

Syllabus for

**One-Year PG Programme in
Mass Communication & Journalism
2026**

(Following the Guidelines of 'NATIONAL EDUCATION POLICY-2020')



**Department of Mass Communication & Journalism
University Of Gour Banga
Mokdumpur, Word No-3, Englishbazar, 732101**

Approved by the PG Board of Studies on 30.07.2026

With Effect From August, 2026

Somnath Paul

Banashree Das

Rajsh Das

Introduction:

In 21st century, the global media has evolved as a key component to influence all aspects of the socio-economic and political behavior of human beings. Information society especially after the emergence of the digital age has made media education an important field of inquiry and has received scholarly attention as well. The goal of the two years PG Programme in Mass Communication and Journalism is to familiarize students with all elements of the field of communication and communication research. The learners would get a better understanding of the subject's theories and practices in general. The curriculum will prepare students to be "ready to be hired by employers in the field of Mass Communication and Journalism."

Programme Objectives/Programme specific objectives (PO and PSOs): The objectives of the two-year PG Programme in Mass Communication and Journalism is: -

- To equip students with contemporary media skills
- To enhance the journalistic skills through practical work, assignments, project reports, seminars, and workshops.
- To offer appropriate grounding on the issues, ideas, and challenges of the 21st century, thereby broadening the worldview of future communication practitioners.
- To inculcate scientific temper and critical thinking aptitude among students.
- To teach students how to conduct communication research.
- To motivate the students to become successful communication professionals.
- To develop the multi-tasking skills required in the dynamic multi-media and convergent environment.

Learning Outcome: On the completion of the Programme.

- The students will be able to learn the competency and skills required by the media industry.
- The students will be able to produce content independently for the media.
- The students will be able to create digital content as part of multimedia communication.
- The students will be equipped with soft skills required for many of managerial and high-profile jobs.
- The students will be able to develop scripts, films, video and radio Programmes, books, slide sets etc.
- The student will be able to facilitate dialogue and eventually empower people by using the information in a practical and useful way.
- The students will be well-equipped to be media educators and researchers.

Need for Curriculum Development

The NEP 2020 Programme aims to develop a curriculum that will bring uniformity to students studying at various universities and institutes. The necessity for media education curriculum improvement arises for the following reasons: -

The Changing Media Environment: Multimedia, Photojournalism, Short Film Making, creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising, and Corporate Communications are just a few of the areas covered in the curriculum. The media industry's rapid growth necessitates the use of highly skilled human resources.

Transfer of Credit: The UGC and the government have allowed credit transfer, which permits students to transfer courses from their current university to a new UGC-accredited university.

Skill Enhancement: The new curriculum emphasizes hands-on training and internships, allowing students to improve their abilities. Its goal is to produce not only responsible communication professionals but also people who are compassionate in their daily lives. Papers such as Writing for the Media, Photojournalism, and Computer Applications for the Media, among others, aid in the development of students' skills.

Career Options: In recent times, the scope of Journalism and Mass Communication as a field has increased tremendously and there is no dearth of job opportunities. After the completion of the Programme, students can opt for the following career options: -

- Journalist
- News Anchor
- Digital Marketing Experts
- Radio Jockey
- Content Creator/Developer
- Graphics/web Designer
- Social Media Executive
- Public Relation Professionals
- Publicity/Advertising Expert
- Event Manager
- Professional Photographer
- Film/Television production Professional
- Communication researcher

Pedagogy:

Journalism pedagogy is developed with the goal of imparting knowledge and skills and preparing professional skilled media and communication experts. It gives a wide variety of finely framed syllabi exposure.

Importance to Theories and Practices and their Application: The Journalism curriculum emphasizes cutting-edge theories and practices, preparing students to be full-fledged media

professionals. To ensure a successful teaching process, students should be organized into batches of not more than ten students each under the supervision of a teacher.

Utilization of ICT: The global media sector is looking for ICT-trained communication specialists. ICT tools are blended into teaching approaches such as research-led teaching, presentations through smart classrooms, and practical productions to increase critical and creative thinking among students.

Research-based and Research-led Teaching: Research Projects are included in the curriculum to help young researchers for a better understanding of research principles. According to the relevance of the profession, students are introduced to various aspects of communication research such as print, electronic, digital media, global, health, political communication, folk media, intercultural communication, and other development issues. Under the supervision of a research guide, students will do a research project/Dissertation on a topic of their own choice.

Critical Thinking: Group and individual conversations will be held with the students. This will assist students in developing and enhancing their critical and analytical thinking. It also aids their decision-making and crisis management capability, boosting their self-confidence as well.

Methods of Instruction: Typical methods of instruction may include:-

- Lecture
- Activity
- Discussion
- Hands-on training
- Interaction with experts
- Community Participation

Methods of Evaluation:

- Exams/Tests
- Class Participation
- Class Performance
- Lab Work
- Assignment
- Group Project
- Portfolios
- Research Projects

Abbreviations:

- DSC- Discipline Specific Core
- DSE- Discipline Specific Elective
- SEC- Skill Enhancement Course
- DRP- Dissertation/Research/Project
- MOOCs- Massive Open Online Courses
- TH- Theory
- PR- Practical

- CE- Continuous Evaluation
- L- Lecture
- T- Tutorial
- P- Practical

Scheme of Evaluation (Theory Of 4 Credits)

Continuous Evaluation	Attendance and activity	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	05 Marks	NA	10 Marks
Final Exam (Theory)	NA	NA	40 Marks	40 Marks
Total				50 Marks

Scheme of Evaluation [Practical Of 4 Credits (SEC/DRP)

Continuous Evaluation	Attendance and activity	Assignment/ Presentation/Lab-Based Exam/Project	Lab-Based Exam/Viva- Voce	TotalMarks
	10	NA	NA	10
Final Exam (Practical)	NA	30	10	40 Marks
Total				50 Marks

Scheme of Evaluation (Practical Of 8 Credits DRP)

Continuous Evaluation	Attendance and activity	Assignment/ Presentation/Lab- Based Exam /Project/	Lab-Based Exam/Viva- Voce	TotalMarks
	10	NA	NA	10
Final Exam (Practical)	NA	60	30	90 Marks
Total				100 Marks

Scheme of Evaluation (Practical Of 12 Credits DRP)

Continuous Evaluation	Attendance and activity	Assignment/ Presentation/Lab- Based Exam /Project/	Lab-Based Exam/Viva- Voce	TotalMarks
	10	NA	NA	10
Final Exam (Practical)	NA	100	40	140 Marks
Total				150 Marks

Credit Requirements:

Programme	Certificate/Diploma/Degree
Successful completion one year (Two semesters) of the One-year PG Programme	MA Degree in Mass Communication & Journalism

**NOMENCLATURE OF TWO YEAR'S POST GRADUATE COURSE CURRICULUM FOR MASS
COMMUNICATION & JOURNALISM, UGB**

SEMESTER-I

COURSE CODE	COURSE TYPE	COURSE TITLE	CREDIT (4/PAPER) TOTAL-24			MARKS (50) TOTAL-300			TIME FOR EXAM.
			L	T	P	TH	CE	PR	
MASS-DSC-101	DSC-1	COMMUNICATION THEORIES AND MODELS	3	1	0	40	10	--	2 Hrs
*MASS-DSE-102 A	DSE-1	VIDEO PRODUCTION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-102 B	DSE-1	DOCUMENTARY PRODUCTION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-102 C	DSE-1	INTRODUCTION TO FILM STUDIES	3	1	0	40	10	--	2 Hrs
*MASS-DSE-103 A	DSE-2	NEW MEDIA DYNAMICS	3	1	0	40	10	--	2 Hrs
*MASS-DSE-103 B	DSE-2	MEDIA MANAGEMENT AND MARKETING	3	1	0	40	10	--	2 Hrs
*MASS-DSE-103 C	DSE-2	SWAYAM MOOCs COURSE	3	1	0	40	10	--	2 Hrs
MASS-DRP-104	DRP-1	ADVANCED RESEARCH METHODOLOGY	3	1	0	40	10	--	2 Hrs
MASS-DRP-105	DRP-2	AUDIO-VISUAL PROJECT	-	-	8	--	10	90	--

***DISCIPLINE SPECIFIC ELECTIVE (DSE):** Candidates have to choose any one subject from the elective pool.

SEMESTER-II

COURSE CODE	COURSE TYPE	COURSE TITLE	CREDIT TOTAL-24			MARKS TOTAL-300			TIME FOR EXAM.
			L	T	P	TH	CE	PR	
MASS-DSC-201	DSC-2	COMMUNICATION FOR SOCIAL CHANGE	3	1	0	40	10	--	2 Hrs
*MASS-DSE-202 A	DSE-3	RURAL COMMUNICATION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-202 B	DSE-3	MEDIA AND CULTURAL STUDIES	3	1	0	40	10	--	2 Hrs
*MASS-DSE-202 C	DSE-3	SWAYAM MOOCs COURSE							
*MASS-DSE-203 A	DSE-4	POLITICS, PUBLIC OPINION AND MEDIA							
*MASS-DSE-203 B	DSE-4	MEDIA, HUMAN RIGHTS AND DEMOCRACY	3	1	0	40	10	--	2 Hrs
*MASS-DSE-203 C	DSE-4	GLOBAL MEDIA AND CONTEMPORARY AFFAIRS	3	1	0	40	10	--	2 Hrs
MASS-DRP-204	DRP -3	DISSERTATION AND PRESENTATION	--	--	12	--	10	140	--

***DISCIPLINE SPECIFIC ELECTIVE (DSE):** Candidates have to choose any one subject from the elective pool.

**** After successful completion of One year (Two semesters) course, a candidate will be awarded –
“MA Degree in Mass Communication & Journalism”**

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