

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Master of Arts in Journalism & Mass Communication (M.A JMC)
Learning Outcomes-based Curriculum Framework (LOCF)



विद्याधनं सर्व धनं प्रधानम्

M.A JMC (Two-Year) Distance Education Programme
Syllabus (2024 Onwards)

(As per National Education Policy 2020)

Directorate of Distance Education

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES, CENTRAL
UNIVERSITY OF HARYANA, MAHENDERGARH (123031)**

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1. Introduction to Journalism and Mass Communication

Journalism and mass communication as an interdisciplinary subject touch almost all the branches of studies of human interest. Different departments of studies contribute equally to the development of humans and their world. Every branch shares a story with a large number of people and comes under journalism and mass communication.

The discipline of Journalism and mass communication teaches us to create, manage and monitor the content that goes out to the masses. Mass Communication and Journalism are the two sides of the same coin yet different. If the content is news, that mass communication function is called journalism. Other hand, there are many various forms of mass communication- Public Relations and marketing communication, Filmmaking, Photography, Radio and Television, Content Writing, Copywriting, digital media, information society and many more. From Information to entertainment, there are various platforms to practice Journalism and mass communication. It also accommodates new forms and technology to grow to all extents. Print to Digitization of mass media can be a great example. By practising this discipline, one can fulfil their passion for living things and contribute to humanity. As an academic discipline, it trains the fundamental practices and ethics of the domain.

In-depth research of different areas of journalism and mass communication is another facet of the discipline. It leads to contributing to the discipline itself and growing according to time and needs. There are ample opportunities to pursue independent research in the field of journalism and mass communication. At the same time, the discipline journalism and mass communication provides academic research at its full focus and strength and develops new academia in journalism and mass communication. From the year 2024 through the Director of Distance education our department is going to offer MAJMC through Distance Mode.

2. Programme Outcomes

On completing M. A. Programme, the students shall be able to realise the following programme outcome:

PO-1: Demonstrate holistic understanding of life in varied manifestations.

PO-2: Discuss and apply various social, political and literary trends in real-life situations.

PO-3: Understand and discuss contemporary socio-political, cultural and literary context through a multidisciplinary approach.

PO-4: Develop competency in handling advertising and PR campaigns.

PO-5: Ability to integrate the traditional knowledge with the latest advances in social sciences and humanities.

PO-6: Formulate valid propositions on the basis of multidisciplinary and cross-disciplinary understanding of disciplines.

PO-7: Appreciate and analyse regional, national and international scenarios.

PO-8: Demonstrate the ability to interpret and analyze the realities of life from a social perspective.

PO-9: Develop understanding of the news room work culture

PO-10: Propose solutions to the existing human problems as a well-informed and competent individual.

3. Programme Specific Outcomes

On completing M. A. in Journalism & Mass Communication, the students shall be able to realize the following outcomes:

PSO-1: Develop a critical understanding of communication and its varied forms.

PSO-2: Compare the trends in media produced in different contexts.

PSO-3: Exhibit Technical skill and competency for researching mass communication.

PSO 4: Enhancement of soft skills and personality development

PSO 5: Enhance the ability to use language proficiently and correctly, both in speech and writing.

PSO 6: Develop understanding and competency on digital media

PSO 7: Command over various media Tools and techniques

PSO 8: Identify and apply an appropriate theoretical framework for media text.

PSO 9: Develop theoretical and practical capability on media Research

PSO 10: Develop understanding of the work culture in the newsroom.

Semester wise structure

The programme consists of four semesters and required to achieve 100 credits are to be achieved through the various core, departmental electives, school-level electives and open generic courses, demonstrated below:

Master of Journalism and Mass Communication: 104 Credits					
Course/Sem	Sem-1 (Credits)	Sem-2 (Credits)	Sem-3 (Credits)	Sem-4 (Credits)	Total
Discipline Specific Courses Core (including practical training/dissertation)	25	25	25	25	100

4. Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competency

Course Structure of Master of Journalism and Mass Communication (MAJMC) under Choice Based Credit System for the year 2024-26 and beyond

Total No. of Credits in Four Semesters = 25x4 = 100

Semester-I Total Credits: 25

The first semester shall consist of 25 credits with 5 core courses.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010101 C 05	Introduction to Communication	C	5	12	70	30	100
2	DDE JMC 010102 C 05	Introduction to Media	C	5	12	70	30	100
3	DDE JMC 010103 C 05	Writing Skills	C	5	12	70	30	100
4	DDE JMC 010104 C 05	Media and Society	C	5	12	70	30	100
5	DDE JMC 010105 C 05	Media Literacy	C	5	12	70	30	100
	Total			25	60	350	150	500

Semester-II Total Credits: 25

Semester-II Total Credits: 25

The first semester shall consist of 25 credits with 5 core courses.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010106 C 05	Communication for Development	C	5	12	70	30	100
2	DDE JMC 010107 C 05	Cross-Cultural Communication	C	5	12	70	30	100
3	DDE JMC 010108 C 05	Gender and Media Sensitivity	C	5	12	70	30	100
4	DDE JMC 010109 C 05	Reporting and	C	5	12	70	30	100

		Editing						
5	DDE JMC 010110 C 05	Media Laws and Ethics	C	5	12	70	30	100
	Total			25	60	350	150	500

Semester-III Total Credits: 25

Semester-III Total Credits: 25								
The first semester shall consist of 25 credits with 5 core courses.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010111 C 05	Advertising	C	5	12	70	30	100
2	DDE JMC 010112 C 05	Digital Media	C	5	12	70	30	100
3	DDE JMC 010113 C 05	Cinema Studies	C	5	12	70	30	100
4	DDE JMC 010114 C 05	Public Relations	C	5	12	70	30	100
5	DDE JMC 010115 C 05	Audio Visual Production	C	5	12	70	30	100
	Total			25	60	350	150	500

Semester-IV Total Credits: 25

Semester-IV Total Credits: 25								
The first semester shall consist of 25 credits with 5 core courses.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010116 C 05	Communication Research	C	5	12	70	30	100
2	DDE JMC 010117 C 05	Graphic Design	C	5	12	70	30	100
3	DDE JMC 010118 C 05	Social Media Marketing	C	5	12	70	30	100
4	DDE JMC 010119 C 05	Photojournalism	C	5	12	70	30	100
5	DDE JMC 010120 C 05	Media Management	C	5	12	70	30	100
	Total			25	60	350	150	500