

Syllabus for

Two-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

Banarima Das

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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

Exit Options and Credit Requirements:

A Diploma/ Master's Degree shall be awarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree
Successful completion of the first year (Two semesters) of the Two-year PG Programme	PG Diploma in Mass Communication & Journalism
Successful completion of the second year (Four semesters) of the Two-year PG Programme	MA 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	THEORY
MASS-DSC-101	DSC-1	COMMUNICATION AND MEDIA- INDIAN AND INTERNATIONAL PERSPECTIVES	3	1	0	40	10	--	2 Hrs
MASS-DSC-102	DSC-2	PRESS IN INDIA- HISTORY, LAW AND ETHICS	3	1	0	40	10	--	2 Hrs
MASS-DSC-103	DSC-3	PRINT MEDIA- STRUCTURE & PRACTICES	3	1	0	40	10	--	2 Hrs
MASS-DSC-104	DSC-4	COMPUTER AND COMMUNICATION SKILLS FOR MEDIA PROFESSIONALS	3	1	0	40	10	--	2 Hrs
*MASS-DSE-105 A	DSE-1	ENVIRONMENTAL JOURNALISM	3	1	0	40	10	--	2 Hrs
*MASS-DSE-105 B	DSE-1	BUSINESS JOURNALISM	3	1	0	40	10	--	2 Hrs
*MASS-DSE-105 C	DSE-1	SWAYAM MOOCs COURSE	3	1	0	40	10	--	2 Hrs
MASS-SEC-106	SEC-1	HANDS-ON LEARNING FOR PRINT MEDIA	-	-	4	--	10	40	--

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

SEMESTER-II

COURSE CODE	COURSE TYPE	COURSE TITLE	CREDIT (4/PAPER) TOTAL-24			MARKS (50) TOTAL-300			TIME FOR EXAM.
			L	T	P	TH	CE	PR	THEORY
MASS-DSC-201	DSC-5	ADVERTISING	3	1	0	40	10	--	2 Hrs
MASS-DSC-202	DCS-6	PUBLIC RELATIONS	3	1	0	40	10	--	2 Hrs
MASS-DSC-203	DSC-7	RADIO JOURNALISM	3	1	0	40	10	--	2 Hrs
MASS-DSC-204	DSC-8	TELEVISION JOURNALISM	3	1	0	40	10	--	2 Hrs
*MASS-DSE-205 A	DSE-2	MOBILE JOURNALISM AND MULTIMEDIA PRODUCTION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-205 B	DSE-2	MEDIA LITERACY AND ADVOCACY	3	1	0	40	10	--	2 Hrs
*MASS-DSE-205 C	DSE-2	SWAYAM MOOCs COURSE	3	1	0	40	10	--	2 Hrs
MASS-SEC-206	SEC-2	HANDS-ON LEARNING FOR AUDIO-VISUAL MEDIA	-	-	4	--	10	40	--

***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 have an exit option and will be awarded –
“Diploma in Mass Communication & Journalism”**

Somnath Paul

Biswajit Das

Rajsh Das

SEMESTER-III

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-301	DSC-9	COMMUNICATION THEORIES AND MODELS	3	1	0	40	10	--	2 Hrs
*MASS-DSE-302 A	DSE-3	VIDEO PRODUCTION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-302 B	DSE-3	DOCUMENTARY PRODUCTION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-302 C	DSE-3	INTRODUCTION TO FILM STUDIES	3	1	0	40	10	--	2 Hrs
*MASS-DSE-303 A	DSE-4	NEW MEDIA DYNAMICS	3	1	0	40	10	--	2 Hrs
*MASS-DSE-303 B	DSE-4	MEDIA MANAGEMENT AND MARKETING	3	1	0	40	10	--	2 Hrs
*MASS-DSE-303 C	DSE-4	SWAYAM MOOCs COURSE	3	1	0	40	10	--	2 Hrs
MASS-DRP-304	DRP-1	ADVANCED RESEARCH METHODOLOGY	3	1	0	40	10	--	2 Hrs
MASS-DRP-305	DRP-2	AUDIO-VISUAL PROJECT	-	-	8	--	10	90	--

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

SEMESTER-IV

COURSE CODE	COURSE TYPE	COURSE TITLE	CREDIT TOTAL-24			MARKS TOTAL-300			TIME FOR EXAM.
			L	T	P	TH	CE	PR	
MASS-DSC-401	DSC-10	COMMUNICATION FOR SOCIAL CHANGE	3	1	0	40	10	--	2 Hrs
*MASS-DSE-402 A	DSE-5	RURAL COMMUNICATION	3	1	0	40	10	--	2 Hrs
*MASS-DSE-402 B	DSE-5	MEDIA AND CULTURAL STUDIES	3	1	0	40	10	--	2 Hrs
*MASS-DSE-402 C	DSE-5	SWAYAM MOOCs COURSE							
*MASS-DSE-403 A	DSE-6	POLITICS, PUBLIC OPINION AND MEDIA							
*MASS-DSE-403 B	DSE-6	MEDIA, HUMAN RIGHTS AND DEMOCRACY	3	1	0	40	10	--	2 Hrs
*MASS-DSE-403 C	DSE-6	GLOBAL MEDIA AND CONTEMPORARY AFFAIRS	3	1	0	40	10	--	2 Hrs
MASS-DRP-404	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 Two year (Four semesters) course, a candidate will be awarded –
“MA Degree in Mass Communication & Journalism”**

Somnath Paul

Banshri Das

Rajsh Das

Content and module details of the Syllabus

SEMESTER-I

COURSE CODE: MASS-DSC-101

COURSE TYPE: DSC-I

COURSE TITLE- COMMUNICATION AND MEDIA- INDIAN AND INTERNATIONAL PERSPECTIVES

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT-I:

✓ **Ancient Indian Communication (Indian Knowledge System-IKS):**

- Concepts of communication in ancient Indian texts.
- Shruti& Vedas : Flow of Information
- Guru-Shishyaparampara (teacher-disciple tradition) for knowledge transfer.
- Vedas and Upanishads as the foundational basis of knowledge and societal discourse.
- Sadharanikaran (the classical Indian concept of communication and sharing meaning) vs. Western models.

UNIT-II:

✓ **Indigenous Information Networks (Indian Knowledge System-IKS)::**

- Ancient intelligence, espionage, and news collection networks (as outlined in Kautilya's Arthashastra).
- Reporting and narration as described in 'ShrimadBhagwatGeeta'
- Ancient messengers (Charas and Doots etc.) and communication routes.
- Traditional and folk communication mediums (Puppetry, Kathakali, Harikatha, and street plays etc.).
- State and royal communication mechanisms (clay tablets, royal edicts, inscribed pillars, and WaqiaNavis).

UNIT-III:

✓ **Foundations of International Communication and Global Media Systems:**

- Evolution of International Communication - Historical development of international communication -Communication and globalization . World Systems Theory -Globalization and Glocalization -Network Society;
- Global Media and Diplomacy - International news production and circulation , International broadcasting ,Soft power and public diplomacy
- Case Studies - CNN Effect ;Al Jazeera and Middle East politics ;BBC World Service ;Russia–Ukraine information warfare ;India's G20 media diplomacy

UNIT-IV:

✓ **Emerging Trends in International Communication**

- Digital Global Communication -Social media and international communication ,Platformization of communication ,Big Data and communication ,Algorithmic governance
- International Development Communication -Sustainable Development Goals (SDGs) ,Climate communication ,Health communication ,Disaster communication
- Media, Culture and Global Society -Cultural diplomacy ,Entertainment diplomacy ,Global streaming platforms ,Digital divide ,Communication rights
- Contemporary Issues and Case Studies -Global communication during COVID-19 ,Climate change communication (COP Summits) ,BRICS media cooperation ,India as a global communication power

✓ **Reading list:**

✓ **For Unit I & II:**

- The Arthashastra by Kautilya
- The Natyashastra by Bharata
- The Vedas and Upanishads
- SrimadBhagwad Gita
- Communication (Sampresana) in Ancient India: Dinabandhu Pandey –Pathak Publishers and distributors, 2023
- Communication Through the Ages: An Indian Perspective : LakhanMehrotra and RaghavendraVajpeyi, Aryan Books International, New Delhi, 2009
- Introduction to Indian Knowledge System: Concepts and Applications: B. Mahadevan, VinayakRajatBhat, and NagendraPavana R. N, PHI Learning PVT. LTD, Delhi, 2022
- Communication and Culture in Ancient India and China :Robert T. Oliver- Syracuse University Press, N.Y,1971

✓ **For Unit-III &IV :**

- Herman, E. S., & Chomsky, N. (2002). Manufacturing Consent: The Political Economy of the Mass Media. Pantheon Books.
- Nye, J. S. (2004). Soft Power: The Means to Success in World Politics. Public Affairs.
- Castells, M. (2015). Networks of Outrage and Hope: Social Movements in the Internet Age (2nd ed.). Polity Press.
- Thussu, D. K. (Ed.). (2022). Routledge Handbook of International Communication and Global Media. Routledge.
- Everett. R M. : A History of Communication Study , Free Press , 1997
- Kumar K J: Mass Communication in India, Jaico Publishing House 1994
- J.V Vilanilam: Mass Communication In India-A sociological perspective- Sage, New Delhi, 2005

SEMESTER-I

COURSE CODE: MASS-DSC-102

COURSE TYPE: DSC-2

COURSE TITLE- PRESS IN INDIA- HISTORY, LAW AND ETHICS

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT-I:

✓ **A brief history:**

- History of print Media-: (Early forms, Print revolution, The party press, The penny press, Yellow journalism, Modern media etc.)
- Evolution of Press in the world : (USA, Great Britain, France, India and third world countries, etc.)

UNIT-II:

✓ **History of the press in India:**

- The beginning : (The Bengal Gazette, J A Hickey, The Indian Gazette, Baptist Church Missionaries of Serampore, Bengali press etc.)
- Revolution and evolution : (Raja Rammohan Roy, James silk Buckingham, Young Bengal, Charles Metcalf, SambadPrabhakar, The Hindu Patriot and Harish Chander Mukherjee, Iswar Chandra Gupta, RamanandaBanndopadhyay, etc.)
- National consciousness : (TattwabodhiniPatrika, Bengal Spectator, Somprakash, The Statesman, Amrita Bazar Patrika, Sandhya, Jugantar, etc.)

- The personalities and the press: (Aurobindo Ghosh, Netaji Subhas Chandra Bose, Mahatma Gandhi, B.G. Tilak, G.K. Gokhale, Dr. Shyamaprasad Mukherjee, The Organizer, The Hindu, Anandabazar Patrika etc.)

UNIT-III:

✓ **Press Acts, Laws and Ethics:**

- Pre Independence era : (Censorship of Hastings 1781, Censorship Press Act-1799, Licensing Regulation 1823, Metcalf Act-1835, Licensing Act-1857, Press and Registration of Books Act-1867, Vernacular Press Act-1878, Newspaper (Incitement to Offences) Act-1908, Indian Press Act-1910, Press (Emergency powers) Act-1931, etc.)
- Post Independence era: (Working Journalist Act-1955, Cable Television (Networks) Act-1995, IT Act-2000, RTI Act-2005, Whistle Blowers Protection Act-2016, Press and Registration of Periodicals Act-2023 etc.)
- PCI Act 1965, 1978: Collective guidelines and modalities.
- Common Laws related to the press: (IPC, BNS, Defamation of IPC, Official Secrets Act 1923, Contempt of Court Act 1971, Sedition of IPC, Proceedings (Protection and Publication) Act, Copyright Act, Working Journalist Act, Drugs and Remedies (Objectionable Advertisement) Act, etc.)

UNIT-IV:

✓ **Regulatory and Statutory Bodies:**

- Constitutional Protection (Article 19(1)A, Article 19 (2), Press freedom, Verdicts of the courts, World press freedom index etc.)
- The Press Ethics and ethical bodies: (Code of Ethics, Press Commissions, Press Council of India, RNI etc.)
- Press Agencies (PTI, UNI, PIB, ANI, IPA etc.)

❖ **Reading list:**

- Briggs A and Burke P-Social History of Media: From Gutenberg to the internet, Polity Press, 2010
- Jeffrey, Robin- India's newspaper revolution: capitalism, politics and the India Language Press , Oxford 2003
- Herman and U C Cherry- The Global Media
- S Natarajan-History of Indian Press
- J Natarajan- History of Indian Journalism
- Chalapati Rao- The Press
- G S Bhargava- The press in India: An overview
- J N Basu- Romance of Indian Journalism
- Report of the first Press Commission
- Rangaswami Parthasarathi- Journalism In India
- Sumit Sarkar- Critique of colonial India
- Chanchal Sarkar- The story of the newspaper
- H R Luthra- Indian Broadcasting
- U L Baruah- This is All India Radio
- S C Bhatt-Broadcast Journalism

SEMESTER-I

COURSE CODE: MASS-DSC-103

COURSE TYPE: DSC-3

COURSE TITLE- PRINT MEDIA- STRUCTURE & PRACTICES

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT-I:

✓ News

- News: Meaning, Definition, Components, Value, Nature, Worthiness, Functions, Purpose, Process, News selection, News source, Sociology of news, Factors affecting news treatment, Paid news, Neutrality and bias in news, News and views, News media (Print, Electronic, Digital etc.)
- Types & Structure: Hard news, Soft news; Human interest, Feature, Column, Article, Interview etc.; 5Ws 1H, Inverted Pyramid, Headline, Intro/Lead, Body, Conclusion etc.
- Preparing news: Language of news, Principles of news writing, Skills for writing good news copy, Process of organizing news stories etc.

UNIT-II:

✓ Newspaper & Newsroom:

- Structure: Newspaper house and Newsroom structure (Editorial department, Input and Output department, Publication and marketing, Human Resource department etc.), Pressure in a newsroom, News archive, Media trial etc.
- Know the newspaper: Different parts of a newspaper, Different terminologies, Typography and style, Style book, Front page, Daily, Weekly, Biweekly, Monthly etc., Sizes of the newspaper (Broadsheet, Berliner, Tabloid, Compact etc.), Magazine and periodicals;
- Sectional news: Supplements, Backgrounders, Letters to the editor, Page-3, Editorial page, Op-Ed, Lifestyle, Community columns, Children's corner, City/ Metro news etc.
- Photo and Graphics: News photo (Importance, Role, Purpose etc.), Caption, Photo selection, Graphics and info-graphics etc.

UNIT-III:

✓ Reporting:

- Reporter: Definition, Qualities, Role and Functions; Attribution, Embargo, Verification, Balance and fairness etc.;
- Types of reporting: Beat (Police, Political, Crime, Sports, Court, City, Health, Education, Business, Entertainment etc.), General assignments, agency reporting, covering speeches, interviewing etc.; Investigative, Interpretative, Narrative Journalism;
- Journalistic Ethics

UNIT-IV:

✓ Editing:

- Editing: Definition, Purpose, Principles of editing, Editing responsibilities;
- Editors: Executive editor, Managing editor, Resident editor; Desk / production editors (News editor, Chief sub-editor, Slot editor, Sub-editor, Input and output editor etc.); Section editor (City/Local editor, Financial editor, Sports editor, Feature editor, Opinion editor etc.) Technical editors (Copy editor, Photo editor, Wire editor, Ombudsman/readers' editor etc.)
- Role, Qualities, functions, duties and responsibilities of different editors;

❖ Reading list:

- John Hohenberg - Professional Journalists -Holt Rinehart & Winston publication, January 1, 1983
- M V Kamath- Professional Journalism – Vikas Publication House Pvt. Ltd , January 1, 2009
- David Randall- The universal Journalist- Pluto Press, June 20, 2007
- Tony Harcup- Journalism-principles and practice-SAGE Publications Ltd, April 1, 2009.
- Bruce D Itule and Douglas A Anderson -News writing and Reporting for today's media- McGraw Hill Publication-2000 6.
- Ambarish Saxena-

- K M Srivastava- News Reporting and Editing- Sterling Publishers Pvt. Ltd, 2011
- N N Sarkar – Art & Print Production, Oxford University Press, 2008
- SourinBanerji- News Editing in Theory and Practice, K.P Bagchi, 1992
- Geoffrey Roger- Editing for Print, McDonald and co. London, 1986
- Ron F Smith and Loraine M O’Connell- Editing Today, Wiley, 2003
- F W Hodgson- Modern Newspaper Practice- A Primer on the Press, Focal Press, 25 April, 1996

SEMESTER-I

COURSE CODE: MASS-DSC-104

COURSE TYPE: DSC-4

COURSE TITLE- COMPUTER AND COMMUNICATION SKILLS FOR MEDIA PROFESSIONALS

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT-I:

✓ Computer-Assisted Reporting & Data Processing

- Computer Basics & Hardware: Operating systems (Windows/macOS), file management, cloud storage, keyboard shortcuts, and internet protocols.
- Office & Productivity Tools: Creating and formatting news reports, press releases, and documents using Microsoft Word or Google Docs.
- Data Gathering & Analysis: Using Excel/Google Sheets for research data, creating graphs for data journalism, and designing forms (e.g., Google Forms) for audience surveys; Researching and collecting data from digital archives, open-source databases, and search engines Computer Skills for Media.
- Basic Data Journalism: Organizing, analyzing, and visualizing collected data to tell compelling stories.
- Presentation Skills: Designing dynamic PowerPoint or Canva presentations for pitching media stories and educational/corporate reporting.
- Digital Communication: Video conferencing, using AI assistants for drafting content, and online safety/cyber hygiene Data Collection and Information Processing - Introduction

Unit II:

✓ Content management:

- Document & Asset Creation: Formatting professional documents, drafting press releases, and creating layouts (e.g., using Microsoft Word and Google Docs) Computer Skills for Media.
- Visual Communication: Basic design principles for creating brochures, info graphics and newsletters
- Content Management Systems (CMS): Uploading, formatting, designing and publishing of web articles.
- Web Publishing & CMS: Introduction to Content Management Systems (WordPress, Drupal), HTML basics, and digital portal development.
- Social Media Communication: Managing a professional digital presence, writing for social platforms, and basic audience engagement strategies
- Multimedia Storyboarding & Production: Fundamentals of mixing audio, images, and video, as well as basic audio/video editing.

Unit III:

✓ **Language & Written Communication Skills:**

- Media Writing Fundamentals: Essentials of news writing, editing, and concise storytelling
- Grammar & Usage: Checking spellings, sentence structure, and tone. Using of digital writing assistants (e.g., Grammarly), Computer Skills for Media and online dictionaries.
- Drafting Professional Media Copy: Writing cover letters, official correspondence, and professional emails.

Unit IV:

✓ **Digital & Oral Communication:**

- Public Speaking & Presentations: Delivering clear, confident pitches, conducting interviews, anchoring, press anchoring, group discussions, and professional public speaking.
- Listening and speaking skill : Qualities and functions of a good speaker, presenter and caster, Active listening, Effective listening
- Digital Etiquette: Understanding professional norms for virtual meetings, emails, and online collaboration.
- Media Ethics & Cyber Laws: Understanding copyright, libel, privacy regulations, and the IT Act.

❖ **Reading list:**

- Brant Houston (2014) Computer-Assisted Reporting: A Practical Guide, Routledge
- Alex Richards (2023) Foundation of Data and Digital Journalism , Routledge
- Simon, Alan R. (1993) Computer Professional's Guide to Effective Communication, McGraw-Hill
- Ken Black, Jason Reineke (2019) Data Skills for Media Professionals: A Basic Guide, Wiley & Sons.
- Vincent F. Filak (2021) Dynamics of Media Writing: Adapt and Connect, Sage
- Rahul Singhai (2006) Computer Application for Journalism, Reference Press
- Bansal S. K. (2009) Information Technology in Journalism, APH Publishing
- V.S. Gupta and Rahul Kumar (2023) Handbook of Reporting and Communication Skills, Concept Publishing
- DipakSahay (2020) Computer Application for Journalism, Pearl Books
- Janic Fraser (2024) Computer Applications for Journalism, Venus
- SidhantSingla (2026) Computer Applications for Mass Media, Kindle Edition

SEMESTER-I

COURSE CODE: MASS-DSE-105 A

COURSE TYPE: DSE-I

COURSE TITLE- ENVIRONMENTAL JOURNALISM

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ **Environmental Consciousness and Indian Knowledge System (IKS):**

- Prakriti and Purusha, Five elements (Panchamahabhutas), Ahimsa (Non-violence) Dharma and Karma;
- Sacred Natural sites- Sacred groves, mountains, rivers, sanctuaries;
- Natural resource management: Systematic principles for environmental protection, forest conservation in Kautilya's Arthashastra
- Sustainable agriculture and traditional farming

- Ancient traditions and ecological wisdom in Indian culture

UNIT-II

✓ **Environmental Journalism: An Overview**

- Environment Journalism: Meaning, Significance & Scope Relevance of environmental studies in journalism
- Understanding the Five Elements of Environment: Air, Water, Land, Living Organisms, and Energy
- Key environmental challenges: climate change, pollution –natural and man made, resource depletion
- Environmental Movements in India: Bishnoi movement (1730-Rajasthan), Chipko (1973, Uttarakhand), Silent valley movement(1978, Kerala), Appiko movement (1983, Karnataka), Narmada Bachao Andolan (1985, MP, Gujarat), Aarey Movement (2014,Mumbai), Namami Gange (2014)
- Regional environmental issues: East Kolkata wetland protection, Sundarban Mangrove protection, Mahananda Bachao, Aarey Bachao, Special Economic Zone (SEZ)
- Overview of global environmental movements : Earth Day(1970), Greenpeace (1971), Fridays for Future (2018), Extinction rebellion, Ecopolitics

UNIT- III:

✓ **Environmental Reporting and Ethical Concerns:**

- Key Themes: E-waste management, 3R policy for waste management, Green Chemistry; climate & health, organic farming;
- Extreme weather patterns and phenomena: Climate change, influence of climate change on extinction of species , Global warming
- Threats to environment: Air pollution, water scarcity, biodiversity loss, plastic pollution, deforestation, ocean acidification, soil degradation, overfishing, and waste management challenges
- Techniques of News reporting: Information gathering, gate keeping, balance and objectivity, in-depth reporting,
- Environmental journalist: Role, functions and qualities, Code of Ethics for environmental journalists
- Comparative insights: Indian and global media coverage of environmental issues
- Paris Agreement (2016) and International Climate Policies, Earth Summit, Kyoto Protocol, Montreal Protocol, UNEP

UNIT- IV:

✓ **Ethical Issues and regulatory authorities:**

- Environmental ethics in reporting: accuracy, advocacy vs. neutrality
- Citizen journalism and alternative media in environmental advocacy
- Disaster Management: Protocols for covering natural disasters like floods, cyclones, and earthquakes in ecologically sensitive zones.
- Conflict and Justice: Reporting on indigenous communities, tribal rights, land grabs, and climate-induced migration.
- National Green Tribunal (NGT), Green City Mission , Central Pollution Control Board (CPCB), National Board for Wildlife (NBWL), National Biodiversity Authority (NBA), Animal Welfare Board of India (AWBI), Central Zoo Authority (CZA), Wildlife Crime Control Bureau (WCCB), National Tiger Conservation Authority (NTCA)

❖ **Readings list:**

- Michael Frome (1998). Green Ink - An Introduction to Environmental Journalism, University of Utah Press, United States.
- Ramachandra Guha (1999). Environmentalism - A Global History, Pearson, United States.
- Madhav Gadgil & Ramachandra Guha (1995). Ecology and Equity - : The Use and Abuse of Nature in Contemporary India, Routledge, United Kingdom.
- Graham Chapman, Caroline Fraser, Ivor Gaber & Keval Kumar (1997). Environmentalism and Mass Media - The North/South Divide, Routledge, United Kingdom.
- John Bellamy Foster (1994). The Vulnerable Planet: A Short Economic History of the Environment , Monthly Review Press, New York.

- MadhavGadgil&RamachandraGuha (1993). The Fissures Land: An Ecological History of India, University of California Press, United States.
- R. Rajagopalan (2011). Environmental Studies: From Crisis to Cure, Oxford, United Kingdom.
- T. N. Khoshoo (1984). Environmental Concerns and Strategies, Indian Environmental Society, New Delhi.
- Sumi Krishna (1996). Environmental Politics - People's Lives and Development Choices, Sage Publication, New Delhi.
- Kiran B. Chhokar, Mamata Pandya and MeenaRagunathan (Eds) (2004). Understanding Environment, Sage Publication, New Delhi.
- Chopra Kanchan& Gulati S C (2001). Migration, Common Property Resources and Environmental Degradation, 2001 Sage Publications New Delhi.
- The Green Pen: Environmental Journalism in India and South Asia, Acharya, K. & Noronha, F., New Delhi: Sage Publications, 2010
- Environmental Communication and the Public Sphere, Cox, Robert, 5th Edition, London: Sage Publications, 2021
- Our Environment, Futerhally, Laeeq, New Delhi: National Book Trust, 2021
- Environmental Movements of India: Chipko, Narmada BachaoAndolan, Navdanya, Mallick, Krishna, Amsterdam: Amsterdam University Press, 2021
- Ecology & Sustainable Development, Ramakrishnan, P.S., New Delhi: National Book Trust, 2015
- Environmental Awareness and the Role of Social Media, Narula, Sumi, RaiArchana, Sharma Swapnil (Eds.), IGI Global, 2018

SEMESTER-I

COURSE CODE: MASS-DSE-105 B

COURSE TYPE: DSE-1

COURSE TITLE- BUSINESS JOURNALISM

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT-I

✓ Fundamentals of Business Journalism:

- Definition, Scope, and Principles of Business Journalism;
- Qualifications and Roles of a Business Reporter;
- Sources of Business Reporting, Ethical Issues in Business Journalism;
- Economic literacy for journalists: Understanding GDP, inflation, fiscal deficit, and monetary policy;
- Sources of business news: Government, corporations, regulatory agencies, stock exchanges;
- Business journalism and democracy: Media's role in economic governance and accountability,
- Overview of major Indian business newspapers, magazines, and digital platforms (e.g., Economic Times, Business Standard, Mint, Bloomberg, Reuters, etc.)

UNIT-II

✓ Tools and Techniques for Business Reporting:

- Overview of Indian and Global Economic Systems,
- Reporting Tools: Annual Reports, Trade Journals, House Journals,
- Digital Tools: Social Media, Video Conferencing, Web Portals

UNIT-III

✓ **Corporate, Financial, and Policy Reporting:**

- Corporate structures, governance, mergers, and acquisitions: Journalistic perspectives,
- Covering annual reports, balance sheets, and stock market trends,
- Sectoral reporting: Energy, technology, banking, agriculture, manufacturing, and services,
- Reporting on government budgets, economic surveys, and policy reforms,
- Understanding SEBI, RBI, NITI Aayog, and other regulatory bodies,
- Investigative business journalism: Exposés, scams, and ethics

UNIT-IV

✓ **Global Business, Trade, and Development:**

- Globalisation and media: World Bank, IMF, WTO, and trade agreements,
- Comparative business journalism: Western and Asian models,
- Reporting global markets, currencies, and commodities,
- The political economy of development: Inequality, sustainability, and corporate responsibility,
- Emerging trends: Startups, digital economy, fintech, and green business,
- Business journalism and development communication: Case studies from India and South Asia

❖ **Readings list:**

- AnjaneeSethi&BhawanaAdhikari (2010). Business Communication, McGraw Hill Education, United States.
- Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
- R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.
- P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
- Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.
- C.B.Gupta (2019). Essentials of Business Communication, Sultan Chand & Sons.
- Kaul, A. Effective Business Communication, 2nd ed. PHI learning
- Lesikar, R.V. &Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.(1992). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Meyer C, Dev(2021). Communicating for Results,Oxford University Press
- Quintanilla, Kelly M, (2021), Business and Professional Communication, 4e, Sage Textbook
- Raman and Singh(2012). Business Communication. Oxford University Press
- Scot, O., Contemporary Business Communication. Biztantra, New Delhi

SEMESTER-I

COURSE CODE: MASS DSE 105 C
COURSE TYPE: DSE-1
COURSE TITLE- **SWAYAM MOOCs COURSE**
CREDIT-4
MARKS- 50 (TH-40 + IA-10)

SWAYAM MOOCs COURSE

SEMESTER-I

COURSE CODE: MASS-SEC-106
COURSE TYPE: SEC-1
COURSE TITLE- HANDS ON LEARNING FOR PRINT MEDIA
CREDIT-4
MARKS- 50 (IA-10 + PR-40)

Syllabus Modules

UNIT-I:

- ✓ **The Newsroom Ecosystem:**
 - **Hands-on Task:** Participate in daily mock editorial meetings to pitch story ideas.
 - **Activities:** Mock press conferences to practice live note-taking and questioning.
 - Sourcing, verifying information, and interviewing experts/sources.
 - Writing hard and soft news following the Inverted Pyramid structure.

UNIT-II:

- ✓ **Editorial Processes:**
 - Hands-on Task: Copyediting and proofreading mock drafts.
 - Activities: Writing catchy headlines, sub-headlines, and photo captions.
 - Fact-checking and identifying ethical pitfalls (libel, plagiarism, and sensationalism).
 - Practicing style sheet/ book implementations

UNIT-III:

- ✓ **Design, production and Publishing:**
 - Hands-on Task: Create digital mock-ups using design software.
 - Activities: Learning industry standards like QuarkXPress, Adobe InDesign, Adobe Photoshop.
 - Grid layouts, white space management, and visual hierarchy.
 - Typography selection
 - Pre-press checks: Color correction (CMYK) and resolution (DPI/PPI).
 - Exporting files for print (PDF/X standards, bleeds, and crop marks).
 - Understanding paper stock, printing presses (offset vs. digital), and binding.

UNIT-IV:

✓ Capstone Project

- Hands-on Task: Conceptualize, write, design, and print a physical 4-to-8 page news file
- Activities: Working in collaborative teams (Editor, Reporter, Designer, Publisher roles).
- Presenting and defending the final publication to a panel of media professionals.

SEMESTER-II

COURSE CODE: MASS DSC 201

COURSE TYPE: DSC-5

COURSE TITLE- ADVERTISING

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ Fundamentals of Advertising:

- Advertising: definition, types, origin, growth & development of advertising in India;
- Publicity, propaganda, advertising and & Social Marketing;
- Nature, role and impact of Advertising on society;
- Function of Advertising in communication campaigns , marketing and public Relations;

UNIT- II:

✓ Advertisement Planning and execution:

- Planning Advertising campaigns- methods and strategies;
- Budgets and policy;
- Factors influencing designing of an advertising campaign, DAGMAR;
- Indoor and outdoor media- Newspaper, TV, Radio, Web, Bill board, Poster, Banner, Glow shine, Hoarding.

UNIT- III:

✓ Advertisement agency:

- Definition, role, functions; Pitching for account;
- Client servicing;
- Creative service-Copy Writer, art director, graphic and video producer;
- Ad production; Media planning; Media buying; campaign evaluation;
- Ad department of media house

UNIT- IV:

✓ **Legal and ethical aspects of advertising:**

- Ethics for advertising; Regulatory and self regulatory organization for advertising content;
- Presentation of children and women in advertisement;
- Impact of advertisement on women and children; current trend in advertisement;
- Use of social media as advertisement platform.

❖ **Readings list:**

- Aaker, Batra, Myers. Advertising Management. Dorlin Kindersley (India). 2006.
- David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
- David Ogilvy. Ogilvy on Advertising. Prion Publishing Group. 2011
- Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. Ltd. 1999
- John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.
- Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009. 7. Philip Kotler . Marketing management. Prentice Hall of India, 2000
- Rosser Reeves. Reality in advertising. Knopf. 1961.
- S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
- SarojitDatta. Advertising Today In the Indian. Profile Publishers. 1994
- William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.
- William Leiss, Stephen Kline, SutJhally. Social Communication in Advertising: Persons, Products & Images of Well-being. Psychology Press, 1990.
- William Wells, John Burnett, Sandra Ernst Moriarty. Advertising: Principles and Practice. Prentice Hall, 2003.
- Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.

SEMESTER-II

COURSE CODE: MASS-DSC-202

COURSE TYPE: DSC-6

COURSE TITLE- PUBLIC RELATIONS

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ **Fundamentals of Public Relations:**

- Definitions, concept; Role, Nature and scope of PR;
- Evolution of the concept; Difference with advertising and promotion;
- Types of PR- Personality, product, event, crisis, disaster;
- Role of PR in developing economies;
- Future of PR in India.

UNIT-I I:

✓ **Tools and methods:**

- PR levels -Interpersonal, Mass media and selective media
- Press/Media relations, Press Release, Press conference, press briefing, press tours, rejoinder, media coverage monitoring;
- Internal and external public;
- Employee relations; House journal,
- PR Campaign, SWOT analysis

UNIT-III:

✓ **Corporate Communications and crisis communications:**

- Principles & Concepts of Corporate Communication;
- Media Relations: nature, implications and the impact of New Media;
- Growth of new media and changing corporate media relations practices;
- Impact of blogs, chat rooms, and Web-based groups on Corporate Communications Practice;
- CSR,
- Crisis communication-definition, functions; Problem solving strategies associated with crisis communication

UNIT-IV:

✓ **Public Relations organization and management:**

- Government PR-Organization and functions;
- CSR and NGO – Scope and application;
- PR consultancy- Professional PR organizations;
- PR in educational and research institutions;
- PR in/for private and public sectors;
- PIB, I&C Relations department of West Bengal; PRSI, IPRA

❖ **Readings list:**

- Argenti, P. A. (2005). *Corporate Communication*. New York: McGraw-Hill.
- Balan K.R. (1980). *Public Relation*. New Delhi: S.Chand and Co.
- Oliver, S. (2004). *Handbook of corporate communication and public relations: pure and applied*. UK: Routledge
- Seeger, M. W., Sellnow, T. L.; Ulmer, R. R. (2003). *Communication and organizational crisis*. CT: Greenwood Publishing Group
- Kaul, J. M.—Public Relation in India, NayaProkash, 1976
- Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
- Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
- Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985
- Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013 Danny Moss, Barbara
- DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011
- Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.

- Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
- The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.
- Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008

SEMESTER-II

COURSE CODE: MASS-DSC-203

COURSE TYPE: DSC-7

COURSE TITLE- RADIO JOURNALISM

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ **Intro:**

- Radio as media, its impact; understanding differences of radio language from TV language;
- Special features of radio;
- Social objectives of radio.

UNIT- II:

✓ **Growth and Development:**

- Growth and development of radio in India,
- Various types of radio- AM, FM, HAM, Community Radio, Local Radio etc.
- AIR three tier services- national, regional, external services,
- Different Radio channels of AIR
- Management and organization of AIR,

UNIT- III:

✓ **Public Service:**

- Indian broadcasting policy,
- Major recommendation of different committees and working groups,
- PrasarBharati Bill-question of autonomy,
- Public Service Broadcasting

UNIT- IV:

✓ **Production:**

- Planning and production of Radio programmes- general and special audience,
- Different types of Radio Programmes - Features, debate, talks, drama, interview etc.
- Principles of writing for radio- Language, Radio script
- Techniques of radio news writings,

- Radio commercials,
- Radio anchoring-voice modulation- pitch-pronunciation,
- Technical part of Radio,
- Future of radio

❖ **Reading list:**

- Chatterjee, P.C., Broadcasting in India, Sage, 1987
- Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
- Bhatt, S.C., Broadcast Journalism: Basic Principles , HarAnand Publications (June 30, 2007)
- Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi
- Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi
- Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
- Hellard Robert -, Writing for Television and Radio, Sage 2000

SEMESTER-II

COURSE CODE: MASS-DSC-204

COURSE TYPE: DSC-8

COURSE TITLE- TELEVISION JOURNALISM

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

UNIT- I:

✓ **Intro:**

- History of inception in India,
- Doordarshan,
- PrasarBharati,
- Public Service Broadcasting,
- Satellite TV, Community TV

UNIT- II:

✓ **Television as media:**

- Television as media- Importance of TV and its impact on society (specially on women and children), TV as socio-cultural force;
- Growth of TV in India,
- Various services of Doordarshan- National, Regional network,
- Satellite channels, Cable TV, Satellite TV, DTH and Up linking, Relay stations,
- Organization system of Doordarshan.

UNIT- III:

✓ **Production:**

- Planning and production of TV programmes- TV crews, TV Reporters, TV anchors, TV editors,
- Writing for TV- TV language, TV script
- Visualization, Anatomy of news casting and news gathering,
- Various formats of TV news packages- VO, AVO, VOSOT, PTC, Byte, graphical input etc,
- Various programmes - general and special audience programmes, news, soaps, sports, talk shows etc,
- Sting operations

UNIT- IV:

✓ **Techniques:**

- Camera: Basic Shots, Camera movements, camera angles;
- News Room structure – Reporters, News Editors, Correspondents, Newscasters etc. ;
- TV news production: Pre production, production, post –production;
- TV News editing – Fundamentals of TV news editing;
- Audience Research TRP, TAM, people meter, Pilot testing, Focus Group.

❖ **Reading List :**

- Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition 2008
- Owens J & Millerson G : Television Production, Focal Press fifteenth edition 2012
- French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996
- Acharya, R.N.: Television in India, Manas Publication, Delhi
- Desai M K: Television in India Authors press New Delhi 2010
- Chatterjee P.C.: Broadcasting in India, Sage, New Delhi, 1987
- Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
- Kapoor D N:, Broadcast Journalism, Mohit Pub New Delhi 2006
- Kohli .V: The Indian Media Business, Response New Delhi 2006

SEMESTER-II

COURSE CODE: MASS-DSE-205 A

COURSE TYPE: DSE-2

COURSE TITLE- MOBILE JOURNALISM AND MULTIMEDIA PRODUCTION

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

- ✓ **Fundamentals of Mobile Journalism (MoJo):**
 - The MoJo Landscape: Evolution of smart phones as essential newsgathering and broadcasting devices.
 - Ethics & Verification: Addressing cyber security, copyright, and the mitigation of misinformation in real-time digital spaces.
 - Media Laws & Regulations: Understanding digital censorship, content moderation, and open-source movements.
 - Types of MOJO: News, Incidents, Vlog, Reel, Documentary, Story, Influencing video etc.

UNIT- II:

- ✓ **Smartphone Hardware & Accessories:**
 - Camera Intricacies: Understanding smartphone camera sensors, manual focus, and exposure locking.
 - Audio & Lighting: Using external microphones (lavalier, shotgun), portable LED lights, and reflectors.
 - Stabilization: Utilizing gimbals, selfie sticks, and tripods for cinematic mobile shots.
 - Lenses: Applying macro, wide-angle, and telephoto attachments for diverse visual storytelling.

UNIT- III:

- ✓ **Multimedia Production, Post-Production and content creation:**
 - Mobile Videography: Shot types (WS, MS, CU), framing, and composition specific to mobile screens.
 - Mobile Editing Apps: Training on applications like CapCut, Adobe Premiere Rush, Kinemaster, and LumaFusion for multi-track editing.
 - Audio Editing: Multi track audio recording, voiceovers, and noise reduction on mobile.
 - News Packaging: Designing and adding titles, subtitles, lower-thirds and company logos to smartphone videos.
 - Visual Storytelling: Creating mobile photo essays and "Day in the Life" formats.
 - Blogging & E-Zines: Creating and customizing blog accounts, writing mobile-optimized articles, and integrating multimedia.
 - Podcasting: Audio and video podcasting techniques, best practices, and distribution.
 - Data Journalism: Gathering open-source data, analyzing datasets, and creating mobile-friendly data visualizations.

UNIT- IV:

- ✓ **Social Media & Audience Engagement:**
 - Live Broadcasting: Producing live-streamed selfie stand-ups and breaking news coverage from the field.
 - Platform-Specific Formats: Tailoring news for Instagram/Facebook Reels, YouTube Shorts, and X (Twitter) Threads.
 - Audience Analytics: Using SEO, Hashtags, and backend analytics (Google Analytics) to drive and measure engagement.

- Digital Monetization: Understanding organic traffic, digital advertising, and building sustainable independent creator ecosystems.

❖ **Readings list:**

- Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. CQ Press
- Eldridge II, S., and Franklin, B. (2018). Handbook of Developments in Digital Journalism Studies. Routledge
- Hjorth, L., Burgess, J., and Richardson, I. (2012). Studying mobile media: Cultural technologies.
- Mobile communication, and the iPhone. Routledge
- I. Burum and S. Quinn (2015) MOJO: The Mobile Journalism Handbook , Focul
- James G. Stovall Web Journalism: Practice and Promise of a New Medium
- Ronal Dewolk, Introduction to Online Journalism, Allyn& Bacon, 2001
- John Vernon Pavlik ,New Media Technology, Allyn& Bacon
- Cecilia Friend, Online Journalism Ethics: Traditions and Transitions, 2007

SEMESTER-II

COURSE CODE: MASS-DSE-205 B

COURSE TYPE: DSE-2

COURSE TITLE- MEDIA LITERACY AND ADVOCACY

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ **Media Literacy and Advocacy:**

- Defining Media, Information, Information Society, Media Advocacy and Advocacy Communication
- Understanding the Role and Functions of Media In Democracy.
- Freedom of Expression and Media and Information Literacy.- Defining and Articulating Information Literacy, Need for Information Literacy, Locating and Accessing Information, Organizing Informatio..
- Media Literacy: Defining Media Literacy, Need for Media Literacy, understanding conditions under which media performs their functions,
- News Literacy, Advertisement Literacy, Television and Cinema Literacy.

Unit II

✓ Foundations of Advocacy Communication

- Concept, meaning and evolution of advocacy communication -Advocacy, lobbying, campaigning and public affairs: Conceptual distinctions.
- Communication for Social and Behaviour Change (SBCC) and Communication for Development (C4D)
- Theories of advocacy communication - Framing Theory , Public Sphere (Habermas), Social Marketing Theory
- Stakeholders in advocacy: Government, civil society, NGOs, INGOs, media and citizens
- Digital advocacy and social media activism -Online petitions and hashtag campaigns
- Data-driven advocacy and digital storytelling

UNIT- III:

✓ Information Literacy in digital age

- Computer and Internet Literacy, Users Generated Content,
- Ethical Issues with Digital Media- misinformation, Disinformation, Mal Information, Manipulation and Distortion.
- Reliability of Digital Content, Social Media Sharing and Forwarding.
- Understanding fact-checking: Concepts, processes, and ICT tools for Fact-Checking.
- Political and ideological influences on fact-checking.
- Case studies of misinformation, political propaganda, and contested facts

Unit IV :

✓ Advocacy Strategies, Campaign Design and Media Engagement

- Situation analysis and issue identification , Evidence-based advocacy and policy communication
- Coalition building, networking and community mobilisation ;
- Monitoring and evaluation of advocacy campaigns
- Case Studies: Pulse Polio Campaign ; Beti Bachao Beti Padhao ;Swachh Bharat Mission ;RTI Movement ; Nirbhaya Movement

❖ Readings list:

- Rogers, E. M. (2003). Diffusion of Innovations (5th ed.). Free Press.
- Servaes, J. (Ed.). (2020). Handbook of Communication for Development and Social Change. Springer.
- Melkote, S. R., & Steeves, H. L. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice (3rd ed.). SAGE.
- Tufte, T. (2017). Communication and Social Change: A Citizen Perspective. Polity Press.
- Dill, K-. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodgkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
- John.V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
- Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
- Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
- W.J. Potter, Media Literacy, 7th ed. (Sage,2013)
- A. Silverblatt, A. Yadav, V. Kundu – Media Literacy: Keys to Interpreting Media Message (Om Publication, 2022)
- Amit Verma - Media literacy across culture: Education and empowerment (Springer, 2026)

SEMESTER-II

COURSE CODE: MASS-DSE-205 C

COURSE TYPE: DSE-2

COURSE TITLE- **SWAYAM MOOCs COURSE**

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

SWAYAM MOOCs COURSE

SEMESTER-II

COURSE CODE: MASS-SEC-206

COURSE TYPE: SEC-2

COURSE TITLE- HANDS ON LEARNING FOR AUDIO-VISUAL MEDIA

CREDIT-4

MARKS- 50 (TH-40 + IA-10)

Syllabus Modules

UNIT- I:

✓ **Hands-On Camera & Lighting:**

- Camera Operation: Types of cameras (DSLR, Mirrorless, Cinema), lenses, exposure (ISO, aperture, shutter speed), and white balance.
- Lighting Essentials: Three-point lighting, natural light utilization, and modifying light.
- Sound Recording: Using microphones (lavalier, shotgun mics), audio levels, and avoiding background noise.

UNIT- II:

✓ **Post-Production (Editing & Sound Design):**

- Video Editing Workflow: Organizing footage, basic cuts, transitions, pacing, and color grading using software (e.g., Adobe Premiere Pro, DaVinci Resolve)
- Sound Design & Mixing: Syncing audio, adding sound effects (Foley), background music tracks, and mixing for stereo or surround sound formats.
- Exporting & Delivery: Understanding file formats, codec, and optimizing for various platforms (Web, TV, social media).
- Making of Radio news packages, Interviews etc.

UNIT- III:

✓ **Practical Projects & Portfolio Development:**

- Short-Form Content: Producing short PSAs (Public Service Announcements), or advertisements for TV and Radio
- Journalistic Packages: Creating short news reports and packages, PTC for TV and Radio

UNIT- IV:

✓ **Presentation and Viva-voce**

- Presentation of prepared audio-visual projects and viva-voce

Somnath Paul

Banshri Das

Rajsh Das