



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (25/Sept./Adp./101)

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 studies for **Post Graduate Programme in Journalism and Media Studies** under NEP-2020 as per details given below:-

Two Year Post Graduate Programme under NEP-2020

Subject	Semester	For the examinations to be held in the year
Journalism and Media Studies	Semester-I	December 2025, 2026 and 2027
	Semester-II	May 2026, 2027 and 2028
	Semester-III	December 2026, 2027 and 2028
	Semester-IV	May 2027, 2028 and 2029

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

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Adc/II/25/10516-532

Dated: 06/10/2025

Copy for information and necessary action to:

1. Dean, Faculty of Arts.
2. Convener, Board of Studies in Journalism and Media Studies
3. Director, CITES&M, University of Jammu for directing the concerned to upload the notification on University Website
4. All members of the Board of Studies
5. Joint Registrar (Evaluation/P.G. Exam.)
6. Programmer, Computer Section, Examination Wing

Bhuoca
30/9/25
Joint Registrar (Academic)

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P.G Department of Journalism and Media Studies
University of Jammu, Jammu-180006

Semester-Wise Distribution of Courses and Credits,
Two Year P.G. Course

First Semester

S.No.	Course Title (Core-Papers)	Course No.	Credits
1.	INTRODUCTION TO MASS COMMUNICATION	P2JMTC101 (Theory)	4
2.	EVOLUTION AND HISTORY OF PRINT MEDIA	P2JMTC102 (Theory)	4
3.	NEWS AGENCIES AND BROADCAST MEDIA	P2JMTC103 (Theory)	4
4.	CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS	P2JMTC104 (Theory)	4
5.	MEDIA MANAGEMENT	P2JMTC105 (Theory)	4
Total:			20 ✓

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Second Semester

S.No.	Course Title (Core-Papers)	Course No.	Credits
1.	REPORTING AND EDITING	P2JMTC201 (Theory) P2JMPC201 (Practical)	4 2 Total:6
2.	NEWSPAPER DESIGN, LAYOUT AND PRODUCTION	P2JMTC202 (Theory) P2JMPC202 (Practical)	4 2 Total:6
3.	MEDIA LAWS AND ETHICS	P2JMTC203 (Theory) P2JMPC203 (Practical)	4 2 Total:6
4.	DEVELOPMENT COMMUNICATION	P2JMTC204 (Theory) P2JMPC204 (Practical)	4 2 Total:6
5.	SUMMER INTERNSHIP	P2JMPC205 (Practical)	4
6.	VOCATIONAL COURSE: PUBLICATION OF MULTILINGUAL QUARTERLY "JU POST"	P2PHVC251	4
Elective Paper (Any one)			
7.	PHOTOJOURNALISM IN DIGITAL AGE	P2JMTE206	4
	DOCUMENTARY MAKING	P2JMTE207	
	FILM STUDIES	P2JMTE208	
Total:			36

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Third Semester

S.No.	Course Title (Core-Papers)	Course No.	Credits
1.	COMMUNICATION RESEARCH	P2JMTC301(Theory)	5
2.	COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE	P2JMTC302(Theory)	5
3.	INTERNATIONAL AND INTERCULTURAL COMMUNICATION	P2JMTC303(Theory)	5
4.	INTEGRATED MARKETING COMMUNICATION	P2JMTC304(Theory)	5
5.	FACT CHECKING	P2JMPC305(Practical)	4
Elective Paper (Any one)			
6.	MEDIA LITERACY IN THE AGE OF DEEPCODES	P2JMTE306	4
	LIFESTYLE AND SPORTS REPORTING	P2JMTE307	
	CREATIVE WRITING	P2JMTE308	
Total:			28

SWAYAM/MOOC Course Code:P2PHMO351 Credits(Over and Above): 4



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Fourth Semester

S.No.	Course Title (Core-Papers)	Course No.	Credits
1.	RESEARCH TOOLS FOR NEW MEDIA	P2JMPC401(<i>Practical</i>)	4
2.	MECHANICS OF WRITING RESEARCH PAPER AND DISSERTATION	P2JMPC402(<i>Theory</i>)	6
3.	DISSERTATION	P2JMRC403(<i>Research</i>)	16
Elective Paper (Any one)			
4.	MOBILE JOURNALISM	P2JMTE404(<i>Theory</i>)	4
	FOLK MEDIA IN DIGITAL AGE	P2JMTE405(<i>Theory</i>)	
	RURAL REPORTING	P2JMTE406(<i>Theory</i>)	
Total:			30

Credit Structure

Semester	Total Credits
I	20
II	36
III	28
IV	30
Total	114

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For Two Year P.G. as Per NEP-2020 (Total Credits: 114)

S. No.	Course No.	Course Title	No. of Credits	Course Type	Marks	Nature of Course				Swami/AMOC	Vocational Course	Research Project/Summer Internship/Dissertation	
						Credit Point	Core/Effective/ Any Other	Theory	Practical	Global	National	Regional	Skills
1.	P2JMC101 (Theory)	Introduction To Mass Communication	4	6.5	26	Core	100	-	-	Global	National	-	-
2.	P2JMC102 (Theory)	Evolution And History Of Mass Media	4	6.5	26	Core	100	-	-	Global	National	-	-
3.	P2JMC103 (Theory)	Journalism And Mass Media	4	6.5	26	Core	100	-	-	Global	National	-	-
4.	P2JMC104 (Theory)	Convergence Journalism, New Media and Computer Applications	4	6.5	26	Core	100	-	-	Global	National	-	-
5.	P2JMC105 (Theory)	Media Management	4	6.5	26	Core	100	-	-	Global	National	-	Skills
6.	P2JMC201 (Theory)	Reporting And Editing	4	6.5	26	Core	100	-	-	Global	National	-	Skills
7.	P2JMC201 (Practical)	Reporting And Editing	2	6.5	13	Core	-	-	50	Global	National	-	Skills
8.	P2JMC202 (Theory)	Newspaper Design, Layout and Production	4	6.5	26	Core	100	-	-	Global	National	-	Skills
9.	P2JMC202 (Practical)	Newspaper Design, Layout and Production	2	6.5	13	Core	-	-	50	Global	National	-	Skills

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10.	P2JMTC203 (Theory)	Media Laws And Ethics	4	6.5	26	Core	100	-	National	-	-	-
11.	P2JMP203 (Practical)	Media Laws And Ethics	2	6.5	13	Core	50	-	National	-	-	-
12.	P2JMTC204 (Theory)	Development Communication	4	6.5	26	Core	100	-	Global	National	-	-
13.	P2JMP204 (Practical)	Development Communication	2	6.5	13	Core	-	50	Global	National	-	-
14.	P2JMR205 (Practical)	Summer Internship	4	6.5	26	Core	-	100	National	Regional	Skill	-
15.	P2PHVC251 (Practical)	Vocational Course: Publication Of Photographs In Digital Age	4	6.5	26	Core	100	-	National	Regional	Skill	-
16.	P2JATC266 (Practical)	Photожурналистика Digital Age	3.5	3.5	10	Elective	100	-	National	Regional	Skill	-
17.	P2JMTE207	Documentary Making	1	6.5	26	Elective	100	-	Global	National	Regional	Skill
18.	P2JMTE208	Film Studies	1	6.5	26	Elective	100	-	National	-	Skill	-
19.	P2JMTC304 (Theory)	Communication Research	3	6.5	32.5	Core	100	-	Global	National	-	-
20.	P2JMTC302 (Theory)	Computational Journalism and Artificial Intelligence	3	6.5	32.5	Core	100	-	Global	-	-	-
21.	P2JMTC303 (Theory)	International And Intercultural Communication	4	6.5	32.5	Core	100	-	Global	National	-	-
22.	P2JMTC304 (Theory)	Integrated Marketing Communication	3	6.5	32.5	Core	100	-	Global	National	-	-

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23.	P2JMP305(Practical)	Fact Checking	4	6.5	26	Core	*	100	Global	National	Regional	Skill	*	-	-
24.	P2JNTL306(Theory)	Media Literacy in The Age of Deep Fakes	4	6.5	26	Elective	100	*	Global	National	Regional	Skill	*	-	-
25.	P2JNTL307(Theory)	Lifestyle And Sports Reporting	4	6.5	26	Elective	100	*	National	*	Skill	*	-	-	-
26.	P2JNTL308(Theory)	Creative Writing	4	6.5	26	Elective	100	*	Global	National	Regional	Skill	*	-	-
27.	P2PHM0351	Swayam/Music	4	6.5	26	Core	100	*	National	*	Skill	*	-	-	-
28.	P2JMP407(Practical)	Research Tools for New Media	4	6.5	32.5	Core	100	*	Global	National	Skill	*	-	-	-
P2JMP402 Methodology Of Journalism Theory															
29.	P2JMRG403(Research)	Dissection	16	6.5	104	Core	400	*	Global	National	Regional	Skill	*	-	-
30.	P2JNTL404(Theory)	Mobile Journalist	4	6.5	26	Elective	100	*	Global	National	Regional	Skill	*	-	-
31.	P2JNTL405(Theory)	Folk Media In Digital Age	4	6.5	26	Elective	100	*	National	Regional	Skill	*	-	-	-
32.	P2JNTL406(Theory)	Rural Reporting	4	6.5	26	Elective	100	*	National	Regional	Skill	*	-	-	-

Journal

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**Department of Journalism and Media Studies
University of Jammu**

Course Outcomes

INTRODUCTION TO MASS COMMUNICATION (P2JMJTC -101)

SEMESTER-I

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student is acquainted with the basics of the process of mass communication.
CO2	The student acquires knowledge of various models and theories of communication.
CO3	The student understands the role of public opinion and ideology in mass media, leading to critical thinking.
CO4	The student is acquainted with media ownership patterns.
CO5	The student gets a practical knowledge of conducting interviews, thus developing the interviewing skills.

EVOLUTION AND HISTORY OF PRINT MEDIA (P2JMJTC -102)

COURSE OUTCOME	COURSE OUTCOMES
CO1	Student will comprehend the origin and early development of print media, including key printing technologies and the evolution of newspapers and magazines.
CO2	Student is enabled to analyze the role of the press during British India, focusing on influential figures, newspapers, social reform movements, and the regulatory measures imposed by the colonial government.
CO3	Student will understand the transformation of the Indian press from independence to the present day, considering factors such as liberalization, corporate ownership, media monopolies, and the rise of digital media.
CO4	Student will be enabled to describe the history and growth of journalism in the Jammu region, including the contributions of early newspapers, pioneering editors, and the expansion of modern print and digital media.
CO5	Students will be able to evaluate the role of journalism during key political and social movements in Jammu by studying major regional newspapers and their coverage of significant events.

NEWS AGENCIES AND BROADCAST MEDIA (P2JMTC-103)

COURSE OUTCOMES	
COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will understand the evolution, organizational structure, and roles of key international and Indian news agencies, along with major government and private media organizations.
CO2	The student will be able to describe the history, features, and operational workflows of radio broadcasting both globally and in India, including program production and scripting methods.
CO3	The student will be able to examine the growth and influence of television as a social and cultural medium in India and worldwide, focusing on TV news production and station functioning.
CO4	The student will be enabled to demonstrate proficiency in writing and scripting for broadcast media formats, including news, interviews, features, documentaries, and dramas for radio and television.
CO5	The student will be able to understand current and emerging trends in media convergence, digital storytelling, and the integration of social media and mobile platforms in broadcast content creation and distribution

CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS (P2JMTC-104)

COURSE OUTCOMES	
COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be enabled to understand the basics of computer systems, networking, and the use of information technology in news media organizations.
CO2	The student will be able to describe the principles of convergence journalism and various forms of new media journalism, including social media, mobile, and citizen journalism
CO3	The student will be skilled to analyze digital news platforms, newsroom integration, and the impact of fake news, misinformation, and disinformation.
CO4	The student will be trained to demonstrate skills in writing and content creation for new media, including social media posts, blogs, vlogs, and web-based reports with effective use of SEO and digital storytelling techniques.
CO5	The student will be able to comprehend the role of social media in journalism, addressing issues of credibility, verification, and the challenges posed by the digital divide.

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MEDIA MANAGEMENT (P2JMTC-105)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be able to describe media management principles, including ownership types, policy development, and organizational dynamics in media ventures.
CO2	The student will be able to understand the roles and functions of key media departments such as finance, circulation, advertising, and human resources.
CO3	The student is trained to evaluate the economic, legal, and financial challenges involved in managing print and electronic media operations.
CO4	The student will acquire skills to apply entrepreneurial journalism concepts and business principles to create sustainable media business models.
CO5	The student will be trained to manage media administration, programming, marketing, and brand promotion to ensure efficient and effective media operations

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SEMESTER-II**REPORTING AND EDITING (P2JMTc-201)**

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	Students will be able to understand the fundamentals of news by explaining the definitions, types, values, sources, and structures of news, including lead writing and commonly used news terminology.
CO2	Students will develop reporting skills by demonstrating proficiency in beat reporting, investigative journalism, feature writing, field observation, and mobile journalism techniques.
CO3	Students will learn about newspaper organization by describing the hierarchy, roles, and news flow within newspaper organizations, as well as the responsibilities of key editorial positions.
CO4	Students will apply editing principles by effectively editing news stories, press releases, and organizational reports for clarity, brevity, and accuracy, using stylebooks and editorial guidelines.
CO5	Students will master video and audio editing by executing various editing processes, including different types of editing, non-linear techniques, audio mixing, and operating essential editing equipment.

NEWSPAPER DESIGN, LAYOUT AND PRODUCTION (P2JMTc-202)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is acquainted with the basic understanding of layout as a process.
CO2	The student learns about using page layout, its concept and understanding for educational purposes
CO3	The student experiences practical application of page layout in the teaching-learning process.
CO4	The student understands the importance of layout and design in the newspaper production process.
CO5	The student learns about various software and tools required for the designing and layout of the newspapers
CO6	The student gets hands-on-training through JU Post, the Quarterly of the department.




MEDIA LAW AND ETHICS (P2JMTC -203)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student is acquainted with the comprehensive understanding of the legal and ethical frameworks that government media practices, leading to inculcation of value education
CO2	The student learns about the freedom of speech and expression, copyright act, defamation and privacy act.
CO3	The student is acquainted with different laws related to press like Prasar Bharti act, Information Technology act, press council act etc.
CO4	The student is enabled to understand the concept of newsroom diversity and different forms of media regulations.
CO5	The student is trained to resolve ethical dilemmas, leading to developing analytical, critical and informed thinking.

DEVELOPMENT COMMUNICATION (P2JMTC-204)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student acquires the understanding of development communication and development journalism.
CO2	The student learns about identifying communication needs and designing Social Campaigns.
CO3	The student learns about participatory communication, community radio and inclusion of marginalized.
CO4	Student is trained with folk mediums and different developmental campaigns by creating documentaries, pamphlets for creating awareness among masses, thus acquiring hands-on training.
CO5	The student gets experiential learning through various field visits.
CO6	The student acquires hands-on-training through participating in various activities of the University Community Radio.

SUMMER INTERNSHIP (P2JIMPC-205)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student will be able to get experiential learning by applying their theoretical knowledge in real newsroom or media environments to enhance their practical reporting skills under the guidance of industry professionals.
CO2	The student will be enabled to understand the intricacies of the industry setup by working closely with professionals throughout the internship period.
CO3	The student will be trained to develop professional skills, including communication, team work, time management and problem solving through hands-on-training.
CO4	The student will be able to build a professional network by interacting with industry professionals.
CO5	The student will learn to document and reflect their learning through reports, projects, displaying acquired competencies.

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VOCATIONAL COURSE: PUBLICATION OF MULTILINGUAL QUARTERLY "JU POST" (P2PHVC25I)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will acquire experiential learning of print media.
CO2	The student will get hands-on-training in layout and designing.
CO3	The student will be skilled to report on different news beats.
CO4	The student will get experiential learning through field/industry visits.
CO5	The student will understand the nuances of basic news structuring.
CO6	The student will be trained in conducting interviews and developing sources.

ELECTIVE PAPER (Any One)

PHOTOJOURNALISM IN DIGITAL AGE (P2JMTI -296)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will understand the origin, development, and types of photography including news, wildlife, sports, advertisement, and documentary photography.
CO2	The student will learn the origin and evolution of photojournalism, its significance, ethics, and the impact of digital technology in covering sensitive and real-time issues.
CO3	The student is trained in tools and techniques of photography including camera types, sensors, lenses, DSLR and mirrorless systems, and digital image processing workflows
CO4	The student will be exposed to practical aspects like shutter speed, ISO, composition, visual skills, and storytelling through photographs, enabling employability in photojournalism and digital media.
CO5	The student is skilled through experiential learning by capturing, editing, and presenting photo stories using DSLR/mirrorless cameras, and publishing them in a simulated newsroom or digital gallery.







DOCUMENTARY MAKING (P2JMTE- 207)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student will understand the functional history and fundamental elements of documentary films including authorship, structure, and issues of representation.
CO2	The student will gain the knowledge of screen craft, research methodologies, and proposal development for documentary production
CO3	The student is trained in pre-production and production skills such as camera handling, lighting, sound, interviewing, and directing participants
CO4	The student develops proficiency in skills of post-production techniques including narration, sound mixing, editing, and working with music and visuals.
CO5	The student acquires practical and project-based experience through the development of story ideas, production checklists, and critical writing.

FILM STUDIES (P2JMTE-208)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student is acquainted with components of film- script, light, sound, camera, acting, music, editing, leading to skill development in this field.
CO2	The student learns about Aesthetic, Soviet Formalist, Semiotic, Ideological and Psychoanalytic approaches.
CO3	The students learn about Film movements, Film censorship and CBFC standard.
CO4	The student is trained in the core skills of this domain enabling him/her to seek employability in this field.
CO5	The student acquires experiential learning through participating in workshops organized by the Film Club.

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SEMESTER-III

COMMUNICATION RESEARCH (PSJ MCTC-301)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is able to understand the concept, role and importance of research. The student acquires research acumen.
CO2	The student will comprehend the nature and characteristics of research. The student inculcates problem solving approach.
CO3	The student will be enabled explore the scope of mass communication research.
CO4	The student is acquainted with Pure and Applied Research.
CO5	The student is trained with different applications and tools used for communication Research.

COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE (P2JNTC302)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be able to understand history, and role of computational journalism and AI in modern newsrooms, understanding key tools and workflows for data-driven reporting.
CO2	The student learns to source, clean, and analyze data using spreadsheets, databases, Python, web scraping, and APIs for journalistic purposes.
CO3	The student acquires knowledge of data visualization and storytelling using tools like Tableau and D3.js to create impactful data-driven narratives.
CO4	The student understands supervised and unsupervised learning, applying techniques like sentiment analysis and topic modeling in journalism.
CO5	The student gets experiential learning through the use of NLP tools (e.g., NLTK, Hugging Face) for text analysis, sentiment analysis, automated content generation, and detecting manipulated media.
CO6	The student will be able to evaluate the role of AI in automating newsroom workflows, such as headline generation and audience engagement, through case studies from leading news organizations.

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INTERNATIONAL AND INTER-CULTURAL COMMUNICATION (PSJMCTC-303)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student is acquainted with the different forms of communication at international forum and learns about the imbalance in international information flow.
CO2	The student learns about the flow of information at international level.
CO3	The student is enabled to understand the emergence of global media and its impact.
CO4	The student will comprehend the cultural materialism, cultural interpretation and structuralist interpretation.
CO5	The student will be able to describe the barriers of intercultural communication.
CO6	The student is trained for employability at the national and international media houses.
CO7	The student gets hands-on-training about the role of mass media and traditional media as an instrument of intercultural exchange, through various practical assignments as an integral part of the course.

INTEGRATED MARKETING COMMUNICATION (P2JMTC304)

COURSE OUTCOME	COURSE OUTCOMES
CO1	The student will be able to understand the concept, evolution, and features of Integrated Marketing Communication (IMC), understanding its promotional tools, planning process, and communication response models like AIDA, Hierarchy of Effect, and Innovation Adoption Model.
CO2	The student is trained to establish IMC objectives, differentiate between marketing, sales, and communication objectives, and apply budgeting approaches like DAGMAR for promotional programs.
CO3	The student will be enabled to explore the classification, limitations, and regulations of advertising, including special-purpose advertising (Green, Pro-bono, Rural) and codes like ASCI and Doordarshan.
CO4	The student is skilled to analyze sales promotion techniques for consumers, dealers, and sales forces, analyzing the reasons for growth, limitations, and potential abuses of sales promotion in IMC.
CO5	The student will acquire skills to explore direct marketing's role in IMC, its advantages, disadvantages, and techniques, and evaluates its integration with other promotional strategies.
CO6	The student gets experiential learning through the principles of personal selling, types of salespeople, required skill sets, and the role of sponsorship, including event and cause sponsorship, while analyzing ambush marketing's impact.

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FACT CHECKING (P2JMPCC305)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is acquainted with the concepts of misinformation, disinformation, and malinformation, and develops skills to analyze and identify these in news articles and social media posts.
CO2	The student is trained to extract and verify data from public datasets, such as those from government or NGO sources, to ensure accuracy in journalistic reporting.
CO3	The student will be skilled to analyze disinformation campaigns on platforms like X or TikTok, identifying tactics used to spread false information.
CO4	The student will get experiential learning through participation in simulated crowdsourced fact-checking exercises, gaining practical experience in collaborative verification processes.
CO5	The student learns the use of tools like Google Reverse Image Search and InVID to verify the origin and authenticity of viral images, enhancing skills in visual content verification.
CO6	The student is equipped with practical fact-checking skills, ensuring the ability to uphold journalistic integrity and combat misinformation effectively.

MEDIA LITERACY IN THE AGE OF DEEPFAKES(P2JMT306)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student understands the functions and uses of media, various types of media literacy (news, computer, Internet, digital, cinema, games, TV, and ad literacy), and their relationship with democracy and freedom of expression.
CO2	The student is trained to analyze media convergence, information storage systems, and theoretical models like "mediation is the message" to comprehend media's impact on society.
CO3	The student develops skills in visual literacy, interpreting media texts, and identifying representations, misrepresentations, and lack of representation in media and information content.
CO4	The student is acquainted with user-generated content, self-expression, democratic participation, editorial independence, and the principles of media and information ethics.
CO5	The student explores trends in the digital age, including user-generated content, immersive media, data-driven media, and the consequences of information overload, while distinguishing between media literacy as a consumer and a producer.
CO6	The student is trained to apply media literacy skills to navigate the Internet effectively, assess the impact of media literacy, and practice strategies to combat misinformation in digital platforms.

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LIFESTYLE AND SPORTS REPORTING (P2JMTE307)

COURSE OUTCOME	COURSE OUTCOMES
CODE	
CO1	The student will be able to explain the concepts, emergence, and evolution of lifestyle and sports journalism, including the development of lifestyle as a distinct reporting beat and the historical progression of sports journalism.
CO2	The student will acquire the ability to generate story ideas and produce content for lifestyle and sports journalism, including writing on fashion trends, book reviews, and various types of sports stories.
CO3	The student will learn and apply interviewing techniques and reporting skills essential for lifestyle and sports journalism, including covering fashion shows, sports events, and utilizing credible news sources.
CO4	The students will be skilled to evaluate the structure and functioning of lifestyle and sports reporting teams, the impact of commercialization and digitalization, and emerging trends such as e-magazines and sports blogs.
CO5	The student will get experiential learning to cultivate the essential qualities and skills of a lifestyle and sports journalist in the digital era.

CREATIVE WRITING (P2JMTE308)

COURSE OUTCOME	COURSE OUTCOMES
CODE	
CO1	The student is acquainted with Dramatization of Ideas. The student learns to write scripts for Plays and Serials.
CO2	The student understands the concept of Readability: Imagery and Symbols; Dialogues and Monologues for creative writing.
CO3	The student will learn about self-expression, leading to personality growth and development.
CO4	The student is trained to understand Human interest angle in creative writing along with positive and constructive Journalism.
CO5	The student will acquire credible linguistic competence.
CO6	The student will be enabled to get knowledge through participation in the activities of the Literary Club.

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SEMESTER-IV**RESEARCH TOOLS FOR NEW MEDIA (P2JMP C401)**

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is acquainted with social listening and monitoring concepts, understanding their applications in journalism, marketing, and crisis communication using tools like Hootsuite, Sprout Social, Brandwatch, and Mention.
CO2	The student will learn to analyze case studies of social listening tools applied during political campaigns and public health crises, comparing features and pricing models of platforms for effective implementation.
CO3	The student gets experiential learning through content analysis techniques, utilizing metrics like engagement rate, virality, reach, and shareability, and applies tools such as BuzzSumo, CrowdTangle, and Meltwater to understand user behavior and narratives.
CO4	The student is trained in hashtag and trend analysis using tools like HashTagify, Trendsmap, and RiteTag, evaluating their role in social media discourse, activism, and digital mobilization.
CO5	The student will be able to understand the role of influencers and network analysis in shaping online opinion, employing tools like Klear, Followerwonk, and NodeXL, while addressing ethical concerns and data accuracy in manual and automated data collection.

MECHANICS OF WRITING RESEARCH PAPER AND DISSERTATION (P2JMP C402)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be upskilled with academic writing style, mastering sentence structure, paragraphing techniques, and maintaining cohesion and coherence in research papers and dissertations.
CO2	The student will learn to use active and passive voice appropriately, ensuring clarity, conciseness, and precision in language while incorporating visuals like charts, tables, graphs, and images effectively.
CO3	The student will be enabled to understand the ethical considerations of research, including avoiding plagiarism and adhering to academic integrity in writing research papers and dissertations.
CO4	The student is trained in referencing and formatting standards, including in-text citations and bibliography styles (APA, MLA, Chicago, Harvard) and the proper use of footnotes and endnotes.
CO5	The student gains proficiency in using reference management software such as Zotero, Mendeley, and EndNote to organize and format citations and bibliographies efficiently.
CO6	The student is enabled to work on the APA Style (7th Edition), understanding its purpose, applying in-text citation formats (author-date style), and handling quoting, paraphrasing, multiple authors, corporate authors, no-author sources, secondary sources, and classical works.



DISSERTATION (P2JMRC-403)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is acquainted with the academic research for the dissertation, leading to critical and analytical thinking, problem solving and innovative thinking.
CO2	The student learns about the research methodology, literature review in practical term paper/dissertation, leading to skills of applying methodology and cohesive and organized presentation of data.
CO3	The student gets knowledge about the current national and international context through various topics assigned to them by guides.
CO4	The student gets real-time experiences of using the skills acquired during the course of the programme while collecting data, taking photographs, interviews, gathering case studies and any other activity related to compiling the dissertation.
CO5	The student will acquire additional knowledge through critical perspectives as they file a viva voce with an expert from the field.
CO6	The student will learn team work, public dealing and leadership qualities as well as time management as they support each other in the timely completion of assignments during research.

ELECTIVE PAPER (Any One)

MOBILE JOURNALISM (P2JMTE404)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be able to understand the meaning, definition, nature, and scope of mobile journalism (MOJO), understanding its origin, development, advantages, and challenges in modern media.
CO2	The student will explore to utilize smartphone features and camera settings for journalism, mastering the capture, editing, and submission of photos and videos using mobile devices.
CO3	The student will learn mobile operating systems (iOS and Android) and relevant apps, applying tools and accessories for effective mobile photography, videography, writing, and editing.
CO4	The student is trained to write and share mobile-friendly news stories, create infographics or interactive data visualizations, and perform live reporting using mobile devices.
CO5	The student will acquire skills to evaluate the future trends of mobile journalism and its impact on mainstream media and audience engagement.
CO6	The student will be trained to examine ethical issues in mobile journalism, addressing dilemmas related to credibility, fake news, sensitivity, and the challenges of MOJO in mainstream media.

John

Aswath

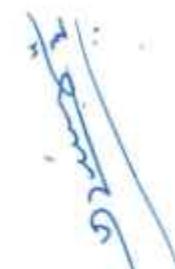
Dr. Srinivas

FOLK MEDIA IN DIGITAL AGE (P2JMT405)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student will be able to understand the concept, characteristics, and objectives of folk media as a medium of aesthetic expression, communication, and cultural transmission, understanding its scope, limitations, and role as 'people as producers'.
CO2	The student will develop a skill to analyze the influence of gender and caste in various folk media forms, including theatre, music, dance, and narrative traditions.
CO3	The student will comprehend the role of government agencies like the Song Drama Division, Publications Division, DAVP, and Ministry of Rural Development in promoting folk artists and integrating folk media with modern themes.
CO4	The student will be trained to evaluate the advantages of folk media over mass media and explores its limitations, focusing on its effectiveness in communicating contemporary issues in rural settings.
CO5	The student will get experiential learning through conceptualizing of folk culture and media, analyzing the impact of modern technology on folk communication and the integrated use of folk, mass, and digital media.
CO6	The student will acquire knowledge of regional storytelling traditions like Dusngoi, Baitiks, and Qisse, and their role in preserving oral traditions and rural communication.

RURAL REPORTING (P2JMT406)

COURSE OUTCOME CODE	COURSE OUTCOMES
CO1	The student is acquainted with understanding the crucial dimensions of rural development, raising awareness about the national context. The student is trained about basic aspects of rural development.
CO2	The student learns about rural issues like agricultural budget.
CO3	The student acquires skills related to planning, formulation, monitoring and evaluation of rural development projects and programs, leading to training in this domain.
CO4	The student learns about the basic aspects of research and project work, leading to inculcating a critical and methodological approach.
CO5	The student is provided with an integrated perception of various aspects of rural life.
CO6	The student acquires ground knowledge through various assignments given throughout the course.




2-YEAR P.G PROGRAMME IN JOURNALISM AND MEDIA STUDIES

AS PER NEP-2020

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. The Department of Journalism and Media Studies, University of Jammu, is dedicated to providing comprehensive education and training in the field of Journalism and Mass Communication. Established in 2021, the Department aims to meet the growing demand for skilled media professionals. The Department offers a postgraduate program, which is designed to equip students with theoretical knowledge and practical skills in areas such as news reporting, media production, digital journalism, advertising and public relations, and communication research.

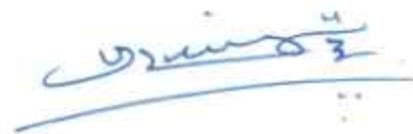
The department hosts experienced academicians and industry professionals who bring valuable insights into the classroom. Students have access to modern facilities, including a state-of-the-art studio, computer lab, and media equipment, ensuring they receive hands-on training that aligns with current industry standards. In addition to academic courses, the department emphasizes field/practical activities and industry interactions. Workshops, seminars, guest lectures, practical, projects and internships are integral components of the curriculum, providing students with opportunities to engage with media practitioners and gain real-world experiential learning. The department undertakes many activities, like publishing the quarterly newsletter JU Post in four major languages of the region, viz English, Hindi, Dogri and Urdu to ensure hands-on training of the students. The Department is committed to promoting a dynamic learning environment that encourages critical thinking, creativity, and ethical practices in journalism. Through its program, the department aims to produce competent and responsible media professionals who can contribute positively to the media landscape.

OBJECTIVES

The Post-graduate Programme in Journalism and Mass Communication 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 customization across all four semesters in terms of the credit system.

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 an 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 at the end of second semester which will be assessed and evaluated.

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

STRUCTURE OF THE PROGRAMME

Semester and Credit System in accordance with the National Education Policy structuring: The two-year Post-graduation course will consist of 4 semesters in all. In each semester, there shall be 4 papers or maximum of five papers. In all a total of 114 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 complies with CBCS system of the 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.

Credits Breakup Semester-wise

1st Semester

Total Credits from Core Papers= 4 credits \times 5 papers = 20 credits

Total= 20 credits

2nd Semester

- Total Credits from Core Papers= 6 credits \times 4 papers= 24 credits
- Credits for summer internship= 4 credits
- Credits from Elective course = 4 credits.
- Credits from Vocational Course= 4 credits

Total=36 Credits

3rd Semester

- Credits from core papers = 5 credits \times 4 papers= 20 credits
- Practical paper= 4 Credits
- Credits from Elective paper = 4 credits

Total = 28 credits

H *Suketa* *2015/3*

4th Semester

- Credits from core papers = 5 credits \times 2 papers = 10 credits
- Dissertation = 16 credits
- Elective Course = 4 credits

Total = 30 credits

TOTAL COURSE CREDITS = 114 CREDITS

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 2nd semester to 3rd semester, from 3rd 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.

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Dr. M. S. S.

2-YEAR P.G PROGRAMME IN JOURNALISM AND MEDIA STUDIES AS PER NEP-2020

1ST SEMESTER

Paper 1: INTRODUCTION TO MASS COMMUNICATION (4 CREDITS)

Examination to be held in the years: 2025, 2026, 2027

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMT101

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

Unit I

Introduction to Communication: Definition and Nature; Elements and process of communication, 7 C's of Communication; Functions of human communication and Mass communication; various forms of communication; Non-verbal and verbal communication; Communication barriers; Indian models of communication (Vedic Model, Natya Shastra Model, Sadharanikaran Model)

Unit-II

Introduction to Communication Model: Classifications: linear (Aristotle's Model, Shannon and Weaver Model, Lasswell's Model), interactive (Schramm's Model, Berlo's SMCR Model and Osgood-Schramm Model), transactional (Barnlund's Model and Dance's Helix Model), Westley and MacLean's Model, Gerbner's model, Newcomb Model, Katz & Lazarsfeld model.

Unit III

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Spiral of Silence Theory, Cognitive Dissonance Theory, Uses and Gratification theory, Media System Dependency Theory, Normative Theories, Functional & Marxist Theory of Mass Media, Two-step & Multi-step Theory, Keith Davis Gravewine theory, Play Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory, Adaptive Structuration theory, Medium is Message (McLuhan), Culture (Adorno), Print Capitalism (Benedict Anderson) Public Sphere (Habermas), and Manufacturing Consent/propaganda model (Chomsky).

Unit IV

Understanding Mass Media: Types of Media – Folk, Print, Broadcast, Film, and New Media; Functions of media – Inform, Educate, Entertain etc.; Alternative and Community media - Community Radio, Participatory Video and Community Newspapers; Critical Media Literacy

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Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTCT101

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Douglas Kellner; Role of Media in Democracy – Media as the Watchdog and the Fourth Estate/Pillar of Democracy;

Different types of journalism: Watchdog Journalism, Advocacy Journalism; Yellow Journalism; PR Journalism; citizen Journalism; Alternative Journalism; Investigative Journalism and Development Journalism.

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

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Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTCT101

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

Suggested readings

Baran, S. J., & Davis, D. K. (1994). Mass communication theory: Foundations, ferment, and future. Cengage Learning.

Dance, F. E. X., & Larson, C. E. (1976). The functions of human communication: A theoretical approach. Holt, Rinehart and Winston.

Fiske, J. (1982). Introduction to communication studies. Routledge.

Herman, E. S., & Chomsky, N. (1988). Manufacturing consent: The political economy of the mass media. Pantheon Books.

Kellner, D. (1995). Media culture: Cultural studies, identity and politics between the modern and the postmodern. Routledge.

Littlejohn, S. W., & Foss, K. A. (1978). Theories of human communication. Waveland Press.

McLuhan, M. (1964). Understanding media: The extensions of man. MIT Press.

McQuail, D. (1983). Mass communication theory. Sage Publications.

Mencher, M. (1977). News reporting and writing. McGraw-Hill Education.

Stanley J. Baran. (2024). Introduction to Mass Communication. McGraw Hill

Susan R. Beauchamp, Stanley J. Baran. (2023). Introduction to Human Communication: Perception, Meaning, and Identity. SAGE Publications, Inc.

Thussu, D. K. (2000). International communication: Continuity and change. Bloomsbury Academic.

Subrahmanyam
AK

Dr. S. S. Venkateswaran

PAPER 2: EVOLUTION AND HISTORY OF PRINT MEDIA (4 CREDITS)

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC102

COURSE TITLE: EVOLUTION AND HISTORY OF PRINT MEDIA

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Unit I

Origin and Early Development of Print Media; History & development of Printing: Invention of the printing press; Press development, Platen, Flatbed, Rotary presses, Offset presses, Offset duplicator; Two cylinder and Three cylinder presses; Multi colour presses, Blanket to blanket, Web offset presses; Major Printing Types; Impact of movable type on literacy and knowledge dissemination; Early printed materials: Books, pamphlets, and religious texts; Emergence of newspapers in the 17th century; Development of the penny press and mass circulation in the 19th century; Evolution of magazines: From literary journals to specialized publications.

Unit II

The Press During British India: Birth of print media in India: James Augustus Hickey and James Silk Birmingham; Growth of English newspapers and Vernacular Press; Role of Press in the Social Reform Movement; Role of newspapers in India's freedom movement; Role of newspapers like Kesari, Mahratta, Young India, Bande Mataram, Harijan, New India and Commonwealth, Anand Bazar Patrika, Amrita Bazar Patrika; role of women journalists; British curbs on Indian Press through implicit and explicit Regulatory Acts.

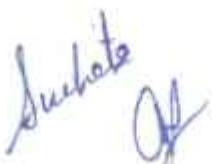
Unit III

Dawn of freedom-changing role of the Indian Press; Print media scenario during initial years of freedom- From 1947 onwards: Rebuilding, Reorientation; Press during the Emergency (1975-77); Rise of Investigative Journalism; Growth and dominance of regional language press.

Transition of media from Mission to Profession to Business; Impact of Liberalization on Indian Press; Corporate Ownership and Media Monopoly; Decline of print media: Competition from digital platforms; Current state: Niche publications, hybrid models, and print's cultural legacy.

UNIT IV

A brief history of Jammu region; Origin and Development of Journalism in Jammu: Early newspapers and journals in Jammu region; Pioneering editors and publishers; Growth of Modern Journalism in Jammu: Expansion of English and vernacular press; Role of journalism during



Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

No. of Credits = 4

Minor Test -II = 20 Marks

COURSE NO: P2JMTC102

Major Exam = 60 marks

COURSE TITLE: EVOLUTION AND HISTORY OF PRINT MEDIA

political and social movements in Jammu; Emergence of private news agencies, magazines, and online portals.

Case study of major newspapers: Ranbir, Dogra Gazette, Martand, Kashmir Times, Daily Excelsior (Jammu Edition); Role of journalism during key political movements and crises in Jammu (e.g., Praja Parishad Movement, 2008 Amarnath land agitation, post-Article 370 developments).

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Sachet *AM* *Examination*

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC102

COURSE TITLE: EVOLUTION AND HISTORY OF PRINT MEDIA

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested readings

Bhargava, G. S. (2012). The press in India: An overview. National Book Trust.

Chowdhary, R. (2010). Identity Politics in-Jammu and Kashmir. Vitasta Publishing.

De Vinne, T. L. (2023). The invention of printing. Legare Street Press.

Jeffrey, R. (2009). India's newspaper revolution. OUP India.

Kohli-Khandekar, V. (2003). The Indian media business. Sage Publications India Private Limited.

Kumar, K. J. (1981). Mass communication in India. Jaico Publishing House.

Natarajan, J. (1955). History of Indian journalism. Ministry of Information & Broadcasting.

Shikha Patheja, Neha Arora. (2024). Digital Evolution: Journalism and Mass Media in the Modern Era. Book Enclave.

Sukhdev *Dr. Srinivas*

PAPER 3: NEWS AGENCIES AND BROADCAST MEDIA (4 CREDITS)

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTCT03

COURSE TITLE: NEWS AGENCIES AND BROADCAST MEDIA

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Unit 1

Evolution of News Agencies; Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and TASS; News Agencies in India—English & Hindi –their set up, functions and role—PTI, Bhasa, UNI, UNI-Varta, Hindusthan Samachar; Feature services & syndicates—INFA, Publication Syndicate, PTI Features; Government Media Organizations—PIB, Photo Division, DAVP, RNI, Directorate of Information & Public Relations; other Media related Organizations - INS, ABC, Editors Guild, IFWJ, NUJ, News Broadcaster Association (NBA).

Unit II

Introduction to Broadcast Media: Concept and characteristics of broadcast media; Brief History, Evolution & development of Radio- International context (Voice of America, BBC etc.); History of Radio broadcasting in India- Nature and characteristics of the medium; AM, Shortwave and FM; All India Radio; AIR Videsh Sewa; commercial channels of AIR-Vividh Bharti; Role of radio in development; Radio station – structure and functioning; Radio programme production process; Writing for radio; Recording, Editing— methods and techniques; Programme formats, production of news, interviews, features and documentaries; Rise of private radio stations; Recommendations of Committees and Working groups – Vidyalankar, Chanda, Joshi and Varghese Committees – Prasar Bharti Bill - Autonomy and Future of Radio.

Unit III

Evolution & Development of TV: Nature and Characteristics of the medium - Development of TV network in International context (CNN, BBC etc...); India - TV as a social and cultural force - TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Television station – structure and functioning; Newsroom structure and functioning in Television. Planning and production of TV Programmes: pre-production process – camera, film formats, lenses, shots, lighting, principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition. Production of news, features, interviews and other.

Sacheta *A* *Dr. Jitendra* *3*

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC103

COURSE TITLE: NEWS AGENCIES AND BROADCAST MEDIA

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Unit IV

Anchoring, anchor-link; writing for Broadcast Media-(Radio& Television): Research in Broadcast; Broadcast News Vocabulary; Preparation of Audio and Video briefs- Idea generation, Scripting, Story board; Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV; '24/7 news broadcast: Features, Audience effectiveness, advertisements & Dumbingdown of News; Convergence: Need, nature and future of convergence; Convergence and Multi-media: Use of Facebook & Twitter handles by Radio& TVchannels, Internet TV/ Radio and MobileTV/Radio; Emerging Trends: Mobile Technology, Social Media & Web - eg.Hotstar, Voot,SonyLiv; Digital storytelling /Features: 'Story idea, development and Presentation- Webseries.

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

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Dr. Meenakshi

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
UNIVERSITY OF JAMMU
B.COM. SEMESTER I**

**MANAGEMENT THEORY AND PRACTICE
(Core Course)**

Course No.: BCG102	Max. Marks	= 100
Credits: 4	Internal Assessment	= 20
Duration: 3 Hrs.	External Exam	= 80

(Syllabus for examination to be held in Dec. 2025, 2026, 2027)

OBJECTIVE: The basic objective of this course is to provide fundamental knowledge about Business management & Organisation.

UNIT – I: EVOLUTION OF MANAGEMENT THOUGHT

Management – Concept, nature, scope and significance of management; Contribution to management thought by F.W. Taylor and C.K. Prahalad.

UNIT-II: FUNCTIONS OF MANAGEMENT

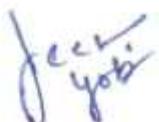
Planning: Meaning and steps in the process of planning; Organising: Meaning, importance of effective organizing, pitfalls in effective organising, principles of effective delegation; Staffing: Meaning and features of staffing and manpower planning; Motivation: Maslow's and Herzberg's theories of motivation.

UNIT – III: LEADERSHIP & THEORIES OF LEADERSHIP

Concept, nature and functions of leadership, leadership styles, difference between leadership and management, Steps to improve leadership effectiveness.

UNIT-IV: COORDINATION AND CONTROLLING

Coordination: Meaning, features, importance; Controlling: Nature and definition, need for control, process of control, factors determining good control; MBO: Concept, importance and steps.



Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC103

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: NEWS AGENCIES AND BROADCAST MEDIA

Suggested Readings

Boyd, A., Stewart, P., & Alexander, R. (1988). Broadcast journalism: Techniques of radio and television news. Focal Press.

Chatterji, P. C. (1987). Broadcasting in India. SAGE Publications Pvt. Ltd.

Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. (2000). Modern radio production: Production, programming, and performance. S.Chand (G/L) & Company Ltd.

Kumar, K. J. (1981). Mass communication in India. Jaico Publishing House.

Mehta, N. (2008). Television in India: Satellites, politics and cultural change. Routledge.

Miller, C. H. (2004). Digital storytelling: A creator's guide to interactive entertainment. Routledge.

Neeta Khandelwal. (2024). Print Media and Broadcast Journalism Paperback. PharmaMed Press / BSP Books.

Rodrigues, U. M., & Ranganathan, M. (2014). Indian news media: From observer to participant. SAGE India.

Shrivastava, K. M. (2007). News agencies from pigeon to internet. New Dawn Press.

Thompson, R. (2010). Writing for broadcast journalists. Routledge.

Yorke, I. (2000). Television news: The narrative structure. Focal Press.

Sukhdev
AK

Dr. Rakesh

PAPER 4: CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS (4 CREDITS)

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC104

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS

Unit I

Introduction to Computer: Basic information related to computer; Hardware and software, Input, output, CPU; Different Operating Systems; Programming Software Network: basic component of network, server, work-station, modem; Types of networks: 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. Prominent Browsers.

Introduction to Convergence Journalism and New Media, Concept of New Media, definition, salient features, and advantages of new media over traditional media; Common vehicles of new media, emerging trends in New Media.

Unit II

Types of New Media Journalism: New Media Data Journalism, Entrepreneurship Journalism, Mobile Journalism, YouTube Journalism, Social Media (Facebook, Instagram etc), and Citizen Journalism; Digitization and convergence Journalism. News on the web, emerging news delivery vehicles, integrated newsroom, Fake news, misinformation, and disinformation, Web Content Management System, Digital Tools for Journalists (including smartphones).

Unit III

Writing for New Media: Writing for Social Media, Digital Storytelling formats, Content writing, editing, reporting and its management, Structure of a web report; The basics of writing for new media— Grammar, vocabulary, phrases and clauses, how to write – construction of clear, simple and precise sentences. Introduction to different kinds of writing; Content creation for blogs, vlogs, and social media; Introduction to SEO.

Unit IV

Social media: characteristics and use of social media in journalism, social media and credibility, problem of verification and accuracy, use of #tags and @ symbols in social media. Web based newspapers, web-journalism, prominent news portals. changing role of e-journalist. Digital divide.

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTCT104

COURSE TITLE: CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Suggested Readings

Adornato, A. (2017). Mobile and social media journalism: A practical guide. CQ Press.

Briggs, M. (2019). Journalism next: A practical guide to digital reporting and publishing. SAGE Publications.

Bull, A. (2010). Multimedia journalism: A practical guide. Routledge.

Carroll, B. (2010). Writing for digital media. Routledge.

Kawamoto, K. (2003). Digital journalism: Emerging media and the changing horizons of journalism. Rowman & Littlefield Publishers.

Kolodzy, J. (2006). Convergence journalism: Writing and reporting across the news media. Rowman & Littlefield Pub Inc.



Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC104

COURSE TITLE: CONVERGENCE JOURNALISM, NEW MEDIA AND COMPUTER APPLICATIONS

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Kovach, B., & Rosenstiel, T. (2014). The elements of journalism. Three Rivers Press.

Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). New media: A critical introduction. Routledge.

Vincent F. Filak. (2024). Convergent Journalism: An Introduction: Writing and Producing Across Media. Routledge.

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Mf*

*2025-26
Sem 3*

PAPER 5: MEDIA MANAGEMENT

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTCT05

COURSE TITLE: MEDIA MANAGEMENT

Unit I

Principles of media management: Ownership patterns of mass media in India -sole proprietorship, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies), and franchisees (chains). Policy formulation – planning and control: problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control, and coordination.

Unit II

Organizational structure of different departments. finance, circulation (sales promotion – including pricing and price-war aspect); advertising (marketing), personnel management, apex bodies: DAVP, INS, and ABC. Changing roles of editorial staff and other media personnel. Editorial – response system.

Unit III

Economics of print and electronic media Legal and financial aspects of media management; capital costs, production costs, commercial policy, advertising and sales strategy, developing a strategy and plan of action operations, production schedule and process, evaluation, budget control, costing, tax, Labour laws, FDI

Unit IV

Concept of Entrepreneurial Journalism; Fundamentals of Business for Entrepreneurial Journalism, focusing on core principles of finance and management; New Business Models for News/Journalism/ Media Organisations Administration and programme management in media - scheduling, transmitting, record keeping, quality control, and cost-effective techniques. Employee /employer and customer relations services: marketing strategies – brand promotion (space/time)

Sukhdev *Praveen*

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100.

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC105

COURSE TITLE: MEDIA MANAGEMENT

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Sukheto *AB* *Prina*

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC105

COURSE TITLE: MEDIA MANAGEMENT

Suggested Readings

Croteau, D., & Hoynes, W. (2006). The business of media: Corporate media and the public interest. SAGE Publications.

Deuze, M. (2011). Managing media work. SAGE Publications.

Dilip Kumar. (2024). Media management. Pinakin Publishing.

Folkerts, J., & Lacy, S. (2004). Strategic media decisions: Understanding the business end of the media. Copy Workshop.

Gupta, Umang. (2022). Media organization and management. Manda Publishers.

Herrick, D. F. (2012). Media management in the age of giants: Business dynamics of journalism. Univ of New Mexico Pr.

Hoskins, C., McFadyen, S., & Finn, A. (2004). Media economics: Applying economics to new and traditional media. SAGE Publications.

Kohli-Khandekar, V. (2017). The Indian media business. Sage Publications India Private Limited.

Menon, A. (2017). Media planning and buying. McGraw Hill Education.

Sudato *A* *Drivu*

SEMESTER II

PAPER 1: REPORTING AND EDITING (4+2 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMJTC291

COURSE TITLE: REPORTING AND EDITING

Unit I

Introduction to News Reporting: Definition and types of news, changing concepts of news; Elements, Values and Sources of news; News Structure; Lead writing and its types; Identification and Attribution; Spot News, Breaking/Developing News, Follow-ups and News reporting terminology; Difference between the terms, reporter, correspondent, stringer, liner and freelancer; Newsroom structure and functioning in print media.

Unit II

Beat reporting (e.g., politics, crime, health); Investigative journalism (research, ethics, impact); Feature writing (narrative, human interest); Field Reporting Skills: Observation and note-taking in the field; Embargo, recent trends in news reporting, Qualities and responsibilities of a good reporter, challenges of news reporters, Mobile journalism (MoJo) basics (smartphone reporting), Covering events (e.g., press conferences, disasters).

Unit III

Newspaper Organization, Divisions/departments: Hierarchy and Roles; News flow from reporters, agencies, internet and other sources; Responsibilities of Chief News Editor, Chief Copy Editor and Copy Editor.

Editing:- Meaning, purposes, principles; Editing for clarity, brevity, and accuracy; Rewriting stories, Rewriting Press releases, Speech drafts and Organizational-reports; Stylebooks. Defining Editorial, Functions of Editorial, Classification of Editorials, Critical reading of editorials from local, national, and international Press;

Unit IV

Video editing: Process and principles of editing; Types of editing – assemble and insert editing; off-line and on-line editing. Non-linear editing techniques. Audio mixing & editing; audio effects; dialogues and voice-over, titling; Editing equipment- recorder, player, vision mixer, audio mixer, TV monitor, vectroscope, waveform monitor, speaker, and special effect generator.

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Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC201

COURSE TITLE: REPORTING AND EDITING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 50

No. of Credits = 2

Mid Semester = 20 Marks

End Semester = 30 Marks

COURSE NO: P2JMPC201

COURSE TITLE: REPORTING AND EDITING

Practical:

News Sourcing Exercise, Mock Interview, Beat Reporting for JU Post; Multimedia News Package, film editing methods and techniques, Social Media Content Curation. Hands-on training in various editing software and equipment in the Multimedia Lab.

Students will continuously work under the guidance of faculty members.

Total: 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation: 10

Total: 20 Marks

End Semester:

Field Work: 10

File: 10

Presentation: 10

Total: 30 Marks

Suggested Readings

Bender, J. R., Davenport, L. S., & Drager, P. (2018). Reporting for the media. Oxford University Press.

Goodman, R., & McGrath, P. (2002). Editing digital video: The complete creative and technical guide. McGraw Hill TAB.

Harcup, T. (2021). Journalism: Principles and practice. SAGE Publications Ltd.

Houston, B., Soloski, J., & McChesney, R. W. (2020). The investigative reporter's handbook. Bedford/St. Martin's.

Kovach, B., & Rosenstiel, T. (2021). The elements of journalism. Crown Publication.

Mencher, M. (2010). News reporting and writing. McGraw-Hill Education.

Rich, C. (2015) Writing and reporting news: A coaching method. Cengage Learning.

Tuggle, C. A., Carr, F., & Huffman, S. (2006). Broadcast news handbook: Writing, reporting, and producing in a converging media world. McGraw-Hill College.

The Associated Press Stylebook. (2024). Basic Books.

Arif Satchetra *Prinu*

PAPER 2: NEWSPAPER DESIGN, LAYOUT AND PRODUCTION (4+2 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC202

COURSE TITLE: NEWSPAPER DESIGN, LAYOUT AND PRODUCTION

Unit I

Newspaper Design: Concept, Basic Elements and Objectives of Designing; Basic Principles of Designing; Newspaper format: Tabloid, Broadsheet and Magazine; Elements of Newspaper Layout: masthead, dateline, byline, folio, headlines, subheads, cutlines, pull quotes; Makeup Lines: Vertical, Diagonal, Circular, Horizontal; Focal Point of a Newspaper; Folio Line; Page Personality: Front Page, Sports Page, Edit Page, Leisure Page etc.; Principles of Graphics and its Importance.

Unit II

Visualization Principles; Type and Type Face; Type measurement, Point Size; 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 III

Page Makeup and Dummy Creation: Understanding news values in layout decisions; Dummy layout: planning content flow and space allocation; Story placement and hierarchy; use of Pictures in Designing; Photo: Language of pictures; Types of Photo Journalism: Portrait, Wildlife, environment, sports, Landscape, disaster, ad etc; Picture Story Layout; Roles and Responsibilities of Picture Editor.

Unit IV

Understanding Infographics: Historical Background of Infographics; Types of Infographics; Informational Infographics; Timeline Infographics; Charts Infographics; Pie Charts Infographics; Process Infographics; Comparison Infographics; Number Infographics; Resume Infographics; Creating Infographics; Visual Elements of Infographics; Tools of Infographics.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTTC202

COURSE TITLE: NEWSPAPER DESIGN, LAYOUT AND PRODUCTION

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 50

Mid Semester = 20 Marks

COURSE NO: P2JMPG202

No. of Credits = 2

End Semester = 30 Marks

COURSE TITLE: NEWSPAPER DESIGN, LAYOUT AND PRODUCTION

Practical:

Design Analysis, Dummy Layout Creation, Typography Workshop, Multi-Page Layout and creating different infographics by using various page-making software in Multimedia Lab. The students pursuing the course have to bring out the Newspaper JU Post under the supervision of Editor and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be editing and designing their respective news stories/features/articles/interviews/profiles in a virtual newsroom style.

Students will continuously work under the guidance of faculty members.

Total: 50 marks are for this practical.

Mid-Semester: Field Work: 10

 Presentation: 10

Total: 20 Marks

End Semester:

 Field Work: 10

 File: 10

 Presentation: 10

Total: 30 Marks

Suggested Readings

Ambrose, G., & Harris, P. (2015). *The layout book*. Fairchild Books.

Adobe Creative Team. (2024). *Adobe InDesign classroom in a book (latest edition)*. Adobe Press.

Harrower, T. (2007). *The newspaper designer's handbook*. McGraw-Hill Education.

Klanten, R., & Bourquin, A. (2017.). *Visual journalism: Infographics from the world's best newsrooms and designers*. gestalten; Translation edition.

Kobre, K. (2016.). *Photojournalism: The professionals' approach*. Routledge.

Rudin, R., & Ibbotson, T. (2015). *Making news: The political economy of journalism in Britain and the United States*. OUP Oxford.

Tufte, E. R. (1997). *The visual display of quantitative information*. Graphics Pr.

PAPER 3: MEDIA LAWS AND ETHICS (4+2 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMT203

COURSE TITLE: MEDIA LAWS AND ETHICS

Unit I

Key features of Indian Constitution: Preamble, Fundamental Rights, Directive Principles of State Policy, President, Parliament, Judiciary and Fundamental Duties; (Article 19(1)(a): Freedom of Speech and Expression) and Reasonable Restrictions under Article 19(2); Freedom of the Press: Supreme Court interpretations; Relationship between media and democracy; Role of the judiciary in upholding media freedom.

Unit II

Media Laws in India: Press Council Act, 1978; Cable Television Networks Act, 1995; Defamation (civil and criminal) under IPC Sections 499–500. Right to Privacy, Officials Secrets Act, RTI, Film Censorship, contempt of court, contempt of legislature, Working Journalists Act, Press and Registration of Periodicals Act, 2023, IT Act, 2000 (Sections 66A, 67, 69A); Copyright Act, 1957; Media Regulatory Bodies and Guidelines: Press Council of India (PCI); News Broadcasters and Digital Association (NBDA); Broadcasting Content Complaints Council (BCCC); Central Board of Film Certification (CBFC); Telecom Regulatory Authority of India (TRAI) and broadcast content regulation.

Unit III

Introduction to Media Ethics: Definition and importance of ethics in journalism. Code of Ethics related to media – truth, sensationalism, privacy, conflict of interest, plagiarism, sources, objectivity, bias; fake news; accountability: SPJ Code of conduct for journalists; Chequebook journalism, ethical issues concerning freebies from companies, institutions. Ethics in Digital Journalism: Clickbait, viral content, and sensationalism. Ethical challenges in social media journalism. Algorithm-driven content and bias. Trade Union Rights in Media Press Council INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA and BEA.

Unit IV

Ethical Theories and Frameworks: Deontological, utilitarian, and virtue ethics in journalism; Concept of applied ethics, relational ethics and descriptive ethics, contributions by Emanuel Kant, Stuart Mill, Ethical concepts in religious & philosophical texts. Guidelines for media coverage in the wake of 9/11 and 26/11 attacks.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC203

COURSE TITLE: MEDIA LAWS AND ETHICS

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 50

Mid Semester = 20 Marks

COURSE NO: P2JMPC203

COURSE TITLE: MEDIA LAWS AND ETHICS

No. of Credits = 2

End Semester = 30 Marks

Practical:

Review the Press Council Act 1978 and IT Act 2000, identifying clauses relevant to journalists (e.g., Section 66A misuse); Analyze a case study using SPJ Code of Ethics, debating objectivity vs. bias; Analyze the MJ Akbar vs. Priya Ramani (2018) defamation case, drafting a 400-word news report that avoids legal risks; Fact-check a viral X post (e.g., #COVIDVaccine myths) using OSINT tools and PCI ethical norms; field visit to police station, IT Cell, Cyber cell, court and hospitals.

Students will continuously work under the guidance of faculty members.

Total: 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation: 10

Total: 20 Marks

End Semester:

Field Work: 10

File: 10

Presentation: 10

Total: 30 Marks

Suggested Readings

Duggal, P. (2018). Cyber Ethics 4.0: Serving Humanity with Values Globethics.net.

Frost, C. (2015). Journalism ethics and regulation. Routledge.

Government of India / PRS Legislative Research. (2005). The right to information act 2005: A handbook. Oxford University Press.

Moore. (2021). Media law and ethics. Routledge.

Quinn, A. (1987). Ethical journalism: A guide for students, practitioners, and consumers. Addison-Wesley Longman.

Smith, R. F. (2008). Ethics in journalism. Wiley-Blackwell.

Venkateswaran, K. S. (2000). Mass media laws and regulations in India. India Research Press.



PAPER 4: DEVELOPMENT COMMUNICATION (4+2 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMT204

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: DEVELOPMENT COMMUNICATION

Unit I

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 Under-development, Centre-Periphery debate and Third World Perspective; Alternative Models of Development: Small is beautiful (Schumacher), Participatory (Conscientisation, World Bank), Communitarian model of Development.

Unit II

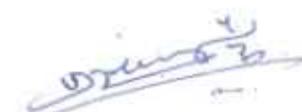
Development Communication: Concept, Role and Relevance; Theories of Development Communication: Diffusion of Innovation; Mass Media and Modernisation; Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm; Alternative approaches to Development Communication: Participatory Development Communication (Paolo Freir, Miguel Sabido); Development Communication and International Development 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 III

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; Finalising Developmental Messages; Participatory Message development Strategies.

Unit IV

Development Journalism: Concept and Objectives; Evolution of Development Journalism; Area and Scope of Development Journalism; Making Development Journalism interesting and relevant; Development Scene in India: Issues and Challenges; Rural Development; Marginalized Communities: Poor, SC/ST/OBC, Minorities, Women; Coverage of Development stories in Mass Media: Potential, Problems and Issues; Reporting rural issues and marginalized communities; Prominent Development Journalists; Monitoring and Evaluation of Development Communication.



Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC204

COURSE TITLE: DEVELOPMENT COMMUNICATION

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 50

Mid Semester = 20 Marks

COURSE NO: P2JMPc204

No. of Credits = 2

End Semester = 30 Marks

COURSE TITLE: DEVELOPMENT COMMUNICATION

Practical:

Design a development campaign using diffusion of innovations theory, identifying communication strategies; Map stakeholders for a local development issue using Participatory Rural Appraisal (PRA) techniques like social mapping; Create a campaign kit for a development, including a 30-second PSA video, a poster, and an X thread.

Students will continuously work under the guidance of faculty members.

Total: 50 marks are for this practical.

Mid-Semester: Field Work: 10

 Presentation: 10

Total: 20 Marks

End Semester:

 Field Work: 10

 File: 10

 Presentation: 10

Total: 30 Marks

Suggested Readings

Bhatnagar, D., & Gupta, R. (2015). Communication and development: Theory, case studies, and practice. SAGE Publications Pvt. Ltd.

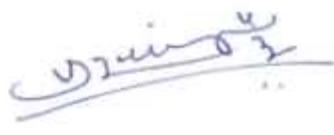
Crane, W. (2010). Theories of development. Pearson.

Rogers, E. M. (1971.). The communication of innovation: Cross cultural Approach [Free Press].

Schumacher, E. F. (2010). Small is beautiful: Economics as if people mattered. Harper Perennial.

Sen, A. (2000.). Development as freedom. Anchor.

Paolo Mefalopulos (2008.). The development communication sourcebook: Broadening the boundaries of communication. World bank publications.



SUMMER INTERNSHIP (4 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

COURSE NO: P2JMPG205

COURSE TITLE: SUMMER INTERNSHIP

The students shall be offered hands-on experience in real-world newsrooms or media organizations during a month summer internship. This opportunity shall allow students to apply theoretical knowledge in a professional setting to hone their skills in reporting under the supervision of experts of the field.

Students will continuously work under the guidance of faculty members alongwith industry experts.

Total: 100 marks are for this Internship.

Internship Folio: 20

Industry Evaluation: 50

Presentation: 30







VOCATIONAL COURSE: PUBLICATION OF MULTILINGUAL QUARTERLY "JU POST" (4 CREDITS)

Examination to be held in the year: Dec 2025, 2026, 2027

Total Marks = 100

Mid Semester = 40 Marks

No. of Credits = 4

No. of Credits = 4
End Semester = 60 Marks

100% Semester - 45 Marks

COURSE NO. 1214VCST
COURSE TITLE: PUBLICATION OF MULTILINGUAL QUARTERLY "JU
POST"

The students pursuing the course have to bring out the Departmental publication of the **Newspaper JU Post** under the supervision of Editors and Chief Editor. The students will be required to get story ideas/pitch for discussion with the Editor, and will be trained in reporting techniques and styles.

Mode of Examination

Students will continuously work under the guidance of faculty members.

Total: 100 marks are for this project.

Mid-Semester: Field Work: 20

Presentation: 20

Total: 40 Marks

End Semester:

Field Work: 10

File: 30

Presentation: 20

Total: 60 Marks

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ELECTIVES

PAPER 5: PHOTOJOURNALISM IN DIGITAL AGE (4 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE206

COURSE TITLE: PHOTOJOURNALISM IN DIGITAL AGE

Unit I

Introduction to Photography: Origin and development; Types of photographs: News photographs, Advertisements photographs, Wildlife photographs, Sports photographs; Review of photo journals and magazines in India; Leading photographers and photojournalists in India; International news photographers.

Unit II

Photojournalism: Origin and Development, Scope and significance of photojournalism; Documentary photography, Reporting with a camera; Photo feature, Photo essay, Photo stories; Getting the exclusive/special photo, Photo opportunity, Celebrity coverage, Photo captions, photographing sensitive issues (communal issues, crime involving minors), Ethics of news photography, Impact of digital technology, Ethics of digital image editing.

Unit III

Camera & Tools of Photography: Human eye and Camera eye, Classification of cameras and their relative comparison, Camera controls: Image sensor, Camera lens: fixed versus variable focal lengths; Digital Photography: Techniques in digital photography, Basics of digital Image, Camera types, and systems, Anatomy of DSLR and mirrorless cameras, Digital photography workflow, Image file formats, File compression, Metadata, Computers, and Post-production

Unit IV

Basic Techniques of Photography: Aperture, F stop, ISO, Shutter speed, Exposure triangle, Ways to use Shutter Speed Creatively, Freezing the moment, Decisive moment, Abstract and creative blur, Low light exposures, Long exposures; depth of fields, Bokeh; Visualization: Importance of Visual Skills, Photographic looking and seeing, Composing shots, Framing, Angle, Rules of composition; Storage and Media management, File formats, RAW image; Practice manual settings on a DSLR/mirrorless camera to shoot a breaking news event (e.g., campus protest), capturing five images; Photograph a local market, applying rule of thirds and leading lines, producing a set of 10 images; Publish the photo story in a mock newspaper layout, a digital gallery.

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE206

COURSE TITLE: PHOTOJOURNALISM IN THE DIGITAL AGE

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE206

COURSE TITLE: PHOTOJOURNALISM IN DIGITAL AGE

Suggested Readings

Angier, Roswell. (2019). Train Your Gaze: A Practical and Theoretical Introduction to Portrait Photography. Routledge.

Barnbaum, B. (2010). The art of photography: An approach to personal expression. Rocky Nook.

Burian, P., & Caputo, R. (1999). National geographic photography field guide. National Geographic.

DK. (2021). Digital photography complete course. DK.

Friedl, J. (2015). The digital negative: Raw image processing in Lightroom, Camera Raw, and Photoshop. Pearson Education

Kelby, Scott. (2020). The Digital Photography Book: The Step-By-Step Secrets For How To Make Your Photos Look Like. Rocky Nook.

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22/02/23

PAPER 6: DOCUMENTARY MAKING (4 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE207

COURSE TITLE: DOCUMENTARY MAKING

Unit I

A Brief and Functional History of the Documentary; Elements of the Documentary; Evidence and Point of View in the Documentary; Time, Development, and Structure; Authorship Challenges and Opportunities; Re-enactment, Reconstruction, and Docudrama; Documentary Theory and the Issue of Representation; Projects: Critical Writing/Developing Your Story Ideas

Unit II

Screencraft: Screen Grammar;

Project: Screencraft Analysis/ Basic Production;

Initial Research and the Draft Proposal; Research Leading Up to the Shoot; Developing a Crew; The Preproduction Meeting;

Project: Preproduction Checklist.

Unit III

Camera Equipment and Shooting Procedure; Lighting, Location, Sound; Avoiding Problems; Interviewing; Directing Participants; Directing the Crew; Authorship.

Projects: Advanced Production Checklist

Unit IV

Postproduction Begins; The Paper Edit: Designing a Structure; Editing: The First Assembly Editing: The Process of Refinement; Narration; Editing: The End Game; Using Music and Working with a Composer; Editing: From Fine Cut to Sound Mix; Titles and Acknowledgments.

Projects: Postproduction Checklist.

Dr. S. S. Sankar

Dr. S. S. Sankar

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE207

COURSE TITLE: DOCUMENTARY MAKING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. No preparatory holidays shall be provided for the Test I and Test II. Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Suggested Readings

Ascher, S., & Pincus, E. (2012). *The filmmaker's handbook: A comprehensive guide for the digital age*. Plume.

Aufderheide, P. (2007). *The documentary film: A very short introduction*. Oxford University Press.

Bernard, S. C. (2022). *Documentary storytelling: Creative nonfiction on screen*. Routledge.

Curran, S. C. (2010). *Documentary storytelling: Creative nonfiction on screen*. Focal Press.

Davis, J. L. R., & Nielson, G. J. (2006). *The documentary filmmaker's handbook: A guerilla guide*. Bloomsbury Academic.

Holman, T. (2010). *Sound for film and television*. Routledge.

04/06/2023
Anubhav

Pranav

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE207

COURSE TITLE: DOCUMENTARY MAKING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Murch, W. (2001). In the blink of an eye: A perspective on film editing. Silman-James Press.

Rotha, P. (1993). Documentary: A history of the non-fiction film. Oxford University Press.

Rabiger, M. (2020). Directing the documentary. Routledge.

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PAPER 7: FILM STUDIES (4 CREDITS)

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE208

COURSE TITLE: FILM STUDIES

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Unit I

Introduction to Cinema and Film Language; Definition and nature of cinema: Art, industry, mass medium; Elements of film language: Mise-en-scène, cinematography, editing, sound; Narrative and non-narrative forms; Genre classification and hybrid genres. Suggested Screenings: Charulata (India), Bicycle Thieves (Italy).

Unit II

History of World Cinema; Silent era and birth of narrative film; Hollywood studio system and New Hollywood; European movements: Italian Neorealism, French New Wave; Soviet Montage, German Expressionism, Hollywood Classical Cinema; Dogme 95; Asian cinema: Japan, Iran, China; Global South and third cinema. Suggested Screenings: The 400 Blows, Rashomon, City of God.

Unit III

Indian Cinema: Evolution and Diversity; Early Indian cinema and mythological roots; Golden Era; Indian parallel cinema and the New Wave; 1980-1990 decline of Bollywood, Hollywood and post-1991 liberalization; Regional cinemas: Bhojpuri, Marathi, Malayalam, Bengali, Tamil, etc.; Contemporary trends and OTT content.

Project: Comparative analysis of Indian and foreign films. Suggested Screenings: Pather Panchali, Ankur, Court, Gully Boy.

Unit IV

Film Theory and Critical Approaches; Formalism and Realism; Auteur theory; Feminist film theory; Postcolonial and Subaltern perspectives; Semiotics and psychoanalytical approaches; Role of cinema in shaping public opinion; Cinema as political and journalistic discourse; Film Appreciation; Newsreels, docudrama, and activist cinema; legal issues in India. Film Censorship, CBFC Regulation and Film Finance of Production in India; Film magazine and awards.

Project: Writing film reviews and critiques. Case Studies: No One Killed Jessica, Spotlight, Article 15. Essential Readings: André Bazin, Laura Mulvey, Christian Metz.

N. Sukebo

Varun

Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE208

COURSE TITLE: FILM STUDIES

Mode of Examination

It is mandatory for students to prepare/create a viable assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: May 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE208

COURSE TITLE: FILM STUDIES

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested reading

Bazin, A. (2004). What is cinema? Univ of California Pr.

Bordwell, D., & Thompson, K. (2012). Film art: An introduction. McGraw-Hill Education.

Gilbert, S., & Gubar, S. (2000). The madwoman in the attic: The woman writer and the nineteenth-century literary imagination. Yale University Press

Gopal, S., & Moorti, S. (2008). Understanding Indian cinema. University of Minnesota Press.

Kawin, B. F., & Mast, G. (2007). A short history of the movies. Pearson.

Mast, G., & Kawin, B. F. (2011). A short history of the movies. Pearson.

Nowell-Smith, G. (1999). The Oxford history of world cinema. Oxford University Press.

Raghavendra, M. K. (2009). 50 Indian Film Classics. HarperCollins India.

W/ Subets *Dr. Suresh*

SEMESTER III

PAPER 1: COMMUNICATION RESEARCH

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMRPC301

COURSE TITLE: COMMUNICATION RESEARCH

UNIT I

Research: Concept and Objectives; History, Scope and Significance Basic Elements of Research: Socio-Political Context of Research; Theoretical Framework and Analytical Framework; Qualitative and Quantitative Research

Types of Research in Social Sciences: Historical Research, Basic Research, Applied Research
Scientific Research, Experimental Research, Participatory Research, Action Research

UNIT II

Concept and History; Different Approaches to Communication Research; Functional and Political Economic Approach; Communication Research and Social Science; Communication Research in India; Communication Research and Semiotics

Area of Research, Title, Problem, Hypothesis, Design when Hypothesis is to be check, Design in Exploratory Research, Design in Observational Research. Literature Review, Analysis and Research Report; Conclusion; Use of Feedback and Feed Forward in Research.

UNIT III

Theory of Probability and Statistics; Variables: Dependent, Independent and intervening.

Data: Source and Methods of Collection; Data Analysis: Data Verification, Coding, Listing, Analysis and Interpretation; Measurement; Mean, Mode and Median; Validity; Reliability

UNIT IV

Survey Research and Sampling

Probability Sampling - Random Sampling, Systematic Sampling, Stratified Sampling, Multistage Sampling and Cluster Sampling. Non-Probability Sampling- Purposive Sampling, Quota Sampling, Accidental Sampling

A. Sanket

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Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMPRC301

COURSE TITLE: COMMUNICATION RESEARCH

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

It is mandatory for the students to submit a research based article. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Handwritten signature of Dr. S. S. Sankar, likely the author or a responsible official.

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMRC301

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: COMMUNICATION RESEARCH

Suggested Readings

Babbie, E. (2020). The practice of social research (15th ed.). Cengage Learning.

Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches (5th ed.). SAGE Publications.

Chandler, D. (2017). Semiotics: The basics (3rd ed.). Routledge.

Field, A. (2018). Discovering statistics using IBM SPSS Statistics (5th ed.). SAGE Publications.

Fowler, F. J. (2014). Survey research methods (5th ed.). SAGE Publications.

Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication: An introduction to research methods (2nd ed.). Allyn & Bacon.

Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2011). Survey methodology (2nd ed.). Wiley.

Kothari, C. R., & Garg, G. (2019). Research methodology: Methods and techniques (4th ed.). New Age International Publishers.

McQuail, D., & Windahl, S. (2015). Communication models for the study of mass communications (5th ed.). Routledge.

Mosco, V. (2009). The political economy of communication (2nd ed.). SAGE Publications.

Rao, C. N. S. (2017). Research methodology and statistical tools. Kalyani Publishers.

Wimmer, R. D., & Dominick, J. R. (2013). Mass media research: An introduction (10th ed.). Cengage Learning.

PAPER 2: COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC302

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE

Unit I

Introduction to Computational Journalism and AI: Definition and history of computational journalism; role of AI in modern newsrooms; key tools and workflows; Data sourcing, cleaning, and basic analysis; introduction to spreadsheets and databases; Python for journalism; web scraping and APIs for data collection.

Unit II

Data Visualization and Storytelling: Principles of data visualization; tools like Tableau and D3.js; narrative techniques for data-driven stories; Supervised vs. unsupervised learning; applications in journalism (e.g., sentiment analysis, topic modeling).

Unit III

Natural Language Processing (NLP) in Journalism: Text analysis, sentiment analysis, and automated content generation; tools like NLTK and Hugging Face; Image and video analysis; detecting manipulated media; AI tools for visual storytelling; Computer-assisted reporting and precision journalism; data journalism.

Unit IV

AI in Newsroom Workflows: Automation in newsrooms (e.g., headline generation, audience engagement); case studies from NYT, AP, and Semafor; Bias in AI models; copyright issues; transparency and trust in AI-generated content; News recommendation systems; algorithmic bias; impact on audience engagement; Emerging Trends and Future of AI in Journalism.

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Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTCS02

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Suggested Readings

Bird, S., Klein, E., & Loper, E. (2009). Natural language processing with Python: Analyzing text with the natural language toolkit. O'Reilly Media.

Broussard, M. (2018). Artificial unintelligence: How computers misunderstand the world. MIT Press.

Cairo, A. (2019). How charts lie: Getting smarter about visual information. W.W. Norton & Company.

Coddington, M. (2015). Clarifying journalism's quantitative turn: A typology for evaluating data journalism, computational journalism, and computer-assisted reporting. *Digital Journalism*, 3(3).

Sucheta

Girish

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMT302

COURSE TITLE: COMPUTATIONAL JOURNALISM AND ARTIFICIAL INTELLIGENCE

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

Chakraborty, A. (2023). NLP in Indian journalism: Opportunities for regional language content. *Indian Journal of Communication Studies*, 12(1).

Diakopoulos, N. (2019). Automating the news: How algorithms are rewriting the media. Harvard University Press.

Jurafsky, D., & Martin, J. H. (2023). Speech and language processing (3rd ed., draft available online).

Marconi, F. (2020). *Newsmakers: Artificial intelligence and the future of journalism*. Columbia University Press.

McKinney, W. (2017). *Python for data analysis: Data wrangling with pandas, NumPy, and IPython* (2nd ed.). O'Reilly Media.

Mehta, S. (2022). Visual storytelling in Indian newsrooms: Challenges and innovations. *Media Asia*, 49(2).

Murray, S. (2017). *Interactive data visualization for the web: An introduction to designing with D3* (2nd ed.). O'Reilly Media.

Russell, M. A., & Klassen, M. (2019). *Mining the social web: Data mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and more* (3rd ed.). O'Reilly Media.

Simon, F. M. (2022). AI in the newsroom: A global perspective on automation and ethics. *Journalism Studies*, 23(5).

Sinha, R. (2021). Data journalism in India: Opportunities and challenges. *Journalism Practice*, 15(7).

Thurman, N., Lewis, S. C., & Kunert, J. (2019). Algorithms, automation, and news.

Wickham, H., & Grolemund, G. (2017). *R for data science: Import, tidy, transform, visualize, and model data*. O'Reilly Media.

Ward, M. (2020). *Image and video analysis for journalists: Tools and techniques*. Routledge.



PAPER 3: INTERNATIONAL AND INTERCULTURAL COMMUNICATION

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTTC303

**COURSE TITLE: INTERNATIONAL AND INTERCULTURAL
COMMUNICATION**

Unit I

Introduction to International and Intercultural Communication: Definition and scope of international and intercultural communication; Historical evolution of global communication systems; Key concepts: Culture, identity, globalization, and diaspora. Theories: Hofstede's Cultural Dimensions, Hall's High- and Low-Context Cultures, and Samovar's Communication Model; Role of media in intercultural interactions; Imbalance in International Information flow; The New World Information and Communication Order (NWICO); McBride Commission Report.

Unit II

Overview of global media landscapes: Western, Asian, African, and Middle Eastern perspectives; Media ownership, control, and influence in international communication; Role of international news agencies (e.g., Reuters, AP, AFP); Impact of digital media and social platforms on global communication. Approaches to theorizing international communication: Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Propaganda, Global Village, Technological Determinism, Globalization, Cultural Imperialism, Theories of information society;

Unit III

Principles of intercultural sensitivity in reporting; Stereotyping, ethnocentrism, and bias in media narratives; Reporting on marginalized and indigenous communities; Cross-cultural interviewing techniques and ethical considerations; Globalization's impact on cultural identities and media content; Cultural imperialism vs. glocalization in media; Representation of developing nations in global media; Soft power and media diplomacy (e.g., Bollywood, K-pop, Hollywood).

Unit IV

New Media as a tool for International Communication; Barriers of Intercultural Communication; Impact of Globalization on Communication and Culture; Strategies for effective intercultural communication in journalism; Role of translation and localization in global media; Emerging trends: AI in cross-cultural communication, virtual reality, and immersive storytelling.

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Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTC303

**COURSE TITLE: INTERNATIONAL AND INTERCULTURAL
COMMUNICATION**

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTTC303

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

**COURSE TITLE: INTERNATIONAL AND INTERCULTURAL
COMMUNICATION**

Suggested Readings

Castells, M. (2010). The rise of the network society (2nd ed.). Wiley-Blackwell.

Gudykunst, W. B., & Mody, B. (Eds.). (2002). Handbook of international and intercultural communication (2nd ed.). SAGE Publications.

Hall, E. T. (1976). Beyond culture. Anchor Books.

Herman, E. S., & Chomsky, N. (2002). Manufacturing consent: The political economy of the mass media (Updated ed.). Pantheon Books.

Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations: Software of the mind (3rd ed.). McGraw-Hill.

Martin, J. N., & Nakayama, T. K. (2017). Intercultural communication in contexts (7th ed.). McGraw-Hill.

McBride, S. (1980). Many voices, one world: Towards a new, more just, and more efficient world information and communication order (McBride Commission Report). UNESCO.

McLuhan, M. (1964). Understanding media: The extensions of man. MIT Press.

Rodríguez, C. (2017). Citizens' media against armed conflict: Disrupting violence in Colombia. University of Minnesota Press.

Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2016). Communication between cultures (9th ed.). Cengage Learning.

Thussu, D. K. (2006). International communication: Continuity and change (2nd ed.). Bloomsbury Academic.



PAPER 4: INTEGRATED MARKETING COMMUNICATION

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTTC304

COURSE TITLE: INTEGRATED MARKETING COMMUNICATION

UNIT I

Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for growth of IMC, Promotional Tools for IMC, IMC Planning Process/Model, Marketing and Promotion process model. Social media and IMC; Communication Response Models: Basic Model of Communication; Traditional Response hierarchy Model AIDA, Hierarchy of Effect, Innovation Adoption Model. Alternative Response Hierarchy Models; Levels of Audience Aggregation; Establishing objectives and Budgeting for promotional programs: Determining IMC objectives, Marketing v/s Sales v/s Communication Objectives, DAGMAR, Problems in setting objectives, Budget approaches for promotion communication.

Unit II

Advertising: Meaning and Features, Evolution, Limitation, Classification of Advertising, Special Purpose Advertising- Green Advertising, Pro-bono Advertising, Rural Advertising; Advertising Regulation-ASCI, Doordarshan Code; Sales Promotion: Meaning, Reasons for growth, Limitations, Sales Promotion Abuse, Major Techniques of Sales Promotion at different level- Consumer, Dealer, Sales force; Direct Marketing: Meaning, Role of Direct Marketing in IMC, Advantages and Disadvantages, Direct Marketing Techniques.

Unit III

Public Relations and Publicity: PR-Meaning, Marketing Public Relation (MPR) and its importance in Integrated Marketing Program, Advantages and Disadvantages, Process, Tools of PR. Publicity- Meaning, Characteristics, Sources of Publicity, Importance; Personal Selling: Meaning, Types of Sales Persons, Personal selling responsibility, skill set required for effective selling; Sponsorship: Meaning, Criteria for Sponsorship, Limitation, Event Sponsorship, Cause Sponsorship, Ambush Marketing-Concept, Impact.

Unit IV

Corporate Communication: Definition-importance of corporate communication; Historical overview; evolution of corporate communication; Role and responsibilities of corporate communication professionals; Ethical considerations in corporate communication; Identifying

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTTC304

COURSE TITLE: INTEGRATED MARKETING COMMUNICATION

analyzing stakeholders in a corporate environment; Building and maintaining relationships with external stakeholders; Effective communication with customers, investors, media, and other external parties; Public relations and corporate social responsibility.

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on, experiential learning based assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTC304

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: INTEGRATED MARKETING COMMUNICATION

Suggested Readings

Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.

Blattberg, R. C., & Neslin, S. A. (1990). Sales promotion: Concepts, methods, and strategies. Prentice Hall.

Cornelissen, J. (2020). Corporate communication: A guide to theory and practice (6th ed.). SAGE Publications.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). Effective public relations (11th ed.). Pearson.

Fill, C., & Turnbull, S. (2019). Marketing communications: Discovery, creation and conversations (8th ed.). Pearson.

Freeman, R. E., Harrison, J. S., & Wicks, A. C. (2010). Stakeholder theory: The state of the art. Cambridge University Press.

Goodman, M. B., & Hirsch, P. B. (2020). Corporate communication: Strategic adaptation for global practice. Peter Lang Publishing.

Jobber, D., & Lancaster, G. (2019). Selling and sales management (11th ed.). Pearson.

Kotler, P., & Keller, K. L. (2022). Marketing management (16th ed.). Pearson.

Kumar, S. R. (2019). Advertising in India: Concepts and cases. Himalaya Publishing House.

Meenaghan, T. (2013). Measuring sponsorship performance: Challenges and directions.

Journal of Marketing Management, 29(5-6), 576-592.
<https://doi.org/10.1080/0267257X.2013.787545>

O'Guinn, T. C., Allen, C. T., Semenik, R. J., & Scheinbaum, A. C. (2020). Advertising and integrated brand promotion (9th ed.). Cengage Learning.

Percy, L. (2018). Strategic integrated marketing communications (3rd ed.). Routledge.

Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). Integrated marketing communications. NTC Business Books.

Trehan, M., & Trehan, R. (2017). Advertising and sales management. VK Global Publications.

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2026-27

PRACTICAL: FACT CHECKING

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Mid Semester = 40 Marks

COURSE NO: P2JMPG305

COURSE TITLE: FACT CHECKING

No. of Credits = 4

End Semester = 60 Marks

Analyze examples of misinformation, disinformation, and malinformation in news articles or social media posts.

Extract and verify data from a public dataset (e.g., government or NGO data).

Analyze a disinformation campaign on X or TikTok and identify its tactics.

Participate in a simulated crowdsourced fact-checking exercise.

Use Google Reverse Image Search and InVID to verify the origin of a viral image.

Students will continuously work under the guidance of faculty members.

Total: 100 marks are for this Practical.

Practical Assignments: Mid Term: 40 Marks

End Term Assignment: 40 Marks

Presentation: 20 Marks

The assignments shall be in the form of field work, practical hands-on experiential learning and workshop learning mode.

SWAYAM/MOOC COURSE CODE: P2PHM0351
(4 Credit)

ELECTIVES

PAPER 5: MEDIA LITERACY IN THE AGE OF DEEPFAKES

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE306

COURSE TITLE: MEDIA LITERACY IN THE AGE OF DEEPFAKES

Unit I

Introduction and Overview; Functions and uses of media; Notions of literacy; Media literacy, democracy and freedom of expression; Types of media literacy – News literacy, computer literacy, Internet literacy, Digitalliteracy, Cinema literacy, Games literacy, TV literacy and Ad literacy; Information sources and system of storage and organisation; Mediation is the message – theories, models and approaches; Media convergence and what media do to us.

Unit II

Visual literacy; Construction of Images and concepts; Strategies to interpret media texts representations, misrepresentations and lack ofrepresentation in media and information texts; User generated content; Self expression and Democratic participation; Concept of editorial independency; Media ethics and Info ethics.

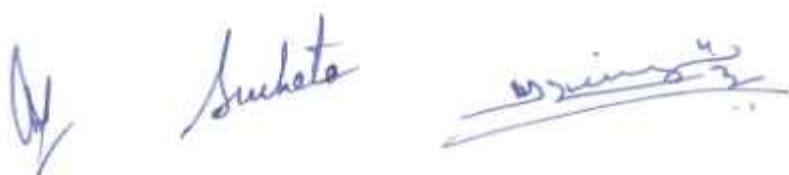
Unit III

Trends of the Digital Age: User-generated content (UGC), Immersive media, Data-driven media; Types of Information on Digital Platforms; Information Overload and its Ill-Consequences; Media Literacy as a Consumer v/s a Producer;

Media Literacy and the Internet; Impact of Media Literacy; How to Practice Media Literacy.

Unit IV

How Media Literacy Prevents Misinformation; Applying Media Literacy in Real-World Situations; a historical case study of misinformation and falsehood, such as disinformation or malinformation; Combatting Misinformation through government regulation, tech platforms investing in content moderation, third-party watchdogs, or grassroots efforts; Deepfakes – From the Margins to the Mainstream: Understanding Deepfakes, Cheap Fakes, and AI Voice Manipulation: Scams, Case Studies, and Detection Challenges in India.

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Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE306

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: MEDIA LITERACY IN THE AGE OF DEEPFAKES

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE306

COURSE TITLE: MEDIA LITERACY IN THE AGE OF DEEPFAKES

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested Readings

Buckingham, D. (2019). The Media Education Manifesto. Polity Press.

Hobbs, R. (2011). Digital and Media Literacy: Connecting Culture and Classroom. Corwin Press.

Koenig, R. (2020). Deepfakes and the Future of Truth. University of Chicago Press.

Livingstone, S., & Sefton-Green, J. (2016). The Class: Living and Learning in the Digital Age. NYU Press.

Marwick, A. E., & Lewis, R. (2017). Media Manipulation and Disinformation Online. Data & Society Research Institute.

Mihailidis, P. (2019). Civic Media Literacies: Re-Imagining Human Connection in an Age of Digital Abundance. Routledge.

Potter, W. J. (2021). Media Literacy (10th ed.). SAGE Publications.

Silverblatt, A., Ferry, J., & Finan, B. (2015). Approaches to Media Literacy: A Handbook (2nd ed.). Routledge.

Singh, S. (2023). Deepfakes in India: Scams, Media Manipulation, and the Need for Media Literacy. Media Asia, 50(3).

Wardle, C., & Derakhshan, H. (2017). Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking. Council of Europe Report.

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PAPER 6: LIFESTYLE AND SPORTS REPORTING

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE307

COURSE TITLE: LIFESTYLE AND SPORTS REPORTING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

UNIT 1

Understanding fashion, lifestyle and entertainment journalism; Emergence of lifestyle as a reporting beat; Different beats in lifestyle journalism- Yoga, Travel, Food, Fitness, Books; Generating story ideas; Writing on fashion trends; Writing book reviews

UNIT 2

Qualities of a good lifestyle journalist; Interview types and techniques as an essential lifestyle reporting tool; Structure and functioning of a lifestyle reporting team; Commercialization and digitalization of lifestyle journalism; Reporting fashion shows and fashion photography; Future prospects of lifestyle journalism.

UNIT 3

Evolution of sports journalism; Defining sports journalism; Difference between sports reporting and hard news; Types and techniques of writing sports; Different types and structure of sports columns; Structure of a sports story; News Sources for sports reporters; Qualities and essential skills for a sports journalist in digital era.

UNIT 4

Nature, formats and style of sports writing in print, TV and Web; Nature and characteristics of sports news audience; Changing sports news consumption and distribution patterns, changing preferences of audience; Reporting popular sports in India- Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL); Role and functions of International Sports Organisations: FIFA, ICC, IOC, International Paralympic Committee,

A. Buleto *ssim 3*

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE NO: P2JMTE307

COURSE TITLE: LIFESTYLE AND SPORTS REPORTING

Commonwealth Games; Federation, Asian Games Federation, National Games; Sports authority of India (SAI), its importance in promotion of sports; Role and significance of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies); New trends in sports journalism; e-magazines, blogs.

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

W. Susheta

Dr. Susheta

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE307

COURSE TITLE: LIFESTYLE AND SPORTS REPORTING

Suggested Reading

Aamidor A. (2002). Real Feature Writing, Lawrence Erlbaum Associate Publishers.

Armstrong. J.R. (1964). Injury in sports. Springfield, IL:CC. Thomas.

Craig. S. (2002). Sports Writing: A beginner's Guide. Shoreham, VT: Discover Writing Press.

Frank S. (2019). Sports Extra Classics of Sports Reporting. Forgotten Books

Frost C. (2002). Reporting for journalists, Routledge, London.

Miller Sandra & Mc Neil Peter. (2018). Fashion Journalism: History, Theory & Practice, Bloomsbury, London, N. Delhi.

Raghavendra M.K. (2009). 50 Indian Film Classics, HarperCollins India. Noida

Schultz B. (2015). Sports Media Reporting, Producing, and Planning. Routledge.

Sports Journalism: A practical Introduction. (2013). London: Sage Publications.

Stofer T. (2019). Sports Journalism An Introduction to Reporting and Writing. Rowman and Littlefield Publishers.

Wheeler S. (2009). Feature Writing for Journalists. Routledge.

A handwritten signature in blue ink, appearing to read "S. Sanketa".

A handwritten signature in blue ink, appearing to read "Dr. S. Sanketa".

PAPER 7: CREATIVE WRITING

Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE308

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: CREATIVE WRITING

Unit I

Fundamentals of Creative writing: Authorial Voice; Authenticity and Credibility; Lucidity and Directness; Structure: Opening; Appropriate Ending; Building a climax; Genesis of themes: preparation for writing; Dramatisation of Ideas; Readability; Imagery and Symbols; Dialogues and Monologues; Situations; Preparing Press Copy; Indexing; Footnoting and Reference; Editing and Proof-Reading

Unit II

Feature Writing: Writing about Women; Book Reviews; Travel Writing; Interviews; Short Story: Developing story ideas, Balancing different perspectives, Human interest angle, Qualitative evidence; Criticism and appreciation of development initiatives, Positive/ Constructive Journalism.

Unit III

Writing for Radio: Radio talk and Profile; Essential Production techniques: Adapting for radio-the Spoken Word; Types of Programmes : A Summary; Writing for Children: Radio; Radio Plays; Radio Interviews and Discussions; Radio Documentary.

Writing for TV: Plays and Serials; Essential production Techniques: Adapting for TV; Types of Programmers: A Summary; Writing for Television: Children; Television Documentary; TV and Video Magazines; TV ADS

Unit IV

Writing Skills for new media: Overview of Web writing; Linear vs nonlinear form; Writing for screen vs writing for print; Structure of a web report; Web page writing techniques; Content writing, editing, reporting and its management; Web page style, editing web text; Multi-media and interactivity; Writing with hyperlinks; Content management systems; Planning and designing of webpages, blogs, e-newspapers, e-magazines.



Examination to be held in the year: Dec 2026, 2027, 2028

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE308

COURSE TITLE: CREATIVE WRITING

Mode of Examination

It is mandatory for students to prepare/create a viable skill based, hands-on assignment as part of the course. The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Suggested Reading

Hopper, Vincent F. and Cedric Gale. (1983). Essentials of writing. 3rd ed. Baron Pubs.

Jackson, Donald. (1981). The Story of Writing. Pentalic, Taplinger.

Maybury, Barry. (1979). Writing Workshop: Techniques in Creative Writing, Batsford.

Quigley, Pat. (1983). Creative Writing: A Handbook of Techniques for Effective Writing, Potential Development.

Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.



SEMESTER IV

PAPER 1: RESEARCH TOOLS FOR NEW MEDIA

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE NO: P2JMP401

COURSE TITLE: RESEARCH TOOLS FOR NEW MEDIA

Unit I

Social Listening Tools: Introduction to social listening and monitoring; Applications in journalism, marketing, and crisis communication; Tools and platforms: Hootsuite, Sprout Social, Brandwatch, Mention; Comparative analysis of tool features and pricing models.

Case studies: Using listening tools during political campaigns and public health crises

Unit II

Content Analysis Tools: Importance of content analysis in understanding user behavior and narratives; Metrics: Engagement rate, virality, reach, shareability; Tools and platforms:- BuzzSumo, CrowdTangle, Meltwater; Hashtag and Trend Analysis Tools; Role of hashtags in social media discourse and activism; Understanding virality and digital mobilization; Tools and platforms: Hashtagify, Trendsmap; RiteTag.

Unit III

Influencer and Network Analysis Tools: Role of influencers in shaping online opinion; Introduction to network analysis and social capital; Tools and platforms:- Klear, Followerwonk, NodeXL; Manual vs Automated Data Collection; Ethical concerns and data accuracy; Manual techniques: Screenshots, copy-paste, and observation.

Unit IV

Using APIs for Data Access: Introduction to APIs and developer access; Accessing data from:- Twitter API v2, Facebook Graph API, YouTube Data API, Instagram Graph API; Tools for Data Extraction and Analysis:- TAGS (Twitter Archiving Google Sheet), Netlytic, Twint, Facepager; Digital Ethnography and Netnography: Understanding online cultures and communities; Ethical practices in digital ethnography; Tools:- NVivo, ATLAS.ti, Dedoose: Thematic coding, qualitative analysis; Survey tools: Google Forms, Typeform for online community responses.



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMPG401

COURSE TITLE: RESEARCH TOOLS FOR NEW MEDIA

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMP C401

COURSE TITLE: RESEARCH TOOLS FOR NEW MEDIA

Suggested Readings

Boyd, D., & Crawford, K. (2012). Critical Questions for Big Data: Provocations for a Cultural, Technological, and Scholarly Phenomenon. *Information, Communication & Society*, 15(5).

Bruns, A., & Burgess, J. (2015). Twitter Hashtags from Ad Hoc to Calculated Publics. In N. Rambukkana (Ed.), *Hashtag Publics: The Power and Politics of Discursive Networks*.

Freelon, D. (2018). Computational Research in Social Media: A Framework for Ethical and Responsible Data Collection. *Communication Methods and Measures*, 12(2–3).

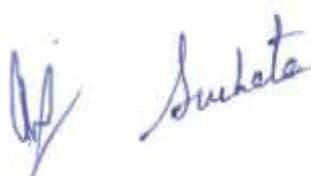
Highfield, T., & Leaver, T. (2016). Instagrammatics and Digital Methods: Studying Visual Social Media. *Communication Research and Practice*, 2(1).

Kozinets, R. V. (2020). *Netnography: The Essential Guide to Qualitative Social Media Research* (3rd ed.). SAGE Publications.

Sloan, L., & Quan-Haase, A. (Eds.). (2017). *The SAGE Handbook of Social Media Research Methods*. SAGE Publications.

Stieglitz, S., Dang-Xuan, L., Bruns, A., & Neuberger, C. (2014). Social Media Analytics: An Interdisciplinary Approach and Its Implications for Information Systems. *Business & Information Systems Engineering*, 6(2).

Rogers, R. (2019). *Doing Digital Methods*. SAGE Publications.

Subrata

Dr. S. Subrata

PAPER 2: MECHANICS OF WRITING RESEARCH PAPER AND DISSERTATION

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMP402

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

COURSE TITLE: MECHANICS OF WRITING RESEARCH PAPER AND DISSERTATION

Unit I

Academic Writing Style and Structure; Sentence structure and paragraphing techniques; Maintaining cohesion and coherence in writing; voice in academic writing; active vs. passive; Clarity, conciseness, and precision in language; incorporating visuals: charts, tables, graphs, and images for effective communication; plagiarism and ethics of research.

Unit II

Referencing and Formatting Standards: In-text citation and bibliography styles: APA, MLA, Chicago, Harvard; Proper use of footnotes and endnotes; Formatting of research papers and dissertations according to style manuals; introduction to reference management software: Zotero, Mendeley, EndNote.

Unit III

Introduction to APA Style (7th Edition): Origin and purpose of APA (American Psychological Association) style; importance of consistency and credibility in academic writing; In-text Citations; Basic format for in-text citations (author-date style); Quoting vs. paraphrasing; Citing multiple authors, corporate authors, and no-author sources; Handling secondary sources and classical works.

Unit IV

Reference List; General rules:- hanging indent, alphabetical order, spacing; Format for different sources: Books:- single author, multiple authors, edited volumes; Journal articles:- DOI, issue numbers; Web sources:- blogs, news sites, reports, government websites; Multimedia:- videos, podcasts, social media, images; Dissertations, theses, conference papers.



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMP.C402

**COURSE TITLE: MECHANICS OF WRITING RESEARCH PAPER AND
DISSERTATION**

No. of Credits = 5

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

No. of Credits = 5

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMP C402

**COURSE TITLE: MECHANICS OF WRITING RESEARCH PAPER AND
DISSERTATION**

Suggested Readings

American Psychological Association. (2020). Publication Manual of the American Psychological Association (7th ed.). APA.

Bui, Y. N. (2020). How to Write a Master's Thesis (3rd ed.). SAGE Publications.

Lipson, C. (2018). Cite Right: A Quick Guide to Citation Styles—MLA, APA, Chicago, the Sciences, Professions, and More (3rd ed.). University of Chicago Press.

Purdue Online Writing Lab (OWL). (2023). APA Style Guide (7th ed.). Purdue University. Available online.

Swales, J. M., & Feak, C. B. (2012). Academic Writing for Graduate Students: Essential Tasks and Skills (3rd ed.). University of Michigan Press.

Turabian, K. L. (2018). A Manual for Writers of Research Papers, Theses, and Dissertations (9th ed.). University of Chicago Press.

Two handwritten signatures in blue ink. The signature on the left appears to be "Dr. Suleta" and the signature on the right appears to be "Dr. Srinivas".

PAPER 3: M.A. DISSERTATION

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 400

Thesis: 300

Viva-Voce: 30

No. of Credits = 16

Presentation:50

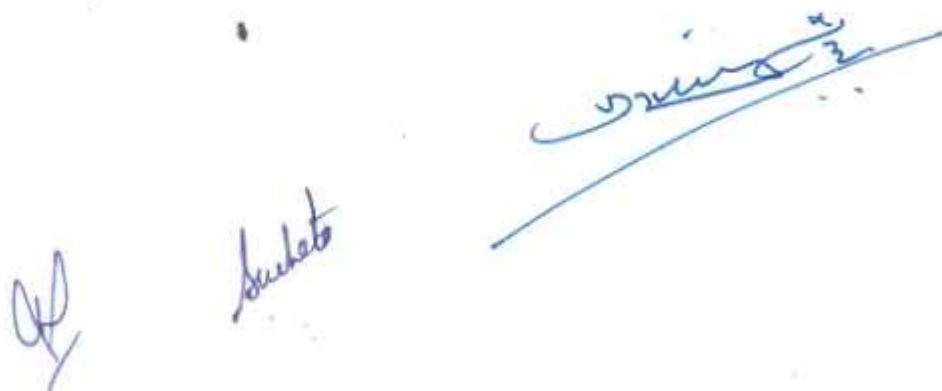
COURSE NO: P2JMTE403

COURSE TITLE: M.A. DISSERTATION

The M.A. Dissertation shall be a substantial research-based work by the students who shall be allotted to different faculty members and shall work under their guidance on topics of contemporary relevance. Viva -Voce shall be an integral part of the thesis evaluation and shall be conducted by the domain expert.

External Practical/ Research (thesis/project/patent) examination

External Practical/ Research examination shall be conducted by Board of Examiners consisting of Head of the Department, one/two Senior Professors of concerned department, concerned teacher and outside expert to be appointed by the Vice-Chancellor out of the panel to be provided by the Head of the Department who shall evaluate/assess final practical performance/ dissertation of the students.



Handwritten signatures in blue ink. On the left, there is a signature that appears to be 'A. S. Sanket'. To the right of it is a signature that appears to be 'Viva-Voce'.

ELECTIVES

PAPER 4: MOBILE JOURNALISM

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE404

COURSE TITLE: MOBILE JOURNALISM

Unit II

Mobile Journalism - Meaning, Basic concept, definition, nature and scope - Origin and development of Mobile Journalism - Advantages - Challenges to Mobile Journalism.

Unit II

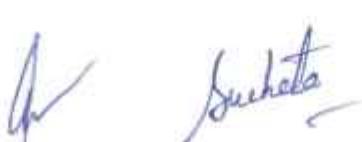
Features and Capabilities of Smartphones for Journalism, Exploring Camera Settings and Functions, Capture and submit photos/videos, Video Uploading using smartphones, Tools & Accessories, Understand the different mobile operating systems- Apps for iOS and Apps for Android. Usage of the Mobile camera for writing and editing for mobile journalism. Capturing and editing photos on a smartphone. Mobile Photography and editing - Videography and editing

Unit III

Global Adoption & Influence of the Mobile in Journalism, Mobile Journalism and Citizen Journalists, Write and share a short mobile-friendly news story, The Future of Mobile Journalism, Live Reporting with Mobile Devices. Create an infographic or interactive data visualization using mobile apps.

Unit IV.

Ethical issues in MOJO; Ethical Dilemmas in Mobile Reporting, Credibility, Fake News, Sensitivity, Impact & Challenges of MOJO in mainstream media, Crafting Engaging Narratives for Mobile Audiences,



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE404

COURSE TITLE: MOBILE JOURNALISM

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Sukheta
Dr. S. S. S.
SSS

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE404

COURSE TITLE: MOBILE JOURNALISM

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested Readings

Bivens, R. (2019). The Mobile Journalist: Technology, Ethics, and Transformation. Oxford University Press.

Burum, I., & Quinn, S. (2016). MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. Focal Press.

Canella, G. (2017). Video Journalism as a Tool for Advocacy and Change: The Rise of Mobile Journalism in Activism. *Journalism Practice*, 11(8).

Hill, S., & Bradshaw, P. (2018). Mobile-First Journalism: Producing News for Social and Interactive Media. Routledge.

Mills, J., Egglestone, P., Rashid, O., & Väätäjä, H. (2012). MoJo in Action: The Use of Mobiles in Conflict, Community, and Cross-Platform Journalism. Continuum, 26(5).

Quinn, S. (2020). Mobile Journalism in the Digital Age. Peter Lang Publishing.

Westlund, O., & Quinn, D. (2018). Mobile Journalism: A Global Perspective on News Production. *Digital Journalism*, 6(6).

PAPER 5: FOLK MEDIA IN DIGITAL AGE

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE405

COURSE TITLE: FOLK MEDIA IN DIGITAL AGE

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Unit I

Understanding Oral Tradition and Folk as 'Medium' Folk Media: Concept and Characteristics Folk Media; 'People as Producers' Gender and caste in folk Forms of Folk Media: Theatre, Music, Dance and other Narrative forms; Objectives of Folk Media: Aesthetic expression, Expressional and Communicational Folk Media: Scope and Limitations.

Unit II

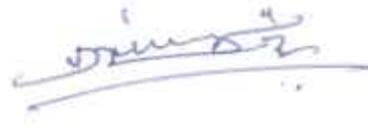
Government Agencies and Promotion of Folk Artists: Song Drama Division, Publications Division, The Directorate of Advertising and Visual Publicity (DAVP) and Ministry of Rural Development; Folk media vs digital media; Limitations of mass media and advantages of folk media; Role of traditional folk media in communicating modern themes.

Unit III

Conceptualizing Folk culture and folk media; Influence of Modern technology on Folk Communication; Integrated use of Folk media, Mass media and Digital media; Types of Folk Media: Dance, theatre & music, folk theatre; Bhavai, Tamasha, Nautanki, Ramleela, Raslila and Jatra, Folk Music: Bengal, Gujarat and Maharashtra, Folk Dance: Garha, Tamasha & Lavani.

Unit IV

Introduction to regional Folk Media: Definition, characteristics, and classification of folk media; Difference between folk and modern mass media; Role of folk media in oral traditions and rural communication; Cultural transmission through folk media; Folk Theatre: Bhand Pather, Nautanki, Swang; Folk Songs and Music: Dogri, Gojri, Pahari traditions; Folk Dances: Kud, Haran, Phummian, Rouf; Storytelling traditions: Dastangoi, Baithaks, Qisse.

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: P2JMTE405

COURSE TITLE: FOLK MEDIA IN DIGITAL AGE

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE405

COURSE TITLE: FOLK MEDIA IN DIGITAL AGE

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested Readings

Parmer, Shyam. (1994). Traditional Folk Media in India. Routledge.

Ranganath, H.K. (2006). Folk Media and Communication, Chintam Prakashana, Mysore.

Satya Pal Shrivatsa. (2016). Folk Dances of Jammu Region-A Study. Yak Publishing Channel.

Sitaram, KS. (1995). Culture and Communication: A world view, McGraw-Hill Incorporated.

Vijaya, N. (2014). The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.

A handwritten signature in blue ink, appearing to read "Dr. S. S. Sanket".

PAPER 6: RURAL REPORTING

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE406

COURSE TITLE: RURAL REPORTING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

UNIT I

Understanding of Indian farming sector and crops; Introduction to agricultural communication and its origin; Agricultural extension and major players; Relationship between research and extension; Diffusion of Innovation for extension; Classification of adopters and factors affecting adoption of Innovation

UNIT II

Role of agriculture in Indian economy; Critical importance of agricultural sector for India and its people; Changing food habits of Indians; Understanding of food surpluses and shortages; Understanding of Indian agriculture and global trade; Understanding of India's annual budget with respect to The Economic Survey on agriculture.

UNIT III

Reporting skills for rural reporting; Tools and techniques for reporting and writing rural and agricultural stories; Impact of climate change and monsoon rains on Indian farming; Role played by government in providing data and statistics through various ministries – Ministry of Agriculture & Farmers' Welfare, Ministry of Consumer Affairs, Food and Public Distribution; Grants, loans, farm services by national and International agencies such as the US department of Agriculture (USDA); Global initiatives taken by the Food and Agriculture Organization of the United Nations.

UNIT IV

Research in Indian agriculture – NITI Ayog, World bank; Understanding ecofeminism its origin and growth; Impact of genetically modified crops; Sustainable methods of agriculture offered by Research Foundation for Science, Technology, and Natural Resource Policy (RFSTN); Livelihood Issues related to land and agriculture; Livelihood Rights of agricultural workers and farmers in India.



Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE406

COURSE TITLE: RURAL REPORTING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Mode of Examination

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. The rest of the 10 marks shall be obtained from LMS based evaluation. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit.

Examination to be held in the year: May 2027, 2028, 2029

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: P2JMTE406

COURSE TITLE: RURAL REPORTING

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

Suggested Reading

Bhattacharyya, K. K. (2013). Science Communication As A Tool For Development. Global Media Journal – Indian Edition.

Dev, S. (2010). Inclusive Growth in India: Agriculture, Poverty and Human Development. Oxford University Press

Gulati, A., Sharma, P., Samantara, A., & Terway, P. (n.d.). Agriculture Extension System in India. Indian council for research on international economic relations

Lauterer, J. (2006). Community Journalism: Relentlessly Local. The University of North Carolina

M. V. A. (2021). Emerging Trends In Agricultural Marketing In India. BRILLION Publishing

Mathur, K. (1994). Communication for Development and Social Change

Narula, U. (2019). Development Communication. Har-Anand Publications Pvt Ltd.

Shintre, S. (2013). Ecological & Environmental Reporting in India. Sakal Prakashan

Shiva, V. (2015). Soil Not Oil: Environmental Justice in an Age of Climate Crisis. North Atlantic Books



