### SCHEME OF EXAMINATION

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

**CBCS**

**SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Sr.**  **No.** | **Paper Code** | **Nature of Paper** | **Nomenclature** | **Theory Marks** | **Internal Assessment** | **Practical** | **Total Mark** | **Credit** | | | | **Credit Total** |
|  |  |  |  |  |  |  |  | L | T | P | |  |
| 1 | MJM C1.1 | Core | Concepts of Mass Communication | 70 | 30 | -------- | 100 | 3 | 1 | 0 | | 4 |
| 2 | MJM C1.2 | Core | Basics of Reporting & Editing | 50 | 30 | 20 | 100 | 3 | 0 | 1 | | 4 |
| 3 | MJM C1.3 | Core | Development of Media | 70 | 30 | ------- | 100 | 3 | 1 | 0 | | 4 |
| 4 | MJM AE 1 | Ability Enhancement Compulsory Course (AECC) | Introduction to Computers in Communication | 70 | 30 | ------- | 100 | 3 | 0 | 1 | | 4 |
| 5 | MJM D1a  or  MJM D1b | Discipline Specific Elective (DSE) | General Awareness  Or  Current Issues in Media | 70 | 30 | ------- | 100 | 3 | 1 | 0 | | 4 |
| 6 | MJM G 01 | Generic 2 | Mooc / Swayam Courses/ any Published Article with byline |  |  | ------- | 100 | 1 | 1 | 2 | | 4 |
| **Total Credits** | | | | | | | | | | | **24** | |

**SEMESTER- II**

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **Sr.**  **No.** | **Paper**  **Code** | **Nature of**  **Paper** | **Nomenclature** | **Theory**  **Marks** | **Internal**  **Assessment** | **Practical** | **Total**  **Marks** | **Credit** | | | **Credit**  **Total** |
|  |  |  |  |  |  |  |  | L | T | P |  |
| 1 | MJM C 2.1 | Core | Development Communication | 70 | 30 | ----- | 100 | 3 | 1 | 0 | 4 |
| 2 | MJM C 2.2 | Core | Advertising  Principles & Practices | 50 | 30 | 20 | 100 | 2 | 1 | 1 | 4 |
| 3 | MJM C2.3 | Discipline  Specific  Elective  (DSE) | Media Laws  & Ethics | 70 | 30 | ----- | 100 | 3 | 1 | 0 | 4 |
| 4 | MJM C2.4 | Ability Enhancement Compulsory Course (AECC) | Aesthetics in Photography | 50 | 30 | 20 | 100 | 2 | 1 | 1 | 4 |
| 5 | MJM D 2a  OR  MJM D 2b | Discipline  Specific  Elective  (DSE) | Women &  Media  OR  Environment & Media | 70 | 30 | ----- | 100 | 3 | 1 | 0 | 4 |
| **Total Credits** | | | | | | | | | | | **20** |

**Semester III**

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **Sr.**  **No.** | **Paper**  **Code** | **Nature of**  **Paper** | **Nomenclature** | **Theory**  **Marks** | **Internal**  **Assessment** | **Practical** | **Total**  **Marks** | **Credit** | | | **Credit**  **Total** |
|  |  |  |  |  |  |  |  | L | T | P |  |
| 1 | MJM C 3.1 | Core | International Communication | 70 | 30 | ------- | 100 | 3 | 1 | 0 | 4 |
| 2 | MJM C 3.2 | Core | Radio Journalism & Production | 50 | 30 | 20 | 100 | 2 | 1 | 1 | 4 |
| 3 | MJM C 3.3 | Core | Communication Research Methods | 70 | 30 | ------- | 100 | 3 | 1 | 0 | 4 |
| 4 | MJM C 3.4 | Discipline Specific Elective (DSE) | Internship Report & Viva Voce | ------ | -------- | 100 | 100 | 0 | 0 | 4 | 4 |
| 5 | MJM D3a  or  MJM D3b | Discipline Specific Elective (DSE) | Corporate Communication & Public Relations  Or  Cinema Studies | 70 | 30 | -------- | 100 | 3 | 1 | 0 | 4 |
| **Total Credits** | | | | | | | | | | | 20 |

**Semester IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Sr.**  **No.** | **Paper**  **Code** | **Nature of**  **Paper** | **Nomenclature** | | **Theory**  **Marks** | **Internal**  **Assessment** | **Practical** | **Total**  **Marks** | | **Credit** | | | | **Credit**  **Total** |
|  |  |  |  | |  |  |  |  | | L | T | P | |  |
| 1 | MJM C 4.1 | Core | Media Management | | 70 | 30 |  | 100 | | 3 | 1 | 0 | | 4 |
| 2 | MJM C 4.2 | Core | Television  Journalism & Production | | 70 | 30 | 20 | 100 | | 3 | 0 | 1 | | 4 |
| 3 | MJM C 4.3 | Core | Documentary Production | | ----- | ----- | 100 | | 100 | 1 | 1 | 2 | | 4 |
| 4 | MJM C 4.4 | Core | Dissertation  (Paper, Seminar  Presentation,  Viva- Voce) | | ----- | ----- | 100 | | 100 | 1 | 1 | 2 | | 4 |
| 5 | MJM D 4 a  Or  MJM D 4 b | Discipline Specific Elective (DSE) | | Online  Journalism  Or  New media | 70 | 30 | 20 | | 100 | 3 | 1 | 0 | 4 | |
|  | **Total Credits** | | | | | | | | | | | | | **20** |
| **Programme Grand Total of Credits** | | | | | | | | | | | | | | **84** |

**Approved Syllabus & Regulations for M.A. Journalism & Mass Communication**

**Under**

**Choice Based Credit System**



Duration: Two Years

Eligibility: Graduation (Any Stream)

**Department of Journalism & Mass Communication**

**Khwaja Moinuddin Chishti Urdu, Arabi-Farsi University**

**Lucknow**

**Sitapur-Hardoi Bypass,IIM Road, Lucknow-226013**

**SEMESTER – I**

**MJM C1.1 (CORE)**

### Concepts of Mass Communication

**Unit I**

Nature and process of human communication, functions of communication, verbal and non- verbal communication, intra-personal, inter-personal, small group, public and mass communication.

**Unit II**

Various models of communication: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

**Unit III**

Media systems and Theories: authoritarian, libertarian, socialistic, social-responsibility, development, and participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media content – effects, cultural integration and cultural pollution.

**Unit IV**

Issues of media monopoly – cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

**SEMESTER – I**

**MJM C1.2 (CORE)**

**Basics of Reporting & Editing**

**UNIT – I**

News: definition, concept, elements, sources, lead and its kinds, Formats/styles of News writing: Inverted Pyramid, Lead and Body writing ,Reporter-their functions & responsibilities, Reporting crime, weather, speech, accident, disaster, court, election, conflicts, Legislature, Obituary.

**Unit – II**

Kinds of Reporting – objective, interpretative, investigative, development and in-depth reporting.

**Unit-III**

Interview- definition, formulae of interviewing, writing, Features, Specialized reporting – science, sports, economic, gender and allied areas, Reporting for magazines.

**Unit IV**

Editing : Meaning, symbols, tools, lead, body, paragraphing, Headlines, kinds of headlines, counting headlines, writing headlines, Principles of photo editing , Page make up, layout, graphics, Editorial and article writing.

**MJM C1.3 (CORE)**

### Development of Media

### Unit I

Development of Print Media : Historical View, Indian Press; Post Independence, Origin of Indian News Agencies and their role, Management and ownership Pattern of Press

### Unit II

Development of Radio : Historical view, Development of Radio in India, Public and Private Radio Systems, FM, AM etc., Organizational structure of the Radio

### Unit III

Development of Television : Historical view, Development of Television in India

Public and Private T.V. Channels, Organizational structure of the television Industry

### Unit IV

Cinema : Historical View, Development of Cinema in India, Characteristics of Hindi Cinema, Cinema as a powerful medium of Mass Communication

**MJM C1.4 (CORE)**

**Introduction to Computers in Communication**

### Unit 1

Definition, Origin & History, Classification of Computers, Introduction to input & output devices, Introduction to memory – Primary & Secondary

### Unit 2

Introduction to graphical and user interface (GUI), File and Folders – Flash, Directory

Creating, Copying, Moving, Deleting and Renaming, Applications & Setting : Desk top Management, tool box

### Unit 3

MS-Word and Application –basics, Typing and editing, formatting text

Quark Express basics, Power Point – Introduction, presentation, graphics, creating presentation and slide shows

### Unit 4

Introduction to Internet, definition, various activities, Tools and services on Internet

Internet protocols FTP, HTTP, TCP, IP, Major News Sites, E Magazines, online newspapers

Suggested Readings

### MJM D1a (DSE)

**General Awareness**

### Unit 1

* 1. Goals and objectives of Indian Constitution, Parliamentary System of Democracy
  2. Fundamental Rights and Directive Principles of State Policy, Fundamental Duties
  3. Centre-State relationship; federal and unitary
  4. Electoral Process, Emergency Powers & Amendment of Constitution

### Unit 2

* 1. Parliamentary and Legislative procedure in India
  2. Power and privileges of Parliament members
  3. Indian Judicial System
  4. Panchayati Raj Institutions

### Unit 3

* 1. Indian History-Various Stage, Important Historical Events
  2. Salient features of Indian Culture, Cultural Diversity of India
  3. Indian Economic Environment- Present State, Salient Features
  4. Globalization and India, Introduction- Various Political systems of World

### Unit 4

* 1. Indian Foreign Policy- Salient Features
  2. UNO, SAARC, NAM, Commonwealth Group
  3. India and its neighbouring countries
  4. Current National and International events of importance

**MJM D1b (DSE)**

**CURRENT ISSUES IN MEDIA**

**Unit I**

* 1. Recent Trends in Media in India
  2. Emergence of Regional Media
  3. Emergence of Digital Media
  4. Media and Current Social Issues

**Unit II**

* 1. Coverage of Current Rural Issues in Media
  2. Media and Development Issues
  3. Media and Coverage of Human Rights Issues
  4. Media and Current Political Issues

**Unit III**

* 1. Coverage of Crime News in Media
  2. Media and Current Investigative News Stories
  3. Media and Current Gender Issues
  4. Media and Current Sports Related News

**Unit IV**

* 1. Media and Life Style Journalism
  2. Page 3 Journalism, Current Issues
  3. Celebrities in News, Places in News
  4. Positive News Stories, Inspiring News- Items

**MJM G 01 (Generic)**

**Communication Skills**

### Unit I

Communication: Definition and importance, Elements and Process of Communication,

Communication Models.

### Unit II

### Levels of Communication: Intrapersonal, Interpersonal, Group and Mass communication Functions of communication Intercultural communication. Types of communication: Verbal

### and Nonverbal Various forms of verbal and nonverbal communication Body language.

### Unit III

Art of public speaking; Techniques of interpersonal relationships; Art of writing business and Personal letters; Art of journalistic writing: News, articles, features, science writing,editorial writing, humorous writing, interview technique; Group dynamics Leadership styles.

Importance of good communication in one’s life; Improving your communication skills Element of technical writing Preparing CVs

### Unit IV

Importance of good communication in one’s life; Improving your communication, skills – Elements of technical writing - Preparing CVs, Writing for media: newspaper – magazine – radio - T.V - New media

### Semester II

### MJM C 2.1 (CORE)

**Development Communication**

**Unit –I :**

**Concepts of Development:** Approaches to development, Complexities of, development indicators; Economic growth theories; Paradigms of development-dominant and, alternative paradigms; Cultural model, Participatory model.

**Unit –II :**

**Social Change:** Its meaning, nature, direction and process; Theories of social, change, Factors of social change; Role of communication in social change, Diffusion of, innovation concept of modernisation and post-modern, Development support organizations.

**Unit –III :**

**Development Communication:** Defining development communication, development communication policies and practices in India; Indian media and development, communication; Development support communication; Role of folk and ICT in development.

**Unit -IV:**

**Alternative Theories and case Studies:** Development of, What And Whom? Strategies for participatory communication, Case studies in agriculture, population and environment, empowerment of the impoverished communication experiments in India and other developing, countries on development projects and communication strategies.

**MJM C 2.2 (CORE)**

**Advertising Principles & Practices**

### Unit 1

* 1. Advertising : Meaning and Concept
  2. Historical perspective of advertising in India
  3. Advertising : Nature and Types
  4. Role of Advertising: Social, Cultural, Economic

### Unit 2

* 1. Objectives of Advertising : General & Specific
  2. Legal and Moral aspects of Advertising
  3. Advertising and Freedom of Expression
  4. Social Advertising

### Unit 3

* 1. Advertising Media : Print, Radio, TV and Internet
  2. Outdoor Media, Alternative Media & tools
  3. Advertising campaign, planning & managing
  4. Role of Research in Advertising

### Unit 4

* 1. Copy writing : Different process, Copy language
  2. Different types of copy
  3. Creative Brief and writing for different media, Copy testing
  4. Graphic designing, Art and Layout

**MJM C 2.2 (Core)**

**Media Laws & Ethics**

**Unit 1**

Press Regulation : A Historical Perspective, Censorship and Media : A Historical Perspective, Emergency & Censorship : Indian Experience, Freedom of Speech and Expression in the Constitution of India.

**Unit 2**

Media and Right to Information, Contempt of Court Act 1971, Defamation Law in India, Right to Privacy, Cyber Laws.

**Unit 3**

Press and Registration of Books Act, 1867, Copy Right Act 1957, Consumer Protection Act 1986, Prasar Bharti Act 1996.

**Unit 4**

Media Ethics – Meaning and Concept, Media Ethics – A Historical perspective, Code of ethics for Media Professionals, Ombudsmen – Definition, Role & Responsibility.

**MJM C 2.4 (Core)**

**Aesthetics in Photography**

**Unit I**

Photography in historical perspective: Basic concept of Photography-history and expedition, Function and role of photography in Communication, Importance of Photograph in journalism.

**Unit II**

Technical know: How of camera, lenses, films and accessories, Technological changes- impact and changes in photo journalism, Role and responsibilities of photo journalist.

**Unit III**

Photo editing: selection of photograph, cropping, Editing, caption writing

**Unit IV**

Photo feature on topical issues : Practical assignment on Important Issues. ( portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

**MJM D2 a (DSE)**

**Women & Media**

### Unit I

Status of Women and Mass Media, Urban and Rural attitudes towards women prevailing in the society, Commodification of women, Projection of women’s image by the media.

### Unit II

Theoretical perspectives on Women studies, Classical, Marxist, Feminism, Emerging trends.

### Unit III

Role of Media in Women development & welfare, Women professionals in Media, Women & Media : Opportunities & Challenges, National Commission for Women-structure, role, Important Women organizations

### Unit IV

Media & Gender consciousness, Gender Sensitization, Media projection on Domestic Violence & Sexual Harassment, Image of Women in Advertisements, Communals riots, conflict situation & Women.

### MJM D 2 b (DSE)

**Environment & Media**

### Unit 1

* 1. Environment Studies-Meaning & concept, Role & Relevance of Environment Studies, Impact of Development on Environment, Major Environmental issues: Global Warming, Pollution, etc.

Unit II

Environmental Movements-World & India, Environmental Protection & the Role of NGOs, Chipko Movement, Narmada Bachao Andolan.



### Unit III

Nature & Coverage of Environmental issues/movements in media, Impact of Environmental Movements on Masses, Environment & Media – International Perspective, Green Peace & other International Environmental groups.

### Unit IV

* 1. Environmental crisis- Present state & Future Challenges, Various Government policies regarding environment, Environment related programmes in the media, Reports & features, film & documentaries on Environment, Prominent environment- activists.

**MA (JMC) - (Final) SEMESTER – IV MJMC 18 (CORE) – 17MJM24C3**

### Paper-03 Radio Journalism

**Time allowed : 3 Hours Max. Marks: 80**

***Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.***

### Unit 1

* 1. Radio : An oral medium, its strength and weaknesses, Radio writing
  2. Radio and private service broadcasting
  3. Radio for social change & development
  4. Alternative radio : Community, Campus Radio, Online Radio

### Unit 2

* 1. Radio programmes- brief introduction
  2. Music, Spoken word, talks, discussions, interviews, dramas, documentaries, features & commentary
  3. Audience specific programmes : Youth, women, children, senior citizens
  4. Subject specific programmes : rural, educational, sports, science, health & family welfare

### Unit 3

* 1. Radio Programmes : Planning & scheduling, Major Radio programmes of A.I.R.
  2. Equipment for radio production : studio set up, transmission & related technical person, microphones
  3. Radio Reporting, News Bulletins
  4. Composition of programmes : News, Music and spoken words, radio features

### Unit 4

* 1. Radio programmes, production elements : speech, narration, dialogue, sound effect, music silence
  2. Presentation of radio programmes : job of presenter, delivery modulation and projection of the voice
  3. Entertainment Radio broadcasting, Anchoring & Radio Jockey
  4. Studio Etiquettes, feedback, interactive programmes

### PRACTICAL Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

### MJMC 19 (I) (DSE) – 17MJM24D1

**Cinema Studies**

**Time allowed : 3 Hours Max. Marks : 80**

***Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.***

### Unit 1

* 1. Origin of Cinema as a medium of Mass Communication
  2. Cinema in Modern Society
  3. Entertainment Art in 20th Century, Cinema as a medium of entertainment
  4. Relationship of Cinema with other media- Print, Radio Television, New Media; Cinema genres

### Unit 2

* 1. Important stages in development of Cinema in India
  2. Cinema in USA
  3. Cinema in Western Europe, Russia and Eastern Europe
  4. Cinema in Asia, Africa and Latin America

### Unit 3

* 1. Evolution of film language, from image to idea, Film Scripting Process
  2. Scene and shots, Camera distance
  3. Movement and angles, Visual imagery in Cinema
  4. Use of sound in films (Sound Effects), Animation Films

### Unit 4

* 1. Censorship of films in India
  2. Film Journalism, Prominent Cinema Personalities (India & Abroad)
  3. Film Society Movement in India, FTII, NFAI
  4. Impact of Cinema on Indian Society, Film Review

### Internal Assessment Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

* + 1. House Test 10 Marks
    2. Class Attendance 05 Marks
    3. Term Paper/Assignment 05 Marks

### MJMC 19 (II) (DSE) – 17MJM24D2

**Travel Journalism**

**Time allowed: 3 Hours Max. Marks: 80**

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

### Unit 1

* 1. Pioneers in Travel writing
  2. Great travel narratives of Marco Polo
  3. Travel narratives of Huientsang, Ibn Battuta, Al Beruni
  4. Travel narratives of V.S. Naipaul, Rahul Sankratayan, William Darlymple

### Unit 2

* 1. Travel Journalism : Meaning, concept
  2. Travel journalism : Writing Skills
  3. Types of Travel Writing, Travelogues (Travel Guides)
  4. Articles on Travels

### Unit 3

* 1. Travel & Tourism Features, Food Writing & review(s)
  2. Creative Travel writing – Techniques of travel writing
  3. Writing for travel magazines
  4. Travel P.R. Writing, Travel promotional writing

### Unit 4

* 1. Global Trends in Travel Writing
  2. Travel & Tourism Blogging
  3. Important Travel Magazines, noted books on Travel Writing
  4. Prominent Current Travel Writers & Bloggers

### Internal Assessment Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

* + 1. House Test 10 Marks
    2. Class Attendance 05 Marks
    3. Term Paper/Assignment 05 Marks

**M. A (JMC) - (Final) SEMESTER - IV**

### MJMC-20 - Project Report And Comprehensive Viva- voce [Core] 17MJM24C4

**Marks- 100**

**(50+50)**

1. **Students will be required to write a Field Project Report based on field media study of media trends/ habits/ developments or some important socio- cultural- political- educational- economic aspects vis-a-vis media studies, etc.**

**[Topics may be like Media Literacy in Schools, Media Habit Studies, Role of Media in Water Conservation (study of a particular village, any other topic related to media, etc]**

**The project topic will be allotted by the HoD/Dept.**

1. **Comprehensive Viva- voce**

**This comprehensive viva- voce will be aimed at testing the knowledge, understanding, learning and the skills acquired by the student during the two year MA(JMC) programme.**

**The examination of paper will be based on Viva- voce conducted by the HOD, one External Examiner, and one Internal Examiner (nominated by HOD).**

**(Open Elective) [for students of other Dept.] – 16JRM01**

**MJMC- 20 MEDIA & SOCIETY L T P**

**3 0 0**

**Unit I**

* 1. Media Definition
  2. Relationship of Media in Society
  3. Impact of Media on society- recent trends
  4. Media and Social Development

**Unit II**

1. Media Literacy
2. Impact of Media on children and youth
3. Media and gender issues
4. Media and Rural Society

**Unit III**

1. Media and Violence
2. Media and Rising Crime
3. Media and Democracy
4. Media and development of Scientific temperament
5. Media and environmental issues

**Unit IV**

1. Media accountability
2. Media and Economic development
3. Media and Nation building
4. Popular culture and media

### INSTRUCTIONS FOR THE PAPER-SETTER

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

**Note 1 :**The Criteria for awarding internal assessment of 20 marks shall be as under:

1. Class test :
2. Assignment & Presentation :
3. Attendance :

10 marks.

5 marks

5 marks

*Less than 65% : 0 marks*

*Upto 70% : 2 marks*

*Upto 75% : 3 marks*

*Upto 80% : 4 marks*

*Above 80% : 5 marks*

### INSTRUCTIONS FOR PRACTICAL

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

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