working skills needed for Print, Electronic and New Media.

Unit 1

Newspaper Design: Concept, Basic Elements and Objectives of Designing Basic Principles of Designing: Balance, Contrast, Rhythm, Unity, Harmony, Aesthetics Newspaper format: Full format, Tabloid and Magazine, Newspaper Layout, Makeup and Dummy, Flags, Masthead and headlines, Initial Letters, Ornaments and Border Rules: Column Rule, Cutoff Rule, Window , Front Page Design, Functional Design , Total page design ,Single-theme design

Unit 2

Makeup Lines: Vertical, Diagonal, Circular, Horizontal, Focal Point of a Newspaper: Front page focal point, inside page focal point, Folio Line: Front Page Folio Line, Inside Page Folio Line, Page Personality: Front Page, Sports Page, Edit Page, Leisure Page etc., Principals of Graphics and its Importance, Main Software in layout Design: Pagemaker , Quark Express, Coral Draw, Photoshop, In-design etc., Visualization Principles, Type and Type Face, Type measurement, Point Size

Unit 3

Newspaper Printing Methods: Letter Press, Cylinder, Rotary, Offset, Plate Making, Types of Paper, Pagination, Cover printing, Security measures in printing Press Page Making of Dailies, Magazine Design, Color Printing: Techniques, Color composition, Color Separation, Color Correction, Desk Top Publishing.

Unit 4

Photo: Language of pictures, Clicking pictures, Use of Gadgets, Focus, Shutter Speed Composition: Subject and Lighting, Photo Editing: Principles and Practices, Photo Feature: Exhibition, Caption writing and Packaging, Types of Photo Journalism: Portrait, Wildlife, environment, sports, landscape, disaster, ad etc , Picture Story Layout, Roles and Responsibilities of Picture Editor

Syllabus of M.A Journalism and Mass Communication for 2nd Semester

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-202

***COURSE TITLE: Journalism 3:
Newspaper Design, Layout and Production***

Reading List

1. Web Journalism: Practice and Promise of a New Medium by James Glen.
2. Online Journalism: Principles and Practices of News for the Web by James C.Frost.
3. Digitizing the News: Innovation in Online Newspapers.
4. Blog: Understanding the Information Reformation That's Changing the World by Hugh Hewitt.
5. Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
6. Introduction to Information Technology by Turban, Rainer, Potter. 8. Web Radio by Chris Priestman.
7. The Online Journalist by Randy Reddick, Elliot King
8. A Handbook of Modern Newspaper Editing and Production by Hodgson, F.W.

NOTE FOR PAPER SETTERS (Examination)

<i>Minor Test-I (After 30 days)</i>	<i>20 marks</i>
<i>Minor Test-II (After 60 days)</i>	<i>20 marks</i>
<i>Major Test (After 90 days)</i>	<i>60 marks</i>

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

Syllabus of M.A Journalism and Mass Communication for 2nd Semester

Examination to be held in the year May: 2021, 2022, 2023

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-202

***COURSE TITLE: Journalism 3:
Newspaper Design, Layout and Production***

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question Carries **6 marks.**(6 x 4=24)

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks.** (4 X 4=16)

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not

Covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 From each unit. Each question carries **2marks.** (6 X 2=12)

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark.** (8 X 1=8)

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PJMCTC-203

Course Title: Journalism 4:

New Media and Web Journalism

Course Objectives & Learning Outcomes: The course intends to familiarize the students With the impact of new media and the associated frameworks which will make the students venture into the expansive digital world like digital gaming, content, social TV etc. In this way, the students will be encouraged to ponder upon the different facets of new media.

Unit 1

Introduction to Computer, Basic information related to computer, Hardware and software, Input, Output, CPU and information of other computer tools, Different Operating Systems, Programming Software, Basics of Information Technology, Network: basic component of network, server, work station, modem, Types of network: LAN, WAN , Internet and Wi-Fi, Devices and Uses: email, voice mail, chat, file transfer, recourse sharing, data bank, Use of information technology in news organization Problem of fonts

Unit 2

Internet: History and basic features, Prominent browsers: explorer, Firefox, chrome etc, Internet in India: development, future and challenges, Internet in Hindi: limitations and possibilities, E commerce: Sale-purchasing, banking, advertising etc, Prominent news portal and search engine, New Media: Concept, Characteristics and Nature of medium, Evolution of New Media and its relationship with IT and Telecommunication, New Media and Media Convergence, New Media and future of traditional Mass Media, New Media as a Tool of Journalism

Unit 3

Web Journalism: Concept and Development, Web News: News Sites/Portal, Audio and Video in Web, Podcasting, Writing for Web: Important points, Difference of writing for print and web, Use of hyperlink, Report writing for internet, editing and rewriting, Web Journalism in India, Effects of WWW on Journalism and society , Economy of web journalism, Management of web journalism: basic structure, content, news flow, Security, ethics, law and credibility

Unit 4

Citizen Journalism: Concept and models, Development, Limitations and possibilities, Experiments of Citizen Journalism in India, Future of Citizen Journalism, Blogging: Concept, development and basic features, Main technical aspects: Possibilities and

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PJMCTC-203

Course Title: Journalism 4:

New Media and Web Journalism

problems, Role of aggregator, Economic aspect of blogging, Ethical issues , Importance of comments and controversies of anonymous comments, Role of blogging in alternative journalism, Social networking sites and journalism, Orkut, Facebook, Bigadda etc, Social messaging and journalism: Twitter phenomenon, Platform of Criticism for Existing Institutions Including Media, The Phenomenon of Wikileaks

Reading List

1. New Media and Internet Activism: From The Battle of Seattle to Blogging by Kahn, R and D Kellner.
2. New Media: A Critical Introduction by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly.
3. India's Information Revolution: A Critique by Gill, S.S. 5. The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in The Citizen of Everyday Life
4. The Network Society: Social Aspects of New Media by Van Dijk, J. A. G. M.
5. The Information Age: An Anthology on Its Impact and Consequences by David S. Alberts, Daniel
6. . New Media: The Key Concepts by Nicholas Gane and David Beer. 9. The Network Society: a cross-cultural perspective by Castells, Manuel.

NOTE FOR PAPER SETTERS (Examination)

Minor Test-I (After 30 days) 20 marks

Minor Test-II (After 60 days) 20 marks

Major Test (After 90 days) 60 marks

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100

Minor-Test-I = 20 Marks

No. of Credits = 6

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PJMCTC-203

Course Title: Journalism 4:

New Media and Web Journalism

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question Carries **6 marks.**(6 x 4=24)

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SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not Covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 From each unit. Each question carries **2marks.** (6 X 2=12)

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark.** (8 X 1=8)

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Course Objectives & Learning Outcomes: The course intends to familiarize and empower the future media practitioners for fearless journalism by discerning their rights and limitations as a journalist, without violating certain basic principles in order to adhere to the norms of the society.

Unit 1

Media Laws: Rational, Principles and Evolution, Normative Theories of Media Laws (Media Laws in Different Political Systems), Media Laws in the Age of Globalization, Media Economy and Media Laws, Indian Constitution and Media Laws, Indian Constitution: Key Features, Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of Press and Media, Supreme Court Cases related to Article 19, Right to Information Act

Unit 2

Reasonable restrictions on Article 19 freedom, Official Secrecy Act, Judiciary and Contempt of Court, Legislature and its Privileges, Restriction through IPC and CrPC
Censorship and its different forms, Laws related to Press, Copyright Act: Main features, issues and Books and Newspapers Registration Act, Working Journalist Act, Press Council Act, Laws related to Broadcast Media, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Conditional Access System (CAS), and Proposed Broadcast Regulatory Authority of India Act

Unit 3

Information technology Act (IT Act), Cyber Crime, Media Laws related Media Content and Advertisement, Defamation/Libel, Right to Privacy, Media Regulation: Rational, Principles and Evolution, Debates and Controversies related Media Regulation, Regulation of Broadcast, Press and Web, Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman:

Unit 4

Readers Editor, Debate on News Room Diversity and Media Laws, Journalistic Ethics: Principles of Ethics, Rational and Evolution of Journalistic Ethics, Journalistic Values: Concept, Importance and Debates, Journalists Code of Conduct, Resolving Ethical Dilemma: Different Methods, Media Ethics and Role of Different Media Organizations,

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Trade Union Rights in Media, Press Council, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA

Reading List

1. Freedom of Press: Under the Indian Constitution by BR Sharma.
2. Introduction to the Constitution of India by DD Basu.
3. Makers of Modern India, Ed. by Ramachandra Guha.
4. Press Laws and Media Ethics by Anil K. Dixit.
5. Law of the Press by DD Basu.
6. The Muzzled Press by KS Padhy.
7. Journalistic Ethics by PK Menon.
8. Indian Journalism: Keeping It Clean by Alok Mehta

NOTE FOR PAPER SETTERS (Examination)

<i>Minor Test-I (After 30 days)</i>	<i>20 marks</i>
<i>Minor Test-II (After 60 days)</i>	<i>20 marks</i>
<i>Major Test (After 90 days)</i>	<i>60 marks</i>

Instruction for Paper setter for Minor-I & II test (20 Marks each)

- The pattern for Minor-I & II test will be left to individual teacher concerned.
- Duration of minors is of 1 hr and 30 minutes.

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

The question paper shall be divided into three sections namely A, B and C and D with total weightage as given below;-

Syllabus of M.A Journalism and Mass Communication for 2ndSemester

Examination to be held in the year May: 2022, 2023, 2024

Total Marks = 100	Minor-Test-I	= 20 Marks
No. of Credits = 6	Minor Test -II	= 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam	= 60 marks

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

SECTION A: There shall be eight long answer-type questions, two questions from each unit. The candidate is required to answer **four** questions selecting one from each unit. Each question carries **6 marks.**(6 x 4=24)

SECTION B: There shall be six short answer-type questions, three each from two units, not covered in Minor Tests. The candidate is required to answer **four** questions, selecting at least two from each unit. Each question carries **4marks.** (4 X 4=16)

SECTION C: There shall be 10 very short answer-type questions, 5 each from two units, not covered in Minor tests. The candidate is required to answer **any six** questions, selecting 3 from each unit. Each question carries **2marks.** (6 X 2=12)

Section D: There shall be 8 objective type questions of one mark each from two units, not covered in Minor Tests. The candidate is required to answer all the questions, each question carries **1 mark.** (8 X 1=8)

Eligibility Criteria

A Bachelor Degree of 10+2+3 in any discipline from the University of Jammu or any other qualification recognized by the University of Jammu or any other qualification recognized as equivalent thereto by the University of Jammu

Fee Structure

The fee structure of the Department of Journalism and Media Studies for the 1st Semester shall be same as that of Department of History, University of Jammu.