



**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA
(RSCOM)**

**COURSE STRUCTURE & SYLLABUS
(BASED ON NATIONAL EDUCATION POLICY 2020)**

**For
MASTERS IN JOURNALISM AND MASS COMMUNICATION**

W.E.F

AY: 2025-26

Table of Contents

Sl./No.	Contents	Page No
1	Preamble	
2	Aims and Objectives of Master of Arts in Journalism and Mass Communication Programme at the Royal School of Communications and Media	
3	Graduate Attributes	
4	Programme Outcomes	
5	Programme Specific Outcomes	
6	Assessment Methods	
7	Programme Structure	
8	Detailed Syllabus Course Objectives Course Outcomes Course Contents Textbooks & References	

PREAMBLE

The National Education Policy (NEP) 2020 conceives a new vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting equity, human as well as societal well-being and in developing India as envisioned in its Constitution. It is desired that higher education will significantly contribute towards sustainable livelihoods and economic development of the nation as India moves towards becoming a knowledge economy and society.

We focus on the 21st century requirements and the higher education framework of the nation aim to develop good, thoughtful, well-rounded, and creative individuals and must enable an individual to study one or more specialized areas of interest at a deep level. It also develop character, ethical and Constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and twenty-first-century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects. A quality higher education should be capable enough to enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to society. Overall, it is focus on preparing students for more meaningful and satisfying lives and work roles and enable economic independence.

Towards the attainment of the holistic and multidisciplinary education, the flexible curricula of the University will include credit-based courses, projects in the areas of community engagement and service, environmental education, and value-based education. As part of holistic education, students will also be provided with opportunities for internship with local industries, businesses, artists, crafts persons, and so on, as well as research internship with faculty and researchers at the University, so that students may actively engage with the practical aspects of their learning and thereby improve their employability.

At the Assam Royal Global University, we are committed that at the societal level, higher education will enable each student to develop themselves to be an enlightened, socially conscious, knowledgeable, and skilled citizen who can find and implement robust solutions to its own problems. For the students at the university, higher education is expected to form the basis for knowledge creation and innovation thereby contributing to a more vibrant, socially engaged, cooperative community leading towards a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.

AIMS AND OBJECTIVES

The curriculum of MA Journalism & Mass Communication (J&MC) is planned to have the following aims & objectives:

1. Through compulsory core papers in the emerging areas of journalism, film making, news production, human communication and media management, students are made conceptually sound to critically analyze real life situations. The use of interactive lecture series with high involvement of students, case-based discussions, group discussions and presentations on selected specialization papers develops among students' ample knowledge, skills and ability to handle complex creative problems.
2. Provide a conducive environment inside the campus that holistically engages students through an all- encompassing knowledge impartation.
3. Formulating ethical media problems and provide innovative solutions to enable the learners to be future ready media leaders who are compassionate and yet efficient.
4. The programme encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
5. Through academic exposure, practical training, skill enhancement activities the students will develop to become a successful media professional.

GRADUATE ATTRIBUTES

GA-1: Disciplinary Knowledge

Acquire knowledge and coherent understanding of Journalism and its areas of study.

GA-2: Critical and Reflective Thinking

Inculcating an intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action. The assessment methods adopted for the courses include presentation on the specified media projects which requires the use of analytical thinking and critical evaluation.

GA-3: Problem Solving and Analytical Reasoning

The programme focuses on well researched and solution-based thinking and application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional carrier and provide effective solutions. It enhances the ability to solve problems quickly and effectively. Systematic and methodical step-by-step approach to thinking that allows students to break down complex problems into single and manageable components.

GA-4: Research-Related Skills

The students are engaged with their faculty on various research projects of current relevance. They would be able to apply all the scientific steps on live projects and collect data on industry for research-based projects. The students are taught the skill of using software for making analysis. Finally, they would be able to analyze, evaluate and execute media studies independently.

GA-5: Cooperation/Teamwork

Working on various assignments in both academic and extra-curricular, help them in becoming team worker. Group projects, presentations and case studies give opportunity to students to learn team skills and understand team dynamics. As a team

the students produce films and news content.

GA-6: Information/Digital Literacy

Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. Subjects like online journalism and new media further enhances the students' digital literacy level.

GA-7: Self-Directed Learning

Generating among students their curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking. During the course of their study relevant links are shared by faculties with the students for their academic progress, better exposure and updated knowledge of the subjects taught. Subjects like news and contemporary issues help the students to learn relevant issues of the society.

GA-8: Multi-Cultural Competence

Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated, and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused. This sensitization is through the EVS and media & society papers. They are also expected to sensitize the society towards social issues and aspects concerning larger national issues.

GA-9: Moral and Ethical Awareness/Reasoning

Courses include sensitization and cultivation of moral and ethical value in students. The programme includes courses on ethics and social responsibility. This sensitization is through the media laws and ethics papers. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

GA-10: Leadership Readiness/Qualities and Life-long Learning

Creating an inspiring vision of the future by accepting team spirit is an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity. The course also orients the students towards better learning and application on media innovation. This will be possible only when they will update themselves on a daily basis and keep aware of changing environment. Program is design to generate a variety of ideas and responses, across different categories and to look at things from different points of view, generating new ideas and innovation.

PROGRAMME OUTCOMES

Students taking admission to this program of MAJMC are expected to get equipped with following outcomes:

PO1- Knowledge: Acquire knowledge and skills in the field of Media, Marketing, Communications, Photography and Filmmaking

PO2- Identification and Analysis of Concepts: To enable learners to identify and analyse the concepts studied during the course

PO3- Critical Thinking: To gain conceptual and theoretical knowledge of Journalism and Mass Communication and learn to think critically about the issues and topics related to the subjects. Students will be able to inculcate the processes of functioning various media houses intellectually and skilfully by conceptualizing, applying, analyzing, synthesizing and evaluating news gathering, editing and selection before disseminating to media for mass consumption.

PO4- Industry Acumen: Know the tools and techniques of media industry and meet the specific requirements of media and communication industry. Students develop an ability to take up challenges in their professional carrier and provide effective solutions. It enhances the ability to solve problems quickly and effectively. Systematic and methodical step-by-step approach to thinking that allows students to break down complex problems into single and manageable components.

PO5- Ethics: Apply ethically gained knowledge to make good professionals with positive attitude. Students would be able to apply journalistic ethics and news values in practicing journalism. The programme includes courses on media laws and ethics, and

social responsibility ensures them to intervene the ill that is prevailing in the mainstream media and fill the yawning gaps of ethical breakthrough. Further through classroom discussions the students are made to determine the importance of adopting ethical practices in pursuit of business profits.

PO6- Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings. Working on various assignments in both academic and extra- curricular enhances their ability to participate and interact actively in any given team work activity. Hands-on-training skill with group media projects, presentations and case studies give opportunity to students to assess team skills and evaluate team dynamics. As a team the students produce films and news content.

PO7- Cultivating values for learning: Identify the need for inculcating values for life long learning needed for future growth. During the course of their study relevant subjects like international communication enhances their analytical skills on global news outlets and able to evaluate the international news and events. Subjects like news and contemporary issues ensure a well-informed communicator.

PO8- Awareness of Socio-Economic-Cultural-Political Issues: Understand the Social, Economic, Cultural and Political issues of the country to be an efficient media professional. They are advised, motivated, and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. This enhances their ability to outline community and society where they will be able to select the right medium to targeted audience.

PO9- Environment and Sustainability: Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development. they are sensitized towards environmental care which has taken prime position because of the threat caused. This sensitization is through the EVS, media and society papers. They are also able to assess the society towards social issues and aspects concerning larger national and international issues.

PO10- Skills and Aptitude: Take informed actions after identifying the norms, accuracy and validity from different perspectives. The students are able to explain various steps involved in media research. They will be able to justify the nature and types of research, and more specifically applying the right methodological and theoretical framework in research. The course also ensures the students towards better learning and application on

media innovation. They would be able to cultivate a variety of ideas and responses, across different categories and to look at things from different perspectives, generating creative thinking and innovative minds.

PROGRAMME SPECIFIC OUTCOMES

PSO-1: Ability to apply the best practices of journalism in mass communication as well as formulate and solve social problems using media.

PSO-2: Ability to conduct empirical studies for scientific media studies and able to analyze and interpret in their area of studies.

PSO-3: Knowledge of contemporary social, political, cultural, and economic issues and to perform as a successful media analyst for industry, trade and commerce, academia, and policy makers.

PSO-4: Ability to acquiring knowledge, competency and confidence to take up career in journalism and perform as media advisors in government and policy makers.

ASSESMENT METHODS

	Component of Evaluation	Marks	Frequency	Code	Percentage (%)
A	Continuous Evaluation				
i	Analysis/Class test	Combination of any three from (i) to (v) with 5 marks each	1-3	C	50%
ii	Home Assignment		1-3	H	
iii	Project		1	P	
iv	Seminar		1-2	S	
v	Viva/Presentation		1-2	V	
vi	MSE	MSE shall be of 10 marks	1-3	Q/CT	
vii	Attendance	Attendance shall be of 5 Marks	100%	A	
B	Semester End Examination		1	SEE	50%
					100%

Programme Structure

1 st SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
JMC094C101	Introduction to Mass Communication	400	4	3-1-0
JMC094C102	Communication Theories	400	4	3-1-0
JMC094C103	Reporting and editing	400	4	2-1-2
JMC094C104	Advertising and Public relations	400	4	3-1-0
JMC094C105	Broadcast Media	400	4	3-1-0
TOTAL CREDIT FOR 1 st SEMESTER			20	
2 nd SEMESTER				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
JMC094C201	Media laws and ethics	400	4	3-1-0
JMC094C202	Film Studies	500	4	3-1-0
JMC094C203	Photography	500	4	2-1-2
JMC094C204	New Media	500	4	3-1-0
JMC094C205	Media Planning and Management	500	4	3-1-0
TOTAL CREDIT FOR 2 nd SEMESTER			20	
TOTAL CREDIT FOR 1 st YEAR = 40 Credits				
3 rd SEMESTER Only course work				
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
JMC094C301	Media in Northeast	500	4	3-1-0
JMC094C302	Development communication	500	4	3-1-0
JMC094C303	Media and Society	500	4	3-1-0
JMC094C304	Communication Research	500	4	3-1-0
JMC094C305	Internship	500	4	0-0-8
TOTAL CREDIT FOR 3 rd SEMESTER			20	
3 rd SEMESTER Course work + Research				
JMC094C301	Media in Northeast	500	4	3-1-0
JMC094C306	Communication Research	500	4	3-1-0
JMC094C307	Writing for Media	500	4	3-1-0
JMC094C308	Minor Project (film/documentary/pilot research)	500	8	0-0-16
TOTAL CREDIT FOR 3 rd SEMESTER			20	

3rd SEMESTER Only Research (preferred option)				
JMC094C309	Research Project-phase-I Seminar/Presentation/Pilot Project	500	20	0-0-40
TOTAL CREDIT FOR 3rd SEMESTER			20	
4th SEMESTER Only Course work				
JMC094C401	Mass Media and Gender	500	4	3-1-0
JMC094C402	Folk Media and Rural Communication	500	4	3-1-0
JMC094C403	International Communication	500	4	3-1-0
JMC094C404	Corporate Communication	500	4	3-1-0
JMC094C405	Film/Video Production	500	4	0-0-8
TOTAL CREDIT FOR 3rd SEMESTER			20	
4th SEMESTER Course work+ Research				
JMC094C406	Major Project	500	12	0-0-24
JMC094C407	Media Ethics and Misinformation	500	4	3-1-0
JMC094C402	Folk Media and Rural Communication	500	4	3-1-0
TOTAL CREDIT FOR 3rd SEMESTER			20	
4th SEMESTER Only Research (preferred option)				
JMC094C408	Research Project-phase-II Dissertation + Presentation and Viva	500	20	0-0-40
TOTAL CREDIT FOR 3rd SEMESTER			20	
TOTAL CREDIT FOR 2nd YEAR = 40 Credits				

DETAILED SYLLABUS

FIRST SEMESTER	
Core Paper-I	Introduction to Mass Communication
Subject Code	JMC094C101
Credit	4
LTPC	3-1-0-4

Course objectives

The module will introduce the students to various types of communication and clarify the foundation of mass communication and its types besides the understandings of emerging trends in media.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Define the meaning, concept, process and the various aspects of mass communication	BT 1
CO 2	Explain the characteristics, types of media system which will have helped shaped the society in various ways	BT 2
CO 3	Explain the various models of communication which helps people interact better using different channels and mediums of communication	BT 2
CO 4	Develop & test the ability of students by engaging them in applying what is being discussed in the previous modules	BT 3

Course Content

Modules	Name	Course Contents	Periods
1	Understanding Communication	Definition and process of communication Types of communication: Intrapersonal, Interpersonal, Group, and Mass Communication, Functions and elements of communication (Sender, Message, Channel, Receiver, Feedback, Noise) Evolution of Mass Communication: History and development of mass communication: Print media, electronic media, and new media	15

2	Types of Mass Media	Print Media: Newspapers, Magazines, Books Broadcast Media: Radio, Television Digital Media: Internet, Social Media, Mobile Media Film and Cinema Functions of Mass Media: Informing, educating, entertaining, and persuading Media as a watchdog	15
3	Models of Mass Communication	Aristotle's model of communication. Lasswell's model of communication. The Shannon-Weaver model of communication. Berlo's S-M-C-R model of communication. The Osgood-Schramm model. The Westley and Maclean model. George Gerbner's model	15
4	Assignments and Projects	Group discussions and debates on current media issues Practical experience in media production (Industry Visits, report writing, news analysis, etc.)	15
Total			60

Text Books:

1. *Introduction to Mass communication*, Keval J Kumar; Jaico Publishing House; Fourth edition;1994.
2. Baran,;S.J ;*Introduction to Mass Communication*; New York: McGraw Hill, 2002.

Reference Books:

1. Berko,;W. & W. Communicating; New Jersey: Prentice Hall, 1989.
2. Bitner,;R. Mass Communication: An Introduction ; New Jersey: Prentice Hall, 1989.
3. Defleur; M.L. & Dennis E.;*Understanding Mass Communication*. Boston; Houghton Mifflin; 1994.
4. Hybels; S. & Weaver I; *Communicating Effectively*; Boston: McGraw Hill; 2001.
5. Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

FIRST SEMESTER	
Core Paper-2	Communication Theory
Subject Code	JMC094C102
Credit	4
LTPC	3-1-0-4

Course Objectives

The course provides the students with a comprehensive understanding of key communication theories and their historical evolution. To analyze the role of communication theories in media, culture, and society and also to critically evaluate the applicability of communication theories in contemporary media landscapes. The course also explores the impact of emerging communication models and digital technologies on theoretical

frameworks.

Course Outcomes

On successful completion of the course the students will be able to:		
Sl. No	Course Outcome	Bloom's Taxonomy
CO 1	Identify and describe major communication theories and their historical development.	BT2
CO 2	Compare and contrast different communication models and their relevance in various media contexts.	BT3
CO 3	Analyze the effectiveness of communication theories in addressing modern media challenges.	BT4
CO 4	Apply theoretical frameworks to assess real-world media communication strategies.	BT4

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Communication Theory	Definition and Importance of Communication Theory: What is a theory? Difference between theory and model. Role and significance of theory in communication studies Historical Development of Communication Theory: Early communication theories: Aristotle's concept of mass communication, Development of modern communication theory Types of Communication Theory Structural and functional theories Cognitive and behavioral theories Critical and cultural theories	15
2	Sociological Communication Theories	Agenda Setting Theory Hypodermic Needle Theory: Concept and critique Two-Step and Multi-Step Flow Theory: Role of opinion leaders Uses and Gratifications Theory: Audience-entered approach Types of media gratifications Media Dependency Theory	15
3	Psychological Theories	Cognitive Dissonance, Selective Perception, Cultivation Theory: Media's role in shaping perceptions of reality Case studies: Impact of television and social media	15

4	Critical and Cultural Theories	Modern and Post-Modern media theory Feminist Communication Theories: Intersectionality in communication studies Postcolonial Communication Theories: Media and power dynamics in postcolonial societies	15
Total			60

Text Books:

1. *The Uses of Mass Communication*, Blunder; J. and E. Katz; Thousand Oaks, CA: Sage; 1974.
2. *Communication Theory-Media, Technology and Society*, David Holmer; Sage Publication, London; 2005.

Reference Books:

1. Denis McQuail; *An Introduction to Communication Theories*; Sage Publication, New Delhi; 1994.
2. Denis McQuail; *Mass Communication Theory*; Sage; Publication, London, 4th Edition ; 2000.
3. Duai R.&Manonmani .T, *Culture and Communication: New Perspectives*; Galgotia Publication, New Delhi; 1997.
4. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). *Theories of human communication* (12th ed.). Waveland Press.
5. Craig, R. T., & Muller, H. L. (2007). *Theorizing communication: Readings across traditions*. Sage Publications.
6. Baran, S. J., & Davis, D. K. (2021). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.
7. Severin, W. J., & Tankard, J. W. (2013). *Communication theories: Origins, methods, and uses in the mass media* (5th ed.). Pearson.
8. Berger, A. A. (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5th ed.). Sage Publications.
9. Bryant, J., & Oliver, M. B. (2009). *Media effects: Advances in theory and research* (3rd ed.). Routledge.
10. Fiske, J. (2011). *Introduction to communication studies* (3rd ed.). Routledge.

FIRST SEMESTER	
Core Paper-3	Reporting and Editing
Subject Code	JMC094C103
Credit	4
LTPC	3-1-0-4

Course Objectives

To develop students' understanding of news reporting and editing principles, techniques, and ethical considerations in journalism. To equip students with practical skills in news writing, editing, and headline creation for print and digital media.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand and explain the fundamentals of news reporting, including news values, sources, and writing styles.	BT2
CO 2	Apply journalistic techniques to gather, structure, and present news stories accurately and ethically.	BT3
CO 3	Analyze and edit news articles for clarity, conciseness, and factual accuracy.	BT4
CO 4	Demonstrate proficiency in using digital tools for editing and publishing news content.	BT3

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to News Reporting	Understanding News: Definition of news and its characteristics The news sources and its significance Types of news: hard news vs. soft news News Gathering Techniques: Research methods for journalists Importance of primary and secondary sources Conducting interviews: techniques and ethics News Writing Basics: The inverted pyramid structure News writing process Headlines and sub-headlines in news. Elements of Newspapers-	15
2	Advanced News Reporting	Types of Reporting: Investigative Reporting Definition and significance of investigative reporting, Techniques for uncovering information Legal and ethical considerations in investigative journalism Specialized Reporting: Health, sports, political, and environmental reporting, Understanding and reporting on data Writing for different audiences and platforms	15
3	News Editing	The Role of an Editor: Understanding the editing process Newsroom, Different types of editing: developmental, copy, and line editing The importance of fact-checking Editing Techniques & Tools: Enhancing clarity, coherence, and flow in news articles, Working with headlines and subheadings Managing tone and style consistency, Introduction to editing software	15

4	Fundamentals of Layout and Design in Print Journalism	Basics of layout design for print media: Definition and Importance of Layout, Key Principles of layout in Newspaper- Balance, Contrast, Alignment, Proximity, Repetition, and White Space Elements of Design: Typography and Fonts, Importance of Colors Shapes, Lines, and Textures, Margins Types of Layouts: Magazine and Newspaper Layout, Web Layout and Responsive Design Brochures, Posters, and Advertisements Qualities of a layout artis, Books, Journals, and Academic Layouts	15
Total			60

Textbooks:

1. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
2. Mencher, M. (2011). *News reporting and writing* (12th ed.). McGraw-Hill.

References:

1. Harrower, T. (2013). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill.
2. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown Publishing.
3. Keeble, R. (2015). *The newspapers handbook* (5th ed.). Routledge.

FIRST SEMESTER	
Core Paper-4	Advertising and Public Relations
Subject Code	JMC094C104
Credit	4
LTPC	3-1-0-4

Course Objectives

To equip students with fundamental knowledge and practical skills in advertising and public relations, emphasizing strategic communication, branding, and audience engagement in modern media landscapes.

Course Outcomes

On successful completion of the course the students will be able to:		
Sl. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand key concepts, principles, and functions of advertising and public relations.	BT2
CO 2	Analyze the impact of advertising and PR strategies on brand positioning and audience perception.	BT4
CO 3	Develop advertising campaigns and PR strategies using ethical and legal considerations.	BT3
CO 4	Evaluate the effectiveness of advertising and public relations campaigns through case studies.	BT4

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Advertising	History and Evolution of Advertising: Early forms of advertising Development through mass media (print, radio, TV) Digital and social media advertising Advertising as a Communication Tool: Definitions and key concepts The role of advertising in the marketing mix (4Ps) Objectives and functions of advertising Types of Advertising: Product, institutional, and corporate advertising Public service advertising Comparative, informative, and persuasive advertising Advertising Media: Traditional media (print, radio, TV) New media (online, social media, mobile) Outdoor and alternative media Advertising Agencies: Structure, Types and Functions	15
2	Advertising Strategy and Creative Process	Advertising Campaign Planning Research and market analysis Defining target audience Setting advertising objectives (AIDA, DAGMAR) Media planning and budgeting The Creative Process: Creativity in advertising: theories and applications Role of copywriters, designers, and creative directors Elements of an ad: headline, visuals, body copy, slogan Different ad formats (print, digital, video, outdoor) Appeals and Strategies: Emotional, rational, and moral appeals Storytelling, humor, fear, and celebrity endorsements Ad Design and Execution: Designing for different platforms (print, digital, TV)	15

		Importance of branding and visual consistency Use of sound, color, and animation in ads Advertising Ethics and Regulations: Ethical issues in advertising Regulatory bodies and guidelines (e.g., ASCI)	
3	Introduction to Public Relations	Definition and Scope of Public Relations PR as a strategic communication tool Difference between advertising and PR Evolution of PR: traditional vs. modern PR practices Functions of Public Relations: Media relations, community relations, crisis management Internal communication and employee relations Corporate social responsibility (CSR) and reputation management Tools and Techniques of Public Relations: Press releases, press conferences, and media kits Sponsorships, events, and partnerships Digital PR: Social media, blogs, podcasts, influencer marketing PR and Media: Role of PR in shaping media coverage Relationship building with journalists and influencers PR in different sectors: Corporate, government, non-profit	15
4	PR Campaigns, Crisis Communication, and Evaluation	Planning PR Campaigns Research and audience analysis Goal setting and key messaging Tools and tactics: owned, earned, and paid media Media mix and timeline Crisis Communication: Identifying potential risks and crises Crisis management strategies and tactics Role of social media in crisis communication Case studies of successful and failed crisis communications Evaluation of PR and Advertising Campaigns: Measuring success: reach, engagement, conversion Media coverage analysis ROI in advertising and PR: tools for evaluation Use of analytics and social media metrics	15
Total			60

Textbooks

1. Batra, R., Myers, J. G., & Aaker, D. A. (2016). *Advertising Management*. Pearson.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). *Effective Public Relations* (11th ed.). Pearson.

References

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw Hill.
2. Kitchen, P. J. (2017). *Integrated Brand Marketing and Measuring Returns*. Palgrave Macmillan.
3. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2015). *Public Relations: Strategies and Tactics* (11th ed.). Pearson.

FIRST SEMESTER	
Core Paper-5	Broadcast Media
Subject Code	JMC094C105
Credit	4
LTPC	3-1-0-4

Course Objectives

To provide students with an understanding of the history, structure, and functioning of broadcast media, including radio and television. To equip students with the skills to analyze broadcast content, production techniques, and regulatory frameworks.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand the evolution and key characteristics of radio and television broadcasting.	BT2
CO 2	Illustrate various production techniques used in radio and television broadcasting.	BT3
CO 3	Analyze the impact of regulations and ethical considerations in broadcast media.	BT4
CO 4	Demonstrate basic production skills in audio and video broadcasting.	BT3

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Broadcasting Media	History and Evolution of Broadcasting: Early beginnings (Radio and Television) Public vs. Private broadcasting Transition from analog to digital Types of Broadcasting: Radio broadcasting (AM, FM, digital) Television broadcasting (terrestrial, cable, satellite)	15

2	Radio Broadcasting	Introduction to Radio: Radio as a medium of mass communication Structure of a radio station Radio Production Techniques: Scriptwriting for radio Sound editing and mixing Radio formats: news, talk shows, entertainment, and music Radio Journalism: News bulletins and live reporting Interview techniques Radio as a tool for education	15
3	Television Broadcasting	Introduction to Television Broadcasting: Role of TV in society and mass communication Formats: News, Documentaries, Entertainment, Reality TV TV News Production: Writing for television: script structure and visuals Video editing and visual storytelling Field reporting and anchoring techniques Ethics and Regulations: Broadcast content regulations (government policies, TRP) Censorship and self-regulation	15
4	The Future of Broadcasting	Digital Transformation in Broadcasting: Internet-based broadcasting (live streaming, podcasts, web series) OTT Platforms: Netflix, Amazon Prime, and others Practical assignments (Radio/TV news production or podcasting)	15
Total			60

Textbooks:

1. Dominick, J. R. (2012). *The Dynamics of Mass Communication: Media in the Digital Age* (12th ed.). McGraw-Hill Education.
2. Foust, J. C. (2017). *Broadcast Journalism: Techniques of Radio and Television News* (7th ed.). Routledge.

References:

1. Albarran, A. B. (2012). *The Social Media Industries*. Routledge.
2. Keith, M. C. (2010). *The Radio Station: Broadcasting, Podcasting, and Streaming* (9th ed.). Focal Press.
3. Sterling, C. H. (Ed.). (2009). *Encyclopedia of Radio*. Routledge.

DETAILED SYLLABUS

SECOND SEMESTER	
Core Paper-1	Media Laws and Ethics
Subject Code	JMC094C201
Credit	4
LTPC	3-1-0-4

Course Objectives

To provide a comprehensive understanding of media laws and ethical principles in journalism and mass communication. To analyze ethical dilemmas in media practice and evaluate professional responsibilities in different contexts.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental legal frameworks governing media, including press laws, broadcasting regulations, and cyber laws.	BT2
CO 2	Identify ethical challenges in media and apply professional codes of conduct.	BT3
CO 3	Compare national and international media laws to assess their impact on freedom of expression.	BT4
CO 4	Evaluate case studies of media law violations and ethical breaches to suggest appropriate solutions.	BT4

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Media Laws and Regulatory Framework	Concept of Media Law: Definition, need, and significance Constitutional Provisions: Freedom of Speech & Expression (Article 19(1)(a)) Reasonable Restrictions (Article 19(2)) Right to Privacy & Data Protection Press Laws in India: The Press and Registration of Books Act, 1867 The Working Journalists and Other Newspaper Employees (Conditions of Service) Act, 1955	15

		<p>The Press Council of India, Official Secrets Act 1923</p> <p>Broadcast and Digital Media Regulations:</p> <p>Cable Television Networks (Regulation) Act, 1995</p> <p>Information Technology (IT) Act, 2000 (Amendments related to social media and OTT platforms)</p> <p>Digital Personal Data Protection Act, 2023</p>	
2	Media Ethics and Journalistic Responsibilities	<p>Ethics in Journalism: Truth, Fairness, Objectivity</p> <p>Professional Codes of Ethics:</p> <p>National Broadcasting Standards Authority (NBSA)</p> <p>Fake News and Misinformation: Challenges and Legal Remedies</p> <p>Media Laws:</p> <p>Bharatiya Nyaya Sanhita (BNS), 2023- Replacing IPC</p> <p>Defamation (Section 354, BNS) – Legal and Ethical Implications</p> <p>Hate Speech (Section 113, BNS) – Media’s Responsibility</p> <p>False and Misleading News (Section 165, BNS)</p> <p>Offenses Related to National Security and Public Order</p> <p>Bharatiya Nagarik Suraksha Sanhita (BNSS), 2023 – Procedural Laws</p> <p>Bharatiya Sakshya Adhiniyam (BSA), 2023 – Digital and Electronic Evidence</p>	15
3	Laws Related to Content Regulation and Censorship	<p>Censorship Laws in India:</p> <p>Cinematograph Act, 1952 (CBFC Guidelines)</p> <p>OTT Regulations under IT Rules, 2021</p> <p>Role of the Ministry of Information & Broadcasting</p> <p>Legal Framework for Social Media & Internet Regulation:</p> <p>Intermediary Guidelines and Digital Media Ethics Code, 2021</p> <p>Cyber Laws and Liability of Social Media Platforms</p> <p>Online Harassment, Cyber Defamation & Trolling Laws</p> <p>Intellectual Property Rights & Media:</p> <p>Copyright Act, 1957 (Fair Use and Digital Media)</p> <p>Trademark and Patent Laws in Media</p> <p>Case Studies on Copyright Infringement</p>	15
4	Media Laws, Judicial Precedents, and Future Challenges	<p>Significant Case Laws on Media Freedom & Regulation:</p> <p>Romesh Thapar v. State of Madras (1950) – Freedom of Press</p> <p>Shreya Singhal v. Union of India (2015) – Striking down Section 66A of IT Act</p> <p>Justice K.S. Puttaswamy v. Union of India (2017) – Right to Privacy</p> <p>Prashant Bhushan Contempt Case (2020) – Social Media and Contempt of Court</p> <p>Right to Information (RTI) and Media:</p> <p>RTI Act, 2005 and Its Impact on Journalism</p> <p>Exemptions under Section 8 of RTI Act</p> <p>Future Challenges in Media Laws & Ethics:</p>	15

		AI & Deepfake Regulations Impact of Emerging Technologies on Media Ethics Need for Stronger Data Protection Laws	
Total			60

Textbooks:

1. Basu, D. D. (2018). *Law of the Press in India* (6th ed.). LexisNexis.
2. Neelamalar, M. (2014). *Media Law and Ethics*. PHI Learning.

References:

1. Paranjay Guha Thakurta. (2012). *Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News* (2nd ed.). Oxford University Press.
2. Iyer, V. (2020). *Mass Media Laws and Regulations in India*. SAGE Publications.
3. Rao, S. (2021). *Cyber Laws and Ethics: Global Perspectives*. Routledge.

SECOND SEMESTER	
Core Paper-2	Film Studies
Subject Code	JMC094C202
Credit	4
LTPC	3-1-0-4

Course Objectives

To provide a critical understanding of film theories, history, and aesthetics while analyzing cinema as a cultural and artistic medium. To develop analytical skills for interpreting films through various theoretical frameworks and critical approaches.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understanding the evolution of cinema, major film movements, and their socio-cultural impact.	BT2
CO 2	Analyze film narratives, mise-en-scène, and cinematography techniques.	BT4
CO 3	Apply film theory concepts to critique and evaluate cinematic works.	BT3
CO 4	Compare different film genres, styles, and directorial approaches.	BT4

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Film Studies	History of Cinema: Early cinema, silent films, and the birth of major film industries Film Theories and movements: Auteur theory, French New wave, Feminist theory, etc. Elements and characteristics of film and mise-en-scène Genres and Conventions: Introduction to major film genres (action, drama, horror, etc.) Global Cinema: Overview of world cinema (Hollywood vs. World cinema, regional variations)	15
2	Film Narrative and Representation	Film Narrative: Classical narrative structure, non-linear storytelling, and experimental narratives Representation of Gender, Race, Class and Identity: How films portray social, cultural, and political identities Film and Society: Cinema as a reflection of social issues (war, class, migration, etc.)	15
3	Documentary Cinema	History of Documentary: Growth and development of documentary filmmaking Documentary Theories and Approaches: Realism, expository, observational, participatory, reflexive, and performative modes Key Documentary Filmmakers: Study of notable documentarians like Dziga Vertov, John Grierson, and modern-day filmmakers Documentary Techniques: Interviews, archival footage, voice-over narration, and cinéma vérité Documentary vs. Fiction: Blurring the lines between fact and fiction in hybrid forms (e.g., docudrama) Ethics in Documentary Filmmaking: Representation, objectivity, and the filmmaker's role in the truth	15
4	Film Production and Criticism	Phases of Film Production: Pre-production, production, and post-production phases Film Criticism and Analysis: Approaches to appreciation and analysis The Future of Cinema: Digital filmmaking, virtual reality (VR), and the changing landscape of cinema in the digital era	15
Total			60

Textbooks:

1. Bordwell, D., & Thompson, K. (2019). *Film art: An introduction* (12th ed.). McGraw-Hill Education.
2. Cook, P. (Ed.). (2007). *The cinema book* (3rd ed.). British Film Institute.

References:

1. Nichols, B. (2020). *Introduction to documentary* (3rd ed.). Indiana University Press.
2. Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
3. Stam, R. (2000). *Film theory: An introduction*. Blackwell.

SECOND SEMESTER	
Core Paper-3	Photography
Subject Code	JMC094C203
Credit	4
LTPC	3-1-0-4

Course Objectives

To provide students with theoretical and practical knowledge of photography techniques and visual storytelling. To develop critical understanding of composition, lighting, and digital processing in photographic practice.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental principles of photography, including camera operation and exposure settings.	BT2
CO 2	Apply composition techniques and lighting principles to produce aesthetically compelling images.	BT3
CO 3	Analyze photographic works in terms of technical and artistic elements.	BT4
CO 4	Demonstrate proficiency in digital image processing and editing using industry-standard software.	BT3

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Photography	History and Evolution of Photography: Understanding the Camera: Types of cameras: DSLR, Mirrorless, Point-and-shoot, Camera components: Lens, sensor, viewfinder, shutter, aperture, ISO, Camera modes: Manual, Aperture Priority, Shutter Priority, Auto Basic Photography Techniques: Exposure triangle: Aperture, Shutter Speed, ISO Composition: Rule of thirds, leading lines, symmetry Focus and depth of field Lighting techniques: Natural vs. artificial light Different Types of Photography: Landscape, Portrait, Architectural, Wildlife, Sports, etc.	15

2	Techniques in Photography	<p>Advanced Camera Settings and Techniques: Metering modes: Spot, center-weighted, and evaluative metering White balance and color temperature Using flash: On-camera and off-camera techniques Filters and their usage: Polarizing, ND filters</p> <p>Composition Techniques: Framing, balance, perspective, texture Negative space and how to use it effectively Cropping and reframing in post-production</p> <p>Lighting in Photography: Types of lighting: Natural, studio, low light, high contrast, Three-point lighting setup, Lighting modifiers: Softboxes, reflectors, diffusers, Use of shadows and highlights</p> <p>Specialized Photography: Macro photography, Long exposure and motion blur, HDR photography</p>	15
3	Photojournalism	<p>Introduction to Photojournalism Definition and role of photojournalism in media Historical significance of photojournalism Ethics in photojournalism</p> <p>Capturing News through Photography: News values and how to capture them in photos Spot news, feature photography, sports photography Photo essays: Telling stories through images Capturing emotions, action, and atmosphere in photos</p> <p>Editing and Post-processing in Photojournalism: Basics of photo editing: Cropping, contrast, brightness Software: Adobe Lightroom, Photoshop basics Ethical considerations in editing news photographs</p> <p>Legal Aspects and Rights: Copyright issues in photography Legal and ethical guidelines for photographers in public spaces Model releases, press accreditation, and permissions, ethics</p>	15
4	Photography Projects	Students will have to submit one photography project portfolio for fulfillment of the course. 12 photographs of 12 different genres will be taken and selected.	15
Total			60

Textbooks

- Freeman, M. (2022). *The Photographer's Eye: Composition and Design for Better Digital Photos (2nd ed.)*. Routledge.
- Kelby, S. (2020). *The Digital Photography Book: The Step-by-Step Secrets for How to Make Your Photos Look Like the Pros'! (5th ed.)*. Rocky Nook.

References

- Hirsch, R. (2017). *Exploring Color Photography: From Film to Pixels (6th ed.)*. Routledge.
- Langford, M., Fox, A., & Sawdon Smith, R. (2017). *Langford's Basic Photography: The Guide for Serious Photographers (10th ed.)*. Focal Press.

3. Praket, D. (2015). *The Visual Dictionary of Photography*. AVA Publishing.

SECOND SEMESTER	
Core Paper-4	New Media
Subject Code	JMC094C204
Credit	4
LTPC	3-1-0-4

Course Objectives

This course aims to provide an in-depth understanding of new media concepts, digital storytelling, and interactive communication. It explores the impact of technology on media production, distribution, and audience engagement.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand the key concepts, characteristics, and evolution of new media.	BT2
CO 2	Analyze the role of digital platforms in shaping contemporary journalism and communication.	BT3
CO 3	Evaluate the ethical and regulatory challenges in new media environments.	BT4
CO 4	Create multimedia content utilizing digital storytelling techniques.	BT3

Course Content

Modules	Name	Course Contents	Periods
1	Understanding New Media	Definition, Evolution of New Media, Old Media vs. New Media, Impact of New Media technologies, Convergence of Media and Technologies Concept of online journalism, definitions Characteristics of Online Journalism: Immediacy, Interactivity, and Multimedia Hyperlinks and Digital Storytelling Digital Platforms and Tools: Key Platforms and Technologies in online journalism (Websites, social media, Blogs, Podcasts) Theories of New Media: McLuhan's Media Theory Network Society by Manuel Castells Participatory Culture by Henry Jenkins	15
2	Writing and Reporting for Online Media	Basics of Writing for the Web: Characteristics of online writing: brevity, clarity, SEO, readability, writing headlines, intros, and clickbaits, Hyperlinking and Using Multimedia Elements (Images, Videos, Graphics), Live Blogging and Real-Time Reporting Reporting Online: Accuracy, Impartiality, and Verification Fact-Checking and Verification: Credibility of online sources, Tools for fact-checking and verifying information	15
3	Legal and Ethical Issues	Media Ethics in the Digital Age: Ethical dilemmas in AI journalism, fake news, and clickbait culture Regulations & Cyber Laws in India: IT Act 2000 (Amendments & Impact on Digital Media) Data Protection Act 2023 & Right to Privacy IPC Sections relevant to digital offenses (Cyberbullying, Hate Speech, Defamation) Social Media Guidelines and Content Moderation Policies, Copyright, Plagiarism, cyber laws Ethical Issues: Privacy and intellectual property defamation, and libel	15
4	Artificial Intelligence in Media	AI in News Gathering and Reporting: Automated news writing (e.g., AI-generated reports) AI in News Production and Distribution: AI in content curation and recommendation systems Personalization of news for audiences Ethical Considerations and Challenges: Misinformation, deepfakes, and AI biases	15

		Future of AI: Emerging trends, innovations and challenges	
Total			60

Textbooks:

1. Lievrouw, L. A., & Livingstone, S. (Eds.). (2022). *Handbook of new media: Social shaping and social consequences of ICTs* (Updated ed.). SAGE Publications.
2. Siaper, E. (2018). *Understanding new media* (2nd ed.). SAGE Publications.

References:

1. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU Press.
2. Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell.
3. Manovich, L. (2001). *The language of new media*. MIT Press.
4. Pavlik, J. V., & McIntosh, S. (2019). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.

SECOND SEMESTER	
Core Paper-5	Media Planning and Management
Subject Code	JMC094C205
Credit	4
LTPC	3-1-0-4

Course Objectives

To equip students with knowledge and skills in media planning, strategy, and management for effective media campaigns and decision-making.

Course Outcomes

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Bloom's Taxonomy
CO 1	Understand the fundamental concepts of media planning, including audience analysis and media mix selection.	BT2
CO 2	Apply media planning strategies to design an effective media campaign.	BT3
CO 3	Analyze media budgeting, scheduling, and evaluation techniques for efficient campaign execution.	BT4
CO 4	Evaluate the effectiveness of media strategies in achieving communication and business objectives.	BT4

Course Content

Modules	Name	Course Contents	Periods
1	Introduction to Media Planning and Management	Definition and Scope of Media Planning and Management Role of Media in Marketing and Advertising Media Planning Process: Steps and Strategies Types of Media: Print, Broadcast, Outdoor, Digital, Social Media, Advertisement sales	15
2	Media Research and Consumer Insights	Audience Research: Understanding Demographics, Psychographics, and Media Consumption Patterns Data Sources for Media Planning: BARB, Nielsen, Kantar Consumer Behavior and Media Consumption: Trends and Shifts Media Mix Selection: Choosing the Right Media Based on Audience Data Analyzing Competitor Media Strategies	15
3	Budgeting and Scheduling in Media Planning	Media Budgeting: Techniques and Approaches Media Scheduling Strategies: Continuous, Flighting, Pulsing Allocation of Budgets Across Media Channels <ul style="list-style-type: none"> • Tracking ROI and Effectiveness of Media Spend • Post-Campaign Analysis and Reporting Understanding product cycle	15
4	Digital Media Planning and New Trends	Digital Media Planning and Buying: Programmatic Advertising, Real-Time Bidding Social Media Planning and Influencer Marketing Role of Search Engine Marketing (SEM) in Media Plans Emerging Media Channels: OTT, Podcasts, Gaming, AR/VR, and Smart Devices Impact of AI and Automation on Media Planning	15
Total			60

Textbooks

1. Arens, W. F., Weigold, M. F., & Arens, C. (2022). *Contemporary advertising and integrated marketing communications* (16th ed.). Pearson.
2. Sissors, J. Z., & Baron, R. B. (2018). *Advertising media planning* (7th ed.). McGraw-Hill.

References

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
2. Moriarty, S., Mitchell, N., & Wells, W. (2019). *Advertising & IMC: Principles and practice* (11th ed.). Pearson.
3. Katz, H. (2019). *The media handbook: A complete guide to advertising media selection, planning, research, and buying* (7th ed.). Routledge.