

**MA- Journalism and Mass Communication**

**Revised Syllabus from the Academic Year 2019 (New Syllabus) Choice Based Credit System.**

**Program Outcomes (PO)**

**PO1:** To impart basic knowledge of mass communication processes to students from diverse backgrounds.

**PO2:** To imbibe skills required to work effectively in various fields of mass communication.

**PO3:** To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.

**PO4:** To develop an analytical approach among students for critical evaluation of the mass communication media.

**Course Outcomes (CO)**

**JMC101: Fundamentals of Communication**

1. To understand the importance of language
2. To develop writing skills for media
3. To study the aspects of communication as a process.

**JMC102: Journalism: Principles, Process and Practice**

1. To understand journalism as a profession
2. To cultivate the skills of a journalist
3. To understand and imbibe new writing skills

**JMC 103: Understanding Society (1)**

1. To understand social aspects
2. To study society with social theories
3. To study the socio-cultural aspects

**JMC 104: Media Technology**

1. To understand technology and its applications
2. To gain technological skills
3. To use media technology for multiple personal / professional use

**JMC 201: Print Journalism**

1. To understand and practice news writing
2. To understand news editing
3. To study and practice various types of new writing

**JMC 202: Audio and Video Journalism**

1. To understand the audio as a medium for journalism
2. To understand video / images as a medium for journalism
3. To create audio visual production (Television and Radio)

**JMC 203: Digital Journalism**

1. To understand the nature and requirement of digital journalism
2. To develop the skills of digital story-telling
3. To study and practice various forms of digital news

**JMC 204: Research Methodology**

1. To study research as a process and its relevance
2. To cultivate research aptitude with its types
3. To conduct variety of media centric research projects

**JMC 301: Understanding Society (2)**

1. To understand social aspects
2. To study society with social theories
3. To study the socio-cultural aspects

**JMC 302: Journalism and Mass Communication: Theories and Practice**

1. To study and examine the various communication theories
2. To understand the theoretical aspects of communication
3. To know the scope of mass communication theories
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**JMC 401: Internship and Study Visits**

1. To gain real time industry experience
2. To learn with professional experts
3. To develop job ready skills

### **JMC 402 - 408 Individual Projects**

1. To create media output
2. To execute media productions
3. To gain field work experience

### **JMC COM 1: Advertising**

1. To study and understand the term advertising and its use
2. To impart the skills for advertising
3. To cultivate creative writing skills

### **JMC COM 2 :Development Communication**

1. To understand the concept of development
2. To study the social and economic aspects of development
3. To study the international aspects of development

### **JMC COM 3: Gender and Media**

1. To study and understand the concept of gender
2. To understand the gendered texts in the media
3. To understand the scope for gender specific aspects of writing

### **JMC COM 4: Magazine Production**

1. To understand the process of magazine production
2. To creating content
3. To edit and publish a magazine

### **JMC JR: 2: Business Journalism**

1. To understand business centric aspects of news
2. To understand the economy
3. To study business as a beat

### **JMC JR 3: Crime Journalism**

1. To understand crime related news writing
2. To study the law and order aspects
3. To study the crime beat

### **JMC JR 4: Culture Journalism**

1. To understand various cultural forms
2. To study cultural reporting

3. To create culture centric news for media (Print, Electronic and Digital)

#### **JMC JR 5: Data Journalism**

1. To understand the role and relevance of data for news writing
2. To study data visualization
3. To create data centric news

#### **JMC MC 1: Audio Visual Production**

1. To understand the production process
2. To create AV content
3. To gain production techniques

#### **JMC MC 3: Technical Writing**

1. To know the need and scope of technical writing
2. To study the process of technical writing
3. To gain the advanced skills of technical writing

#### **JMC MC 4: Film Studies**

1. To study the audio visual language of cinema
2. To study the film genres
3. To read the films and writing reviews

#### **JMC MC 5: Translation Skills**

1. To understand the importance of translation
2. To gain the translation skills and techniques
3. To study the language aspects for translation

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