

महात्मा गाँधी केन्द्रीय विश्वविद्यालय
MAHATMA GANDHI CENTRAL UNIVERSITY
(Established by an Act of Parliament)

2-Year
Master of Arts in Journalism and Mass Communication
(MAJMC)

Syllabus

(Revised paper code MJMC4104 in B.O.S. on 02.09.2024)

(Under NEP -2020 w.e.f. 2023 -24 onwards)



DEPARTMENT OF MEDIA STUDIES
SCHOOL OF COMPUTATIONAL SCIENCE, INFORMATION SCIENCE AND
COMMUNICATION TECHNOLOGY (SCSI&CT)

Pt. DDU Campus, Behind Nidan Hospital, Balua Tal
MAHATMA GANDHI CENTRAL UNIVERSITY,
MOTIHARI

(Established by an Act of Parliament)

Dr. Ambedkar Administrative Building, Near OP Thana, Raghunathpur, Motihari,
District: East Champaran, Bihar – 845401

2-Year Master's Programme in Journalism & Mass Communication

1st Year, Semester I, Level 6.5

Course Code	Course Title	Broad Category of Course	Credit Distribution				Duration	IA	ESE	Total
			L	T	P	Total				
Discipline Specific Core Course (DSC) (Compulsory)										
MJMC4101	THEORY AND MODELS OF MASS COMMUNICATION	DSC	3	1	0	4	60 HRS	40	60	100
MJMC4102	HISTORY OF JOURNALISM	DSC	3	1	0	4	60 HRS	40	60	100
MJMC4103	CINEMA & CULTURAL COMMUNICATION	DSC	3	1	0	4	60 HRS	40	60	100
MJMC4104 & MJMC4106 : Open Elective course (OEC) (Opt any one course from the following or, choose from MOOCs/SWAYAM/Multi-disciplinary from other department of University) (Select any one)										
MJMC4104	GENERAL AWARENESS AND CURRENT AFFAIRS	OEC	3	1	0	4	60 HRS	40	60	100
MJMC4105	MEDIA INFORMATION AND EMPOWERMENT	OEC	3	1	0	4	60 HRS	40	60	100
MJMC4106	HINDI BHASHA AUR SAMPRESHAN	OEC	3	1	0	4	60 HRS	40	60	100
Skill Enhancement Course/Practical (Compulsory)										
MJMC4107	MOBILE JOURNALISM	PC/SEC	1	0	1	2	30 HRS	40	60	100
MJMC4108	E-CONTENT WRITING	PC/SEC	1	0	1	2	30 HRS	40	60	100
MJMC4109 & MJMC4110 : Mandatory Elective Non-Credit Course (MENC) equivalent to zero credit (Opt any one course from the following) (Select any one)										
MJMC4109	COMPUTER BASICS	MENC	1	0	1		30 HRS	40	60	100
MJMC4110	SPORTS JOURNALISM	MENC	1	1	0		30 HRS	40	60	100
Total Credit							20			
Abbreviation:										
DSC: Discipline Specific Core Course, OEC: Open Elective course, PC: Practical Course, SEC: Skill Enhancement Course, MENC: Mandatory Elective Non-Credit Course										
*SWAYAM Courses										

MAJMC- 1ST YEAR
Theory and Models of Mass Communication
COURSE CODE-MJMC4101

Type of Course-Discipline Specific Core Course (DSC)

Credits-4

Course Objectives:

- This course is designed to inculcate basic knowledge about various concepts, procedures, models and principles of communication.
- This course aims to develop basic understanding about the issues of mass communication, media development, issues of media monopoly, working on media and social responsibility.

UNIT- I: Communication: Definition, Types and Importance

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and Importance
- Barriers to Communication

UNIT – II: Function and Process of Mass Communication

- Nature, function and process of mass communication,
- Various types of mass communication tools
- Audience Analysis: Characteristics and typology of audiences.
- School of Communication: Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, and Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams)

UNIT- III: Theories and Models of Mass Communication

- **Models of Communication:** Aristotle, Lasswel, Shannon and Weaver, Osgood, Schramm, SMCR, Dance, Gerbner, Newcomb
- Manufacturing Consent/ Propaganda model (Chomsky)
- **Theories of Communication:** Normative theories, Magic Bullet, Cultivation, Spiral of silence
- **Theories of Communication:** Diffusion of Innovation, Agenda Setting, Convergent and gate - keeping.

UNIT – IV: Media Literacy and Culture

- Media and Information Literacy
- Mass media, Public opinion and Democracy
- Media and social responsibility, Media Accountability
- Media culture and its production.

Program Structure and Curriculum

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Examination Scheme:

Components	CA/P	HA	MT	A	EE
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

Suggested Readings:

- Aggarwal, V.B., & Gupta V.S., (2001). Handbook of Journalism and Mass Communication, Concept Publishing Co.
- Baran, S.J., & Davis, D. K., (2020). Mass Communication Theory: Foundations, Ferment, and Future (8th edition), Oxford University Press.
- Belmont, C. A.,(2001). Introduction to Mass Communication, Pearson
- Choudhary, R. K., (2007). Research Methods in Mass Communication, Pearl Books.
- Robert, C., (2010). Environmental Communication and The Public Sphere, SAGE.
- Dennis, M.Q. (2012). Mc Quail's Mass Communication Theory, (6th South Asian Edition), SAGE
- Schramm, W. Roberts, D.F., The process and effects of mass communication, Urbana, IL:University of Illinois Press, 1971
- Keval J. Kumar, (2011). Mass communication in India, Jaico Publishing House, Mumbai, 2011
- Mitchell & Mark B.N. Hansen, (2010). Critical Terms for Media Studies, The University of Chicago Press, 2010
- Adhikari N., Theory and Practice of Communication- Bharata Muni, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
- जनसंचार माध्यमों का वैचारिक परिप्रेक्ष्य, जवारीमल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000
- जनमाध्यम और मासक कल्चर, जगदीश्वर चतुर्वेदी, सारांश प्रकाशन, दिल्ली 1996

**MAJMC- 1ST YEAR
SEMESTER-1ST**

History of Journalism

COURSE CODE-MJMC4102

Type of Course-Discipline Specific Core Course (DSC) Credits-4

Course Objectives:

- To help students develop Skills in primary resources about Indian and global Media.
- To provide students with Knowledge of rich and diverse history of Indian Press.
- To help students understand and value great Contribution of the Press in struggle for freedom.

Unit I – History and Development of Press

- History and Evolution of printing in the World.
- Colonialism and Development of communication
- Development of English Education and Spread of Press
- Growth of Language Newspapers in India

Unit II - Contribution of Eminent Persons as Editors in the Freedom Struggle

- Contribution of James Augustus Hickey
- James Silk Buckingham
- Serampore missionaries
- Raja Ram mohan Roy

Unit III - Indian Independence and the Press

- The first war of Indian independence and the Press.
- Freedom struggle and the Press: B.G Tilak, Ghosh brothers, S. Sadanand
- Annie Besant, B.G. Horniman.
- Mahatma Gandhi and B.R. Ambedkar

Unit IV - Major Indian Newspapers, News Agencies and Organization

- Major Indian Newspapers: The Times of India, The Hindustan Times, The Statesman, The Hindu, The Indian Express.
- Growth of magazine in India:
- Development of Indian and Global News Agencies: Reuters, AP, AFP, UPI, PTI, UNI, Bhasha, Univarta
- PCI, Wage Board for Working Journalists, RNI, Audit Bureau of Circulation

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, and Workshops related to value education.

Examination Scheme:

Components	CA/P	HA	M T	A	E E
Weightage (%)	7.5	7.5	20	5	60

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid-Term Test
- A- Attendance
- EE- External Examination

Suggested Readings:

- Briggs, Asa & Peter Burke. (2005). A social history of the media: From Gutenberg to the internet. Cambridge: Polity Press
- Kohli-Khandelkar Vanitha. (2006). The Indian media business. New Delhi: Sage
- Kumar, J Keval. (2003). Mass communication in India. Delhi: Jaico Publishing House.
- Mott, Frank Luther (2000). American journalism: A history of newspapers in the United States through 250 years, 1690-1940. London: Routledge.
- Murthy, Nadiga Krishna. (1966). Indian journalism. Mysore: Prasaraanga, Mysore University.
- Natarajan, J. (2017, reprint). History of Indian journalism. New Delhi: Publications Division, Govt. of India.
- Parthasarathy, Rangaswami. (2001). Journalism in India (4th Ed). New Delhi: Sterling Publishers.
- RNI (Annual) Press in India. Government of India. Available at rni.nic.in

**MAJMC- 1ST YEAR
SEMESTER-1ST**

CINEMA & CULTURAL COMMUNICATION

COURSE CODE-MJMC4103

Type of Course-Discipline Specific Core Course (DSC) Credits-4

Course objectives:

- The objective of this paper is to introduce basic concepts and principles of Indian Cinema along with various aspects of Indian Film Industry. Culture and Cultural Communication
- A brief history of world cinema, introduction of Indian cinema and knowing the early era of cinema. Learn Famous Indian filmmakers and Parallel cinema, film appreciation and analysis of Indian cinema.

Unit – I: History of Cinema & Film language

- Brief History of World and Indian Cinema. Introduction of Indian Cinema and early age of Cinema
- The Grandfather of Indian cinema: Dada Saheb Phalke
- Shot, scene & cut, Camera Distance, Camera Angles, Camera movements
- Lighting, Sound in films, Film Editing devices

Unit – II: Film as a Profession

- Film institutions in India
- Film festivals (National and International)
- Film awards
- Film censorships

Unit – III: Cinema and Cultural Communication

- Definition of Culture and Cultural Communication
- Indian Cinema and Culture, aesthetics of cinema
- Cinema: The best medium of cultural communication
- Socio-Cultural Reality and Indian Cinema

Unit – IV: Trendsetter film directors and Impact of Indian Cinema

- Satyajit Ray, B. R. Chopra, Hrishikesh Mukherjee, Chetan Anand
- Mahesh Bhatt, Ramesh Sippy, Shyam Benegal, Sanjay Leela Bhansali, Raj kumar Santoshi
- Mainstream Cinema and Parallel Cinema
- Impact of Cinema on Indian Society

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage (%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

Suggested Readings:

- Chadda, Manmohan. (1990). Hindi Cinema ka Itihas. Sachin Prakashan (New Delhi).
- Keswani, Rajkumar. (2010). Bombay Talkie. Vani Prakashan, New Delhi.
- Masoom Raza, Rahi. (2020). Cinema Aur Sanskriti. Vani Prakashan, New Delhi.
- Praveer, Prachand. (2018). Abhinav Cinema. Vani Prakashan, New Delhi.
- Saran, Renu. (2012). History of Indian Cinema. Diamond Books
- Tinkcom, Matthew and Villarejo, Amy. (2001). Popular Cinema and Cultural Studies. Routledge.
- Tiwari, Surendranath. (1989). Shataranj Ke Khiladi. Madhya Pradesh Film Development Corporation
- Barnouw, Erik and Krishnaswamy. 1980. S. Publisher Oxford University Press Inc; 2nd edition.
- Chakravarty, Sumita S. 1993. National Identity in Indian Popular Cinema, 1947-1987. University of Texas Press.
- Mamet, David. 1992. On Directing Film. Penguin Books; Reprint edition.
- Ray, Satyajit. 2021. Speaking of Films. Penguin India.
- गुप्ता, डॉ .चंद्रभूषण अंकुर, 2012 , सिनेमा और इतिहास , शशिप्रकाशन
- अंकुर, चंद्रभूषण, 1984 ,हिंदी फिल्मों एक ऐतिहासिक अध्ययन, राहुल पब्लिशिंग हाउस दिल्ली-
- सिंह, जय, 2013 ,भारतीय सिनेमा का सफरनामा, प्रकाशनविभाग
- श्रीवास्तव, संजीव, 2014 ,समय, सिनेमा और इतिहास, हिंदी सिनेमा के सौसाल , प्रकाशनविभाग
- मिसाल, डॉ .चंद्रकांत, 2014 , सिनेमा और साहित्य का अंतःसंबंध, हिंदी साहित्य निकेतन, बिजनौर) उत्तरप्रदेश(
- जोशी, मनोहर श्याम, 2014 ,पटकथा लेखन परिचय, राजकमल प्रकाशन
- रजा, राही मामूम, 2018 ,सिनेमा और संस्कृति, वाणी प्रकाशन, नईदिल्ली
- जोशी, ललित, हाउसफुल, इतिहास बोध प्रकाशन, इलाहाबाद
- ब्रह्मात्मज, अजय, 2013 , सिनेमा की सोच, वाणी प्रकाशन, नई दिल्ली

**MAJMC- 1ST YEAR
SEMESTER-1ST**

GENERAL AWARENESS AND CURRENT AFFAIRS

COURSE CODE-MJMC4104

Type of Course- Open Elective Course (OEC) Credits-4

Course Objectives:

- This course focuses on the need to keep the students aware about the latest happenings in the national and international arena. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda.
- This course is designed to develop the ability of learner to analyze major political, social, sports, science, technological and cultural events

UNIT- I: Indian Constitution: Rights & Duties

- Indian Constitution Article 19
- Salient features of Indian Constitution
- Fundamental Rights
- Fundamental Duties

UNIT- II: UNO and Other Organizations

- UNESCO
- WHO
- G20
- Non-Aligned movement

UNIT- III: International and National Issues

- Hunger: Absence of comfort
- Causes of Climate change
- Poverty: Violation of dignified life
- Current social problems of India

UNIT- IV: Policy and Rights

- Millennium development goals
- Latest policies and schemes of the Indian government
- Women Rights
- Human Rights

Suggested Books:

- Basu, Durga Das (2013). Introduction to the Constitution of India (21st ed.). Lexis Nexis. ISBN 978-8180389184
- Carson, Rachel. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002, ISBN 0-618-24906-0
- Michelle Jurkovich. 2020. Feeding the Hungry: Advocacy and Blame in the Global Fight against Hunger. Cornell University Press.
- Skeat, Walter (2005). An Etymological Dictionary of the English Language. Dover Publications. ISBN 978-0-486-44052-1.
- Ahuja, R. (2014). Social problems in India. Jaipur: Rawat Publications

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage (%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

MAJMC- 1ST YEAR SEMESTER-1ST

MOBILE JOURNALISM

COURSE CODE-MJMC4107

Type of Course-Skill Enhancement Courses / Practical (SEC) Credits-2

Course Objective:

The focus of this curriculum is to provide an exposure to Mobile Journalism. The main objective of the course is to develop an understanding about Mobile Journalism.

Unit -I Mobile Journalism: Conceptual Dimensions

- Mobile telephony: History & Development
- Emergence of Digital Sphere
- Mobile Journalism: Basic Concepts
- Data Democracy & Data Revolution

Unit -II Mobile Journalism: Modern Trends

- Artificial intelligence & Machine learning
- Convergence & Multi Media
- Social Media & Mobile Journalism
- Limitations of Social Media Platforms

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA1/P1	CA2/CP2	A	EE/V	Total
Weightage (%)	15	20	5	60	100

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination
- V-Viva

Suggested Books:

- Ivo Burum and Stephen Quinn, (2015); **MOJO: The Mobile Journalism Handbook**, Routledge, India.
- Mikelle Stree, (2017); **Mobile Video Journalism: A Comprehensive Guide to Creating and Sharing Stories on the Go**, Focal Press, India
- Sue Robinson, (2014); **Mobile Reporting and Storytelling**, Routledge, India
- Charlie Beckett, (2010); **The Mobile News Revolution**, Polity Press, India
- John Maxwell, (2022); **Mobile Journalism**, Prabhat Prakashan Pvt Ltd; New Delhi

**MAJMC- 1ST YEAR
SEMESTER-1ST**

E-CONTENT WRITING

COURSE CODE-MJMC4108

Type of Course- Skill Enhancement Courses / Practical (SEC) Credits-2

Course Objectives:

The objective of this paper is to develop an understanding of E-content writings and stresses upon developing writing skills required for print, broadcast and online media.

UNIT-1 Content & creative writing

- Creative Writing: Meaning, Concepts, Form
- Content writing: process of idealizing,
- Content writing: planning, writing and editing,
- Content writing for digital marketing purposes.

UNIT-11 Different types of content writing

- Social Media Writing, Blog Writing, Pamphlet Writing, Copywriting
- Website Content, Brochure Content
- Writing: Features, Articles, Memoirs, Video scripts
- Review Writing: Characteristics and writing skill

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA1/P1	CA2/CP2	A	EE/V	Total
Weightage (%)	15	20	5	60	100

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- V-Viva
- A- Attendance
- EE- External Examination

Suggested Readings:

- Rich Carole. 2010. News Writing and Reporting, Wadsworth Publications.
- June A. Valladares. 2000. Craft of Copywriting, Sage Response Books,
- Robert L. Hilliard. 2008. Writing for Television, Radio and New Media. Wadsworth Pub.
- Milan D. Meeske. 2006. Copy Writing for Electronic Media: A Practical Guide, Wadsworth Publications.
- Bruce Bartlet, Et. AL . 2013. Writing for Visual Media, Focal Press.
- Nirmal Kumar Chawdhary. 2009. How to Write Film Screenplays. Kanishka Publication.
- Lee Goldberg & William Rabkin. 2003. Successful Television Writing, Wiley.

**MAJMC- 1ST YEAR
SEMESTER-1ST**

COMPUTER BASICS

COURSE CODE-MJMC4109

Type of Course- Mandatory Elective Non-Credit Course (MENC)

Credits-2

Course Objectives:

This course is designed to inculcate basic knowledge about various concepts, historical development, and technical aspects of Computer Technology. This course aims to create basic skills and knowledge of Computer technology as per the requirement of Media Industry.

UNIT-I INTRODUCTION TO COMPUTER

- Introduction to Computer
- Evolution of Computer
- Characteristics of Computer
- Meaning and Purpose of Input and Output Devices

UNIT-II COMPUTER APPLICATION

- MS Office: MS Word, Excel & PowerPoint
- Internet & Search Engines
- New Media: Emergence and significance
- Social Networking and Connectivity

Program Structure and Curriculum

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars and Workshops related to value education.

Examination Scheme:

Components	CA/P	HA	MT	A	EE	Total
Weightage (%)	7.5	7.5	20	5	60	100

Abbreviation:

- CA/P- Class Assignment/Presentation
- HA- Home Assignment
- MT- Mid Term Test
- A- Attendance
- EE- External Examination

Suggested Readings:

- Singh, Ravindra Pratap (2001) Doorsanchar, Drashya, Paidrashya, Achariya Publication (1st edt.) Allahabad.

- Gupta, Om and Ajay S (2002) Information Technology in Journalism, Kanishka Publication (1st ed.) New Delhi.
- Sharma, GK, Sharma, Hemant (2002) Suchna Prodyogiki, Atlantic Pub. (1st ed.) New Delhi.
- Bansal, S.K. (2004) Information Technology, New Delhi, APH Publication
- Kumar, Suresh (2004) Internet Patrakarita, Taxsila Prakashan (1st ed), New Delhi.
- Sinha, P.K. (2009) Computer Fundamentals, BPB Publications, New Delhi

