

Course structure: Master of Arts in Journalism and Mass Communication
Course Code: PGJM

Paper	Paper Code	Paper Type	Weightage for Assignment	Weightage for Term-end	Full Marks
Principles of Communication	PGJM- IA	Theory	20%	80%	50
History of Media	PGJM- IB	Theory	20%	80%	50
Media Laws and Ethics	PGJM- IIA	Theory	20%	80%	50
Print Journalism	PGJM- IIB	Theory	20%	80%	50
Advertising	PGJM -IIIA	Theory	20%	80%	50
Public Relations	PGJM- IIIB	Theory	20%	80%	50
Media Management	PGJM- IVA	Theory	20%	80%	50
Digital Media	PGJM- IVB	Theory	20%	80%	50
Print Journalism (Practical)	PGJM -VA	Practical	0	100	50
Advertising and Public Relations (Practical)	PGJM- VB	Practical	0	100	50

FIRST YEAR

2nd
YEAR

Broadcast Journalism	PGJM-VIA	Theory	20%	80%	50
International Communication	PGJM-VIB	Theory	20%	80%	50
Film Studies	PGJM-VIIA	Theory	20%	80%	50
Cultural Studies	PGJM-VIIB	Theory	20%	80%	50
Communication Research	PGJM-VIIIA	Theory	20%	80%	50
Development Communication	PGJM-VIIIB	Theory	20%	80%	50
Photo Journalism	PGJM-IXA	Theory	20%	80%	50
Current International Affairs	PGJM-IXB	Theory	20%	80%	50
Broadcast Journalism (Practical)	PGJM-XA	Practical	0	100%	50
Dissertation*	PGJM-XB	Practical	0	100%	50
Total					Marks
1000					

Dissertation

* Every learner will have to carry out a dissertation in the final Year. For this, a learner will have to choose specific topic related to any form of mass communication/Journalism/public relations//advertising/media etc. and prepare a comprehensive project report after doing an in-depth study of the topic. The topics will be decided in consultation with recognized Course Counsellors or media scholars, researchers or media professionals.

Paper IA 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, Communication Convergence
Module-3	Communication Theory-2
Unit-1	Concept of Communication Model, Linear & Nonlinear Model, Verbal Models, Iconic Model, Analog Model
Unit-2	Aristotle Model, Lasswell model, Osgood model, Schramm Model, Gerbner Model
Unit-3	Berlo Model, Shannon Weaver Model, DeFleur Model, Katz & Lazarsfeld 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 Analysis

Paper IB 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	Growth of Bengali Films ; Popularity of Bengali Films in the International Market

Paper II A 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 Defence;
Unit 4	Universal Declaration of Human Rights- Relevant UNESCO Initiatives;
Module 3	Press Laws and Media Laws
Unit 1	Defamation and Journalistic Defence – Contempt of Court and Journalistic Defence --- -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

Paper II B (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

Paper III A 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

Paper III B 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

Paper IV A 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.

Paper IV B 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

Paper V A Print 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)
7	Rewriting

Paper V B 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

Second Year

Paper VI A Broadcast Journalism Total Marks-50

Module 1	Radio I
Unit 1	History of Radio in brief. What is Electronic News? Programme in Akashvani- Vividh Bharati- 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 Bytes 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-

Paper VI B 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

Paper VII A 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, Edison
Unit 3	The Silent Era- Lumiere brothers, George 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- Eisenstein (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
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, Convergence of Platforms, OTT
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

Paper VII B 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

Paper VIII A 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

Paper VIII B 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	Concept and Types of Journalism, Duties and Responsibilities of the

	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

Paper IX A Photo Journalism Total Marks- 50

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 Storytelling
Unit 3	Organization of a Newspaper. Structure of Newsroom. Role of Photojournalists in a Newsroom. Communicating with the Desk, Briefing and Debriefing
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 tTechnology. 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.

Paper IX B Current International Affairs Total Marks- 50

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

Paper X A Broadcast Journalism (Practical) Total Marks -50

	Part A (Marks 25): FIELDWORK BASED
	Making of audio programme in micro- groups. Marks are allotted as follows:

	<ol style="list-style-type: none"> 1. Audio Interview (Live & Recorded) 2. Radio Feature 3. Radio Spot 4. Radio Promos and Jingle 5. Live Commentary
	<i>Part B (Marks 25): FIELDWORK BASED</i>
	Making of audio-visual programme in micro- groups.
	<ol style="list-style-type: none"> 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]

Paper X B	(Dissertation) and Viva-Voce Total Marks-50
	To be eligible for a PGJM 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.