

Annexure I
NSOU Syllabus for PGJMC as per CBCS

The Choice Based Credit System (CBCS) based PGJMC course consisting of four semesters. Semester I and II have 5 Core Courses and Semester III and IV consist of two Discipline Specific Electives (DSE) and 3 Core Courses. Accordingly, the following will be the Core Courses and Discipline Specific Electives to be taught at NSOU under the CBCS.

First Semester

Course No	Course Title	Semester	Total Credits	Marks
CC 1	Principles of Communication	1	4	50
CC 2	History of Media	1	4	50
CC 3	Media Laws and Ethics	1	4	50
CC 4	Print Journalism	1	4	50
CC 5	Print Journalism (Practical)	1	4	50
		Total	20	250

Second Semester

CC 6	Advertising	II	4	50
CC 7	Public Relations	II	4	50
CC 8	Media Management	II	4	50
CC 9	Digital Media	II	4	50
CC 10	Advertising and Public Relations (Practical)	II	4	50
		Total	20	250

Third Semester

CC 11	Broadcast Journalism	III	4	50
CC 12	International Communication	III	4	50
CC 13	Broadcast Journalism (Practical)	III	4	50
DSE 1	Film Studies	III	4	50
DSE 2	Cultural Studies	III	4	50
		Total	20	250

Fourth Semester

CC 14	Communication Research	IV	4	50
CC 15	Development Communication	IV	4	50
CC 16	Dissertation	IV	4	50
DSE 3	Photo Journalism	IV	4	50
DSE 4	Current International Affairs	IV	4	50
		Total	20	250

Total Credit = 80 Total Marks = 1000

CC 1 Principles of Communication Total Marks-50

Module -1	Conceptualizing Communication
Unit-1	Definitions of Communication, Inter, Intra, Group Communication, and Mass Communication
Unit-2	Verbal and Non Verbal Communication
Unit-3	Elements and functions of Mass Communication
Unit-4	Impact of Mass Communication- Different media of Mass Communication and their characteristics
Module -2	Communication Theory -1
Unit-1	Importance of Communication Theory, two steps & multi step flow theory, individual difference theory
Unit-2	Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory
Unit-3	Authoritarian, libertarian, Communist media, social responsibility theory
Unit-4	Development media theory, democratic participation theory, Convergence
Module-3	Communication Theory-2
Unit-1	Concept of communication model, liner & nonlinear model, Verbal models, iconic models, analog models
Unit-2	Aristotle Model, Lasswell model, Osgood model, Schramm model, Gerbner model-12
Unit-3	Berlo model, Shannon Weaver model, DeFleur model, Katz & Lazarfeld two step flow model
Unit-4	Newcomb model, Westley & Mclean model, Dance model
Module 4	Communication Effects Theory
Unit-1	Magic Bullet Theory, Uses and Gratification Theory
Unit-2	Spiral of Silence, Cognitive Dissonance Theory
Unit-3	Agenda Setting Theory, Communist Theory and related theories
Unit -4	Cultivation Theory and Analysis

CC 2	History of Media Total Marks-50
Module 1	History of Press in India
Unit-1	Development of typesetting and printing technologies and their impact-special reference to India
Unit-2	Early History of Press in India
Unit 3	Post 1857 developments
Unit 4	Role of Press in freedom struggle, Press since independence
Module 2	News Agencies
Unit-1	Development of News agency system- Havas, Reuters, AP etc.
Unit 2	Development of News Agencies in India
Module 3	Major trends after Independence

Unit-1	Radio, television, satellite TV. Internet
Unit-2	Press Commissions and Press Council of India
Unit -3	Indian Media and Globalization- Foreign Direct Investment in Indian media industry
Unit 4	Development of journalism and communication education with special reference to India
Module 4	History of Film
Unit 1	Historical development of Indian Films- major film production centres- Bombay, Chennai, Kolkata etc.
Unit 2	Major Film personalities- development after Independence
Unit 3	Film Censorship
Unit 4	History of Bengali films

CC 3 Media Laws and Ethics Total Marks-50

Module 1	Media Ethics
Unit-1	Concept- Comparing media ethics and media laws- media freedom- media's social responsibility and accountability- self regulation
Unit -2	Media's ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections
Unit-3	Yellow journalism- cheque book journalism- Paid news –Fake News Plagiarism
Unit-4	Ethical issues related with ownership of media –Ombudsman--Press Council of India and its guidelines and codes—Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.
Module 2	History of press/media laws in India
Unit-1	Constitution of India-Fundamental rights – Freedom of speech and expression and their limits – Provisions of declaring emergency and their effects on media
Unit 2	Press and Registration of Books Act, 1867- Official Secrets Act, 1923-, Copyright Act,1957-
Unit-3	Provisions for legislature reporting; Parliamentary privileges - Contempt of parliament and journalistic defense;
Unit 4	Universal Declaration of Human Rights- relevant UNESCO initiatives;
Module 3	Press Laws and Media Laws
Unit 1	Defamation and journalistic defense – Contempt of court and journalistic defense --- --relevant provisions of Indian Penal Code with reference of sedition
Unit 2	Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986

Unit 3	WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act – Right to Information Act 2005- Whistle blower Protection Act (2011)
Unit 4	Cinematograph Act 1953 –Prasar Bharati Act --Regulation of Private TV Channels--Cable TV Regulations Act- Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan- Self-regulation of private TV channels;
Unit-5	Codes for advertising and Public relations.
Module 4	Cyber Laws
Unit 1	Press Freedom in the Digital Age
Unit 2	New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000
Unit 3	Wiki Leaks — challenges before free media. Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age

CC 4	(Print Journalism) Total Marks-50
Module 1	News Reporting
Unit- 1	Concept of News, Elements and structure of news reports, Types of news: Hard and Soft, News leads and their types, Inverted Pyramid style, feature style
Unit-2	Interpretative reporting, Investigative Reporting- Differences in reporting for different platforms- Narrative Journalism
Unit- 3	Reporting department in newspapers, magazines, function and qualities of a Reporter, Chief reporter and Bureau Chief
Unit 4	Role and importance of news sources- verification and attribution
Module -2	Specialized Reporting
Unit-1	Understanding Beats and their categories: City reporting: City and local news, Crime Reporting: Sources, reporting Political parties and politics, Legislative (covering Assembly and Parliament), legal reporting, specialised reporting: Health, Science & technology, Education , Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports etc.
Unit- 2	Interview: types and techniques, Feature Writing, Editorial, Op-ed page , Supplements
Unit-3	Reviews (Books, Films), Review of Performing Arts, magazine reporting: Current trends, and style
Unit-4	News photography
Module 3	Editing

Unit-1	Editing – principles – different styles for different media –terminology – editing in the electronic age--- difference between daily and Sunday newspapers and magazines in (i) style, (ii) format, (iii) perspective and (iv) approaches.
Unit- 2	Challenges before editor: bias, slants and pressures
Unit -3	Editorial structure of a newspaper/magazines/news agencies- Functioning of News Desk
Unit-4	News Flow and editing: Role and Responsibility of Gatekeepers
Module 4	Editing process
Unit -1	News Selection : News value and other parameters
Unit- 2	Handling a News copy, planning and visualizing of News rewriting
Unit- 3	Headlines and Intro, Tools for editing, Proof Reading
Unit- 4	Magazine editing

CC 5 Print Media Journalism (Practical) Total Marks-50

1	Writing news report– lead, intro, headline
2	Editing agency copy/general copy
3	Editorial Writing
4	Caption Writing
5	Feature Writing
6	Reviews (Book, Film, etc.)
7	Rewriting

Second Semester

CC 6 Advertising Total Marks-50

Module -1	Advertising
Unit-1	Definitions and concepts – evaluation of advertising – relevance of advertising – types– with special reference to India
Unit-2	Advertising as an industry, current trends in India – the social and cultural extent of Indian advertising
Unit-3	International advertising – multinational companies, global marketing
Unit-4	Ad Agency
Module -2	Brand building & brand positioning –
Unit-1	Role of advertising in brand building – definition & concepts – brand Image- David Ogilvy-Brand Personality-
Unit-2	Brand Positioning– Strategies for brand Positioning-Case studies brand positioning.
Unit-3	Importance of research in advertising – pre and post testing of advertisement –
Unit-4	Use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies – advertising, planning and decision making
Module-3	Marketing communication
Unit-1	Need for integrated communication, the value chain system in

	marketing- consumer behaviour :environmental influences, personal influence, decision process – marketing strategies
Unit-2	Market segmentation, targeting, positioning – importance of marketing mix
Unit-3	Role of advertising in marketing, role of advertising in different product categories – consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising
Unit-4	Segmentation and positioning strategies, media strategies, developing brand personality, preparing the advertising plan.
Module 4	Advertising creativity & Writing
Unit-1	Advertising Creativity- concept & definition- creative process- concept & definition
Unit-2	Writing for print- Copy writing- language & its significance in creativity Headlines; semiotics – use of appeals; copy and art- importance of visual thinking – guidelines for writing
Unit-3	Writing for radio and Television –story board
Unit-4	Online advertisements, Social Media Advertisements

CC 7 Public Relations Total Marks-50

Module 1	Public Relations
Unit-1	Concept And Scope –historical perspectives- development in India— Current Status
Unit-2	Principle Of Public Relations: - Nature, Role, Functions and definitions – Popular misconceptions – Image Projection –Ethics in Public Relations
Unit-3	Qualities of A Public Relations Professional Public Relations: How It Differs From: - A. Advertising B. Publicity C. Lobbying D. Propaganda E. Marketing.
Unit- 4	Public Relations Process: - Organizing a Campaign – RACE formulae – PR as a Marketing tool – PR tool for PSU and Private sector –
Module 2	Media Relations
Unit 1	Media Relations- The need for effective Media Relations. Co-operation and Collaboration- How to obtain better Coverage – Tools and Techniques.
Unit 2	Preparation/ Transmission/Language Specific/Issue Specific News Release: - Features, Interviews, Fact sheets, Backgrounders,
Unit 3	Media Conference, VNR, Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses.
Unit 4	Media Tours: Letters to the Editor: Rejoinder and Clarification
Module 3	Corporate Communication
Unit- 1	Definition, Concept, Scope of Corporate Communications: - Competitive Environment, Emerging Corporate India, Challenges of Public Relations in the changing Business Environment.
Unit-2	Corporate Communication: Their Importance to the organization and the need to have good relationship with the- Major areas of Corporate Communications– Current Trends– Public Relations in Crisis Management:

	- What are a Crisis- Manmade and Natural Crisis- Corporate Image in Crisis Situation- Crisis Management Plan and the role of PR Case Studies
Unit-3	Importance of internal PR- Responsibility for Employee Relations- tools for Employee Communication: Bulletin board, Open- House Meetings, seminars, Pay-slip Inserts, Communication from Employee to Management- Suggestion Boxes.- House Journal: - The need for House Journal and how to produce House Journal –Writing for House Journal and News Letter-
Unit-4	Event Management
Module 4	Corporate Social Responsibility
Unit 1	CSR: Concept, history
Unit 2	CSR in present times, modus operandi, case studies
Unit 3	Legalities of CSR
Unit 4	Best Practices in CSR: case studies

CC 08	(Media Management) Total Marks-50
Module 1	Introduction to Media Management
Unit 1	Principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media
Unit 2	New media and its impact-- media economy with special reference to Indian market--
Unit 3	media as an industry and profession
Unit 4	Introduction to Media Economics.
Module 2	Administrations in Print Media Organisations
Unit 1	Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel.
Unit 2	Customer Relationship Management (CRM) in print
Unit 3	FDI in Media
Unit 4	Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments
Module 3	Administration in Broadcast Media Organisations
Unit 1	Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel.
Unit 2	Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes
Unit 3	FM radio in India. The market and the audiences, CBS; an analysis, issues of broadcast management. Management
Unit 4	Management of community radio –principles and scope.
Module 4	Media Marketing and Ethics
Unit 11	Penetration, Reach, Access and Exposure to media -
Unit 12	Selling and buying space and time on media.
Unit 13	Ethical issues related to Media - Intellectual Property Rights (IPR)
Unit 4	New Media - Security issues and New media.

CC 09	Digital Media Total Marks-50
Module 1	Introduction to New Media
Unit 1	Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, emerging trends in New Media, Impact of New Media on Journalism
Unit 2	New Media Technologies, Use of new media technologies in different fields, digital Video broadcasting, radio in a box concept, Internet radio, Digital Radio
Unit 3	Online Newspapers, characteristics, differences and similarities with other media, Online journalism : characteristics, difference between online journalism and traditional journalism, history of online journalism
Unit 4	Writing for websites, Search Engine Optimization and Keywords, Plagiarism
Module 2	Social Media and Citizen Journalism
Unit 1	Social Media, features, use of social media in Journalism, social media and credibility, use of #tags and @ symbols in social media
Unit 2	Social collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing
Unit 3	Citizen Journalism: Concept, Case studies
Unit 4	Blogging, Bloggers as journalists
Module 3	Application of Technology
Unit 1	Computer and its different components- An Overview
Unit 2	Computer Operations and related topics, Operating Systems and Programming language – An Overview
Unit 3	What is Network and how it works – An overview, using Internet and searching through Internet, E-mail, F.T.P,
Unit 4	What is Web Page and how it is designed, Nonlinear Editing
Unit 5	Photo Editing with Photoshop, Sound Recording and Sound Editing,
Module 4	Practical
Unit 1	Write five reports for news websites and five blogs on any subject of your choice
Unit 2	Create a facebook page of a newspaper
Unit 3	Create your twitter account and tweet 5 news items
Unit 4	Convergence- Creating story –packages that integrate text, visuals and sound

CC 10 - Advertising and Public Relations – Practical Total Marks-50
Part- A (Advertising)- Marks 25

1. Creating Print Advertising Copy.
2. Script for television commercials using the story board format and the script format.
3. Script for radio advertisements
4. Ad- Jingles

Part-B (Public Relations) Marks20

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues.
3. Press Rejoinder

Third Semester

CC 11	Broadcast Journalism Total Marks-50
Module 1	Radio I
Unit 1	Characteristics of Radio as a medium
Unit 2	Production overview, types of Programme including news & Current Affairs-news based programmes- Live programmes- News Oriented Interview
Unit 3	Microphones and their uses, sound effects and music
Unit 4	Ethics and Law- Akashvani code of conduct- Parthasarathi Committee- Chanda Committee- Verghese Committee
Module 2	Radio II
Unit 1	field recording skills -studio chain; live studio broadcast with multiple sources News production.-using sound bites and actualities - formats of radio programmes – studio interviews – studio discussions – phone-in programmes –
Unit 2	-Listenership survey- Significance of radio during Riot- Significance of radio during Crime and atrocities over Women
Unit 3	Writing for radio: Spoken language writing – writing for programmes- News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation.
Unit 4	Sound editing
Module 3	Television
Unit 1	TV as a tool of mass communication: its characteristics- evolution and growth- television for development (SITE)
Unit 2	Basic shots and camera movement
Unit 3	Fundamentals of TV News and Programme Production: Roles and responsibilities of Key persons
Unit 4	Different Format of Programmes- Entertainment, Talk-programme- News-Oriented Programme- Infotainment- live Programme- TV Documentary
Module 4	Production and Writing
Unit 1	Studio based production and Transmission (Terrestrial-Satellite-Cable-DTH-IP T.V)
Unit 2	Reporting for T.V
Unit 3	Writing for T.V –News writing – structuring T.V news copy- Anchoring
Unit 4	Audience Analysis- TRP –Viewers mood- TRIM-

CC 12 International Communication Total Marks-50

Module 1	Concept & Scope of International Communication
Unit-1	What is international Communication- International Communication and Channels- International communication as a tool of equality and exploitation
Unit-2	International flow of Information-Imbalance in International news flow
Unit-3	Role of United Nations
Unit-4	Non-aligned news pool- its working, success, failure- SAARC, Bimstec
Module 2	Technological Approaches of International Communication
Unit-1	Debate on New International Information and Communication Order-- NIICO and New International Economic Order -
Unit-2	MacBride Commission's report –Efforts by the Non-aligned nations—
Unit-3	Defining International broadcasting, new media environment
Unit-4	Idealistic –Humanistic approach, international communication and conflict
Module 3	Issues related to International Communication
Unit 1	Democratization of information flow and media systems- professional standards; violence against media persons
Unit 2	Effects of globalisation on media systems and their functions, transnational media ownership, Post-globalisation Media
Unit-3	International intellectual property rights, international media institutions
Unit- 4	Professional organisations, code of conduct
Module 4	International information Communication
Unit 1	International news agencies- Agence France Presse, Associated Press, Reuters
Unit 2	The Press Association , Kyodo, ITAR-TASS
Unit-3	China news Service, Xinhua News Agency, United press International
Unit-4	International agencies for freedom of media and individual expression- Amnesty International

CC 13 Broadcast Journalism (Practical) Total Marks -50

	Part A (Marks 25): FIELDWORK BASED
	Making of audio programme in micro- groups. Marks are allotted as follows: 1. Audio Interview (Live & Recorded) 2. Radio Feature 3. Radio Spot 4. Radio Promos and Jingle 5. Live Commentary
	Part B (Marks 25): FIELDWORK BASED
	Making of audio-visual programme in micro- groups. 1. Analysis, discussion and Review of news bulletins etc. 2. News reading and anchoring exercises, 3. Spot reporting: PTC 4. Commercials of Social Campaign 5. News Package (3 mints)

	6. Whatsapp Reporting]
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DSE 1	Film Studies Total Marks -50
Module 1	History & Development of Cinema
Unit 1	Definition of Film, Cinema, fiction, and non-fiction- characteristics of film media- Language of cinema
Unit- 2	History & development of camera- still & Movie to video to mobile
Unit 3	The Silent era- Lumierra brothers, Jeorge Melies, Charlie Chaplin, Orson Wells, Development of Film technology, Studio Systems and Production Houses, talkies, Era Hollywood, Commercialization of Western Cinema, Edwin Potter
Unit 4	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making- Eizenstein (Montage & Misc en scene), Pudovkin, French Neo realistic & New Wave Cinema- Andrea, Francois Truffaut, Jean Luk Godard
Module 2	Indian Cinema
Unit 1	History of Indian Cinema- Hiralal Sen, Dadasaheb Phalke, Impact of commercial theatre on Cinema
Unit 2	Post-Colonial Indian cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood- Commercial Indian Cinema, Star System, Indian new Wave, Film movements in India, Convergence of platforms, OTT
Unit 3	Visual Grammar- Fundamental of film appreciation, film criticism, review writing
Unit 4	Film Awards, Film festivals, Film bodies- NFDC
Module 3	Film production
Unit 1	Three major stages in Film Making- pre production, production, post-production
Unit 2	Shots, camera movements, Lighting, sets, VFX, Sound, Editing
Unit 3	Directors, Actors, cameraman, editor, Sound engineer, choreographer, music composer
Unit 4	Film budget, Above-the-line, and below-the-line
Module 4	Film Theories and regional Cinema
Unit 1	Contemporary French film theory, Feminist, Apparatus Theory
Unit 2	Narrative – fictional and Non-Fictional, Significance and structural elements of narrative , story and plot, principle of plot construction, sub-plots
Unit 3	Film Genres- Film Noir , Romantic, horror, fiction, Animation, Documentary film making, Masala movie
Unit 4	Censorship in India, Beginning of films in Eastern India. film industries in West Bengal. State’s initiative to promote Bengali Cinema

DSE 02	Cultural Studies Total Marks – 50 Marks
Module 1	Understanding Cultural Studies
Unit 1	Origin and Development of Cultural Studies
Unit 2	Understanding of Cultural Studies
Unit 3	Cultural Studies in India
Unit 4	Culture and Communication
Module 2	Core Ideas in Cultural Studies
Unit 1	Cultural Industry
Unit 2	Public Sphere
Unit 3	Culture and Ideology
Unit 4	Discourse and Counter Discourse
Module 3	Media, Culture & Society
Unit 1	Mass Media and Society
Unit 2	Meaning, forms and functions of Media
Unit 3	Media Audience – Meaning and types
Unit 4	Public Opinion, News Framing and Agenda Setting
Module 4	Media Content
Unit 1	Gender and Media, women’s movement in India, gender and question of honour
Unit 2	Media, Religious identity and contemporary politics.
Unit 3	Case studies

Fourth Semester

CC 14	Communication Research Total Marks-50
Module 1	Introduction to Communication Research & Research Ethics
Unit-1	Meaning of research, Definition of research, Objectives of research, Importance of research, Types of Research : Various Types of Research, Quantitative and Qualitative Research
Unit-2	Research Methods, Research Process, Meaning of communication research, Types of communication research
Unit-3	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research
Unit-4	Research Ethics: Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research
Module 2	Research Methods, Methodology and Research Plan, Design
Unit-1	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre-election and Exit poll
Unit-2	Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis, Difference between Method and Methodology, how to devise a robust methodology?
Unit-3	Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis

Unit-4	Meaning of research design, Need for research design, Features of a good design, concepts related to research design-
Module 3	Tools of Data Collection
Unit-1	observation, interview schedules, questionnaire, field studies, telephone surveys, online polls. Sampling methods
Unit-2	Attitude Measurement–Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement. Reliability and Validity Measurements.
Unit-3	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research
Unit-4	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations - Levels of Measurement- Nominal, ordinal, Interval, and Ratio
Module 4	Introduction to statistics , Thesis Writing, Areas of Communication Research
Unit-1	Measurement of central Tendency- Mean, median, Mode, Measures of dispersion- Minimum, Maximum, Range, Variance, Standard deviation, SPSS and its application in research
Unit-2	preparation of research reports/project reports/dissertations,
Unit-3	Referencing and Citation Style. Ethical perspectives of mass media research;
Unit-4	Applications of Mass Media Research-Research in Print Media, Electronic Media, Advertising and Public relations, Mass Media research and the Internet

CC 15	Development Communication Total Marks-50
Module 1	Development Communication : Concept
Unit 1	Meaning , Concept, and approaches to development, Indices of development
Unit 2	Dominant paradigm of development, the modernization and dependency approach
Unit 3	Scope and function: development Support Communication (DSC) IOWA model of Development Support Communication
Unit 4	Daniel Lerner’s Prescription for modernization
Module 2	Nuances of Development
Unit 1	Concept of Rural development, tools of Rural development, Gandhian Model, Gram Swaraj.
Unit 2	Sustainable development, Human development approach, culture as a carrier of development
Unit 3	Participatory approach to development
Unit 4	Development as freedom; Millennium Development Goals, Sustainable Development goals
Module 3	Development Journalism
Unit 1	Concept, origin and development, Development Journalism: Origins of development journalism

Unit 2	Duties and responsibilities of the development journalist
Unit 3	Role and importance of development journalism: national and international perspectives
Unit 4	Development journalism in India- chhatera, gramyavani- experiment
Module 4	Communication for Development and Participatory Communication
Unit 1	Need and significance of participatory communication- Different approaches and levels of participation- Perspectives of Paulo Freire- Tools of Participatory Communication
Unit 2	Role of media in development-emerging perspectives; Communication for national building; Diffusion of Innovation
Unit 3	Strategies for development communications in India
Unit 4	Role of NGO's in development- Nature and Function of NGO

CC 16	(Dissertation) and Viva-Voce Total Marks-50
	To be eligible for a PGJMC degree, every student will have to submit a dissertation in any area of mass communication detailed in the curriculum under the guidance of a supervisor.

DSE 03	Photo Journalism (50 Marks)
Module I	Nature, Scope and History of Photo Journalism
Unit 1	Photo Journalism. Definition, Nature , Scope
Unit 2	History of Photography and elements of Visual news story telling
Unit 3	Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing, New opportunities for Photojournalism
Unit 4	Types of news stories - Qualifications and Responsibilities of Photo Journalists
Module II	News Photography
Unit 1	News Photographers and News Value, Types and Sources- Principles and Ethics and of photojournalism.
Unit 2	Digital Technology – Digital Camera– Its Application and its future
Unit 3	Editing and Printing – Selection and Criteria of News Photographs- Channel of News pictures – Wire , Satellite - Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists.
Unit 4	Agency, Stock, Picture library, Photo Editing, Caption Writing
Module III	Technicality of Photo Journalism
Unit 1	Types and Components of Camera -apertures, shutter speeds, focus, and focal lengths
Unit 2	Camera & its accessories
Unit 3	Lighting, Composition

Unit 4	Introduction to photo-editing software such as Adobe Photoshop Elements, Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern
Module IV	Fields of Photojournalism
Unit 1	Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime.
Unit 2	Photographs for photo features, photo stories and photo essays.
Unit 3	Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, etc.
Unit 4	Photography for specialized, niche publications.
Practical	Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

DSE 04	International Current Affairs
Module 1	Global Issues
Unit 1	Emergence of Post-Cold War National Formations
Unit 2	New World Order
Unit 3	Significant Players – West Europe, USA, Russia, Africa, West Asia, South Asia, South-East Asia- Regional Associations
Module 2	Economics of geopolitics
Unit 1	Global Commons
Unit 2	Law of the Sea- 1982 ratified in 1997
Unit 3	Atmosphere- Montreal Summit and Kyoto Protocol- Paris Accord- UNESCO declared World Heritage Sites- Wetlands- Ramsar Convention
Unit 4	Issues concerning environment Energy and Water- its role in geopolitics- WTO-TRIPS-TRIMS
Module 3	Global and Regional Association
Unit 1	The global news agencies –Growing global monopolies and their Impact on news
Unit 2	International reporting Content co-creation by the readers- Reporting International Politics
Unit 3	Challenges to International Journalism
Unit 4	Problems of parachute journalism- the need for depth research operating in hostile conditions
Module 4	Changing Face of Digital World
Unit 1	Control over New Media
Unit 2	Security Surveillance and other related issues
Unit 3	Asian region and the need for greater connectivity- Immigration- demography-inter racial relations
Unit 4	Terrorism and its impact on International relations

