

# MASTER OF ARTS IN JOURNALISM AND MASS COM (MJMC)

## Detailed Course-Wise Syllabus

### Master of Journalism and Mass Communication (MJMC)

#### Semester-1

#### Paper 1

Course Name: Basic English Language Skills for Mass Media - 1

Course Code: MJMC01

Units	Detailed Syllabus
Unit 1	Language is for Mass Communication, not Mass Destruction
	<ul style="list-style-type: none"><li>History of language and communication</li></ul>
	<ul style="list-style-type: none"><li>Typical errors in Indian English and how to avoid them.</li></ul>
	<ul style="list-style-type: none"><li>Spoken English vs written English</li></ul>
	<ul style="list-style-type: none"><li>How to use a dictionary</li></ul>
Unit 2	Nouns
	<ul style="list-style-type: none"><li>Kinds of Nouns: Common Noun, Proper Noun</li></ul>
	<ul style="list-style-type: none"><li>Countable Nouns, Uncountable Nouns</li></ul>
	<ul style="list-style-type: none"><li>Common Mistakes to Avoid</li></ul>
	<ul style="list-style-type: none"><li>What are nouns</li></ul>
Unit 3	Types of Noun
	<ul style="list-style-type: none"><li>Concrete Noun</li></ul>
	<ul style="list-style-type: none"><li>Abstract Noun</li></ul>
	<ul style="list-style-type: none"><li>Collective Noun</li></ul>
	<ul style="list-style-type: none"><li>Singular Noun; Plural Noun</li></ul>
Unit 4	Pronoun
	<ul style="list-style-type: none"><li>Personal Pronoun</li></ul>
	<ul style="list-style-type: none"><li>Reflexive Pronoun</li></ul>

	<ul style="list-style-type: none"> <li>• Demonstrative Pronoun</li> </ul>
	<ul style="list-style-type: none"> <li>• Relative Pronoun</li> </ul>
Unit 5	Adjectives 1
	<ul style="list-style-type: none"> <li>• Possessive Adjective</li> </ul>
	<ul style="list-style-type: none"> <li>• Demonstrative Adjective</li> </ul>
	<ul style="list-style-type: none"> <li>• Interrogative Adjective</li> </ul>
	<ul style="list-style-type: none"> <li>• Indefinite Adjective</li> </ul>
Unit 6	Adjectives 2
	<ul style="list-style-type: none"> <li>• Distributive Adjective</li> </ul>
	<ul style="list-style-type: none"> <li>• Adjectives of Quality</li> </ul>
	<ul style="list-style-type: none"> <li>• Adjectives of Quantity</li> </ul>
	<ul style="list-style-type: none"> <li>• Adjectives of Comparison</li> </ul>
Unit 7	Verbs
	<ul style="list-style-type: none"> <li>• Compound Verbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Transitive, Intransitive and Incomplete Verbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Direct and Indirect Objects</li> </ul>
	<ul style="list-style-type: none"> <li>• Main or Principal or Lexical Verbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Finite and non-finite verbs</li> </ul>
Unit 8	Tenses, Verbs and Verbals - 1
	<ul style="list-style-type: none"> <li>• Verbals</li> </ul>
	<ul style="list-style-type: none"> <li>• Participles</li> </ul>
	<ul style="list-style-type: none"> <li>• Gerunds</li> </ul>
	<ul style="list-style-type: none"> <li>• Infinitives</li> </ul>
Unit 9	Tenses, Verbs and Verbals - 2
	<ul style="list-style-type: none"> <li>• Forming and Using Verbs - The Irregular Verbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Verb, Tenses and their Functions - Past, Present and Future</li> </ul>

	<ul style="list-style-type: none"> <li>• Model Verbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Verb Moods</li> </ul>
Unit 10	Adverbs
	<ul style="list-style-type: none"> <li>• Comparison of Adverbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Position of Adverbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Function of Adverbs</li> </ul>
	<ul style="list-style-type: none"> <li>• Adverbs most often confused</li> </ul>
Unit 11	Prepositions
	<ul style="list-style-type: none"> <li>• Kinds of Prepositions</li> </ul>
	<ul style="list-style-type: none"> <li>• Prepositions of Place</li> </ul>
	<ul style="list-style-type: none"> <li>• Prepositions of Movement / Direction</li> </ul>
	<ul style="list-style-type: none"> <li>• Prepositions of Time</li> </ul>
Unit 12	Conjunctions
	<ul style="list-style-type: none"> <li>• Rules of Using Conjunctions</li> </ul>
	<ul style="list-style-type: none"> <li>• Co-ordinating Conjunctions</li> </ul>
	<ul style="list-style-type: none"> <li>• Sub-ordinating Conjunctions</li> </ul>
	<ul style="list-style-type: none"> <li>• Correlative Conjunctions</li> </ul>
Unit 13	Interjections
	<ul style="list-style-type: none"> <li>• Introduction to Interjections</li> </ul>
	<ul style="list-style-type: none"> <li>• Types of Interjections</li> </ul>
	<ul style="list-style-type: none"> <li>• Do's and Don't's</li> </ul>
Unit 14	Articles
	<ul style="list-style-type: none"> <li>• Determiners</li> </ul>

	<ul style="list-style-type: none"> <li>• Types of Determiners</li> </ul>
	<ul style="list-style-type: none"> <li>• Articles – Definite and Indefinite</li> </ul>
	<ul style="list-style-type: none"> <li>• Conclusion and Common Mistakes to Avoid</li> </ul>

**Paper 2**

**Course Name: Understanding Media, Mass Communication & Journalism**

**Course Code: MJMC02**

Unit	Detailed Syllabus
Unit 1	Origins of Communication - 1
	<ul style="list-style-type: none"> <li>• Disambiguation and Definitions: Understanding the meanings of all the terms – Communication, Mass Communication, Journalism, Media etc.</li> </ul>
	<ul style="list-style-type: none"> <li>• How communication could have started amongst the cave dwellers</li> </ul>
	<ul style="list-style-type: none"> <li>• How the languages evolved</li> </ul>
	<ul style="list-style-type: none"> <li>• How this led to formation of human society</li> </ul>
Unit 2	Origins of Communication - 2
	<ul style="list-style-type: none"> <li>• Birth of journalism-1. References from epics like Mahabharat and Ramayana. From Roman empire to ancient India and Mughal era.</li> </ul>
	<ul style="list-style-type: none"> <li>• Birth of Journalism-2. References from 17<sup>th</sup> to 20<sup>th</sup> century.</li> </ul>
	<ul style="list-style-type: none"> <li>• How Spectator and Tatler seen as pioneers of modern journalism.</li> </ul>
	<ul style="list-style-type: none"> <li>• Modern journalism – 20<sup>th</sup> century</li> </ul>
Unit 3	The News and its Origins
	<ul style="list-style-type: none"> <li>• What is news. All definitions and examples.</li> </ul>
	<ul style="list-style-type: none"> <li>• How and why it began – utility.</li> </ul>

	<ul style="list-style-type: none"> <li>• Qualities of news</li> </ul>
	<ul style="list-style-type: none"> <li>• Characteristics of news</li> </ul>
Unit 4	Mass Media
	<ul style="list-style-type: none"> <li>• What is Mass Media? How is it different from other forms of communication?</li> </ul>
	<ul style="list-style-type: none"> <li>• Evolution of non-print technologies and the birth of 'Media Communication' - 1500w each</li> </ul>
	<ul style="list-style-type: none"> <li>• Theory – Medium and Message: Their changing definitions.</li> </ul>
	<ul style="list-style-type: none"> <li>• Relevance of Marshall McLuhan.</li> </ul>
Unit 5	Purpose and Pursuits of Journalism
	<ul style="list-style-type: none"> <li>• Is democracy the purpose? Upholding Equality, Liberty and Fraternity.</li> </ul>
	<ul style="list-style-type: none"> <li>• What it stands for? It stands for Truth, Watchdog, Crusaders, Anti-establishment, for the underdogs and human rights.</li> </ul>
	<ul style="list-style-type: none"> <li>• Medium and Message in the changing times of social media.</li> </ul>
	<ul style="list-style-type: none"> <li>• Social Media – Threat or the biggest opportunity for mainstream professional journalists.</li> </ul>
Unit 6	The Mediums of Communication
	<ul style="list-style-type: none"> <li>• Text</li> </ul>
	<ul style="list-style-type: none"> <li>• Still Images</li> </ul>
	<ul style="list-style-type: none"> <li>• Moving Images</li> </ul>
	<ul style="list-style-type: none"> <li>• Auditory</li> </ul>
Unit 7	Introduction to Allied Media Professions – I
	<ul style="list-style-type: none"> <li>• Advertising</li> </ul>
	<ul style="list-style-type: none"> <li>• Copy writing</li> </ul>
	<ul style="list-style-type: none"> <li>• Public Relations</li> </ul>

	<ul style="list-style-type: none"> <li>• Corporate Communications</li> </ul>
	<ul style="list-style-type: none"> <li>• Advertising</li> </ul>
Unit 8	Introduction to Allied Media Professions – II
	<ul style="list-style-type: none"> <li>• Screenwriting (scripts, lyrics et al)</li> </ul>
	<ul style="list-style-type: none"> <li>• Writing web series</li> </ul>
	<ul style="list-style-type: none"> <li>• Documentary filmmaking</li> </ul>
	<ul style="list-style-type: none"> <li>• Editing - book editing</li> </ul>
Unit 9	Understanding News
	<ul style="list-style-type: none"> <li>• News and Society</li> </ul>
	<ul style="list-style-type: none"> <li>• How to read newspapers, watch TV and listen to Radio? How to interpret news?</li> </ul>
	<ul style="list-style-type: none"> <li>• Going beyond news in newspapers and TV.</li> </ul>
	<ul style="list-style-type: none"> <li>• Elements of news: the factor of eight</li> </ul>
Unit 10	Audiences – Reader, Listener, Viewer
	<ul style="list-style-type: none"> <li>• Meaning of the term Audience</li> </ul>
	<ul style="list-style-type: none"> <li>• Why does the audience matter</li> </ul>
	<ul style="list-style-type: none"> <li>• Customising content to audience requirement</li> </ul>
	<ul style="list-style-type: none"> <li>• Audience research</li> </ul>
Unit 11	Paid News vs Fake News - I
	<ul style="list-style-type: none"> <li>• What are Advertorials</li> </ul>
	<ul style="list-style-type: none"> <li>• Differentiating advertorials from advertisements</li> </ul>
	<ul style="list-style-type: none"> <li>• How and when did advertorials come into being and its recent examples</li> </ul>
	<ul style="list-style-type: none"> <li>• Understanding the philosophy of advertorials</li> </ul>

Unit 12	Paid News vs Fake News - II
	<ul style="list-style-type: none"> <li>• The significance of fake news</li> </ul>
	<ul style="list-style-type: none"> <li>• How are fake news different from gossip?</li> </ul>
	<ul style="list-style-type: none"> <li>• Recent examples of fake news and how they have impacted societies</li> </ul>
	<ul style="list-style-type: none"> <li>• How to identify fake news?</li> </ul>
Unit 13	Theories of Mass Communication
	<ul style="list-style-type: none"> <li>• Communication Models</li> </ul>
	<ul style="list-style-type: none"> <li>• Personal Influence Theory</li> </ul>
	<ul style="list-style-type: none"> <li>• Sociological Theories of Mass Communication</li> </ul>
	<ul style="list-style-type: none"> <li>• Normative Theories of Mass Media</li> </ul>
Unit 14	The Inverted Pyramid
	<ul style="list-style-type: none"> <li>• Origin of the term</li> </ul>
	<ul style="list-style-type: none"> <li>• Definition of Inverted Pyramid</li> </ul>
	<ul style="list-style-type: none"> <li>• Significance of the concept</li> </ul>
	<ul style="list-style-type: none"> <li>• Evolution of IP</li> </ul>

### Paper 3

Course Name: Media Occupations and Functions

Course Code: MJMC03

Unit	Detailed Syllabus
Unit 1	News Reporter
	<ul style="list-style-type: none"><li>• What does a reporter do?</li></ul>
	<ul style="list-style-type: none"><li>• Formal Qualifications Required</li></ul>
	<ul style="list-style-type: none"><li>• Reporting for print media – Job prospects and career growth</li></ul>
	<ul style="list-style-type: none"><li>• Reporting for the Audio-Visual Medium - Job prospects and career growth</li></ul>
Unit 2	Sub-Editor
	<ul style="list-style-type: none"><li>• What does a sub-editor do?</li></ul>
	<ul style="list-style-type: none"><li>• Qualifications and Skills needed</li></ul>
	<ul style="list-style-type: none"><li>• Nuances of language and vocabulary</li></ul>
	<ul style="list-style-type: none"><li>• Giving Headlines</li></ul>
Unit 3	Editor
	<ul style="list-style-type: none"><li>• What is the Job of an Editor</li></ul>
	<ul style="list-style-type: none"><li>• Formal Qualifications needed</li></ul>
	<ul style="list-style-type: none"><li>• The responsibilities of an editor – Libel etc</li></ul>
	<ul style="list-style-type: none"><li>• Inside the newsroom</li></ul>
Unit 4	Photographer
	<ul style="list-style-type: none"><li>• What does a photographer do in a news organisation</li></ul>
	<ul style="list-style-type: none"><li>• Skills and qualifications needed to be a photojournalist</li></ul>
	<ul style="list-style-type: none"><li>• The ability to explain an image in words</li></ul>
	<ul style="list-style-type: none"><li>• What is a news photograph</li></ul>
Unit 5	Technology for Television



	<ul style="list-style-type: none"> <li>• Introduction to television as a medium of Mass Communication [L] [SEP]</li> </ul>
	<ul style="list-style-type: none"> <li>• Flow of work and terminologies for manpower allocation in a television channel [L] [SEP]</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduction to a News Reader [L] [SEP]</li> </ul>
	<ul style="list-style-type: none"> <li>• Visuals and its importance for Television</li> </ul>
Unit 6	Radio: Programming, Production
	<ul style="list-style-type: none"> <li>• Radio as a medium of Mass Communication</li> </ul>
	<ul style="list-style-type: none"> <li>• Comparison of the Radio industry in India vis-a-vis other countries</li> </ul>
	<ul style="list-style-type: none"> <li>• Industry overview of the key Radio Channels in India</li> </ul>
	<ul style="list-style-type: none"> <li>• Introductions to Radio Programming</li> </ul>
Unit 7	Radio: RJ, Podcast
	<ul style="list-style-type: none"> <li>• Who is a Radio Jockey? Essential Skills</li> </ul>
	<ul style="list-style-type: none"> <li>• Legendary Radio Personalities</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduction to Podcasts</li> </ul>
	<ul style="list-style-type: none"> <li>• Future of Radio in Digital Era</li> </ul>
Unit 8	Blogging, Digital Mobile Publishing
	<ul style="list-style-type: none"> <li>• Introduction to Blog</li> </ul>
	<ul style="list-style-type: none"> <li>• History and evolution of blogging and bloggers</li> </ul>
	<ul style="list-style-type: none"> <li>• Who is a blogger?</li> </ul>
	<ul style="list-style-type: none"> <li>• How to decide on the content of your blog</li> </ul>
Unit 9	Designer - Illustration, Cartoonist, Graphic
	<ul style="list-style-type: none"> <li>• Need for effective design in communication</li> </ul>
	<ul style="list-style-type: none"> <li>• Design for digital, video, audio and futuristic communication</li> </ul>

	<ul style="list-style-type: none"> <li>• When words are not enough, illustrations convey the message</li> </ul>
	<ul style="list-style-type: none"> <li>• Crunching GBs of data into a visual: Graphics</li> </ul>
Unit 10	Advertising
	<ul style="list-style-type: none"> <li>• Introduction to the term Advertising</li> </ul>
	<ul style="list-style-type: none"> <li>• Who does Advertising? Who needs it?</li> </ul>
	<ul style="list-style-type: none"> <li>• Communication Principles of Advertising</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduction to Branding and Positioning</li> </ul>
Unit 11	Public Relations & Corporate Communications
	<ul style="list-style-type: none"> <li>• Introduction to the terms and differences between the two</li> </ul>
	<ul style="list-style-type: none"> <li>• Components of Public Relations</li> </ul>
	<ul style="list-style-type: none"> <li>• What is a PR Agency? What does it do?</li> </ul>
	<ul style="list-style-type: none"> <li>• Career Opportunities in PR: Entrepreneur - PR Agency</li> </ul>
Unit 12	Social Media Marketing
	<ul style="list-style-type: none"> <li>• Marketing in Social Media needs reorientation of skills</li> </ul>
	<ul style="list-style-type: none"> <li>• Using technology based SM platforms – Facebook, Twitter, Instagram and more.</li> </ul>
	<ul style="list-style-type: none"> <li>• It needs a strategy of audio, video and text</li> </ul>
	<ul style="list-style-type: none"> <li>• Generating engagement and handling backlash</li> </ul>
Unit 13	Media Entrepreneurship
	<ul style="list-style-type: none"> <li>• Days of Jobs and Freelance are changing into digital entrepreneurship</li> </ul>
	<ul style="list-style-type: none"> <li>• Content portals that feed others and self-run portals with own content</li> </ul>
	<ul style="list-style-type: none"> <li>• The art of surviving and thriving in low profit environments</li> </ul>
	<ul style="list-style-type: none"> <li>• Finding niche to grow</li> </ul>

Unit 14	Screenwriting: Scripts, Lyrics, Dialogues
	<ul style="list-style-type: none"> <li>• The essence of writing for the visual media</li> </ul>
	<ul style="list-style-type: none"> <li>• Think drama, think entertainment</li> </ul>
	<ul style="list-style-type: none"> <li>• Lyrics: Writing to the 'meter'</li> </ul>
	<ul style="list-style-type: none"> <li>• Dialogues: Films and Docu Drama</li> </ul>

#### **Paper 4**

Course Name: **Understanding the Society and Issues**

Course Code: MJMC04

Unit	Detailed Syllabus
Unit 1	Sociology - Understand the social systems
	<ul style="list-style-type: none"> <li>• Indian Family system</li> <li>• Education</li> <li>• Castes and divisions of classes – Gender</li> <li>• Professional Agriculture, labour, etc</li> </ul>
Unit 2	Religion
	<ul style="list-style-type: none"> <li>• How Religion as a social phenomenon</li> <li>• The Church, The Temple and The Mosque</li> <li>• Religions Laws</li> <li>• History of religious strife in Indian subcontinent</li> </ul>
Unit 3	Digital Sociology
	<ul style="list-style-type: none"> <li>• How technology has impacted the society - its implications and future of human society</li> <li>• Evolution of communities under the impact of technological development</li> </ul>
Unit 4	Indian Political Systems - I
	<ul style="list-style-type: none"> <li>• Parliament system</li> <li>• Elections in India</li> <li>• Constitutional bodies of India</li> <li>• Political offices like PMO, Rashtrapati Bhawan, CMOs and Governors.</li> </ul>
Unit 5	Indian Political Systems – II
	<ul style="list-style-type: none"> <li>• Administrative</li> <li>• Parliament</li> </ul>

	<ul style="list-style-type: none"> <li>• Judiciary</li> <li>• Media</li> </ul>
Unit 6	Indian Democratic Institutions
	<ul style="list-style-type: none"> <li>• Roles of autonomous institutions like Election Commission</li> <li>• Process of Election</li> <li>• CAG - role and importance</li> <li>• Niti Aayog (Planning Commission)</li> <li>• Law Commission of India</li> <li>• Human Rights Commission of India</li> <li>• Women's Commission of India</li> <li>• SC-ST Commission of India, Census operations</li> </ul>
Unit 7	The Budget
	<ul style="list-style-type: none"> <li>• Macro Economics and Micro-Economics</li> <li>• How Budget is prepared</li> <li>• Why is it important to know for journalists</li> <li>• Budget and Taxation</li> </ul>
Unit 8	Economic Institutions
	<ul style="list-style-type: none"> <li>• The World Bank</li> <li>• IMF (International perspectives)</li> <li>• Indian Economics institutions: RBI, Economics Research Bureau: their roles, history and importance</li> </ul>
Unit 9	International affairs
	<ul style="list-style-type: none"> <li>• How the world operates?</li> <li>• International institutions like UN, WHO, UNESCO, Red Cross</li> <li>• BRICS, NATO, ASEAN, SAARC, G-7 countries</li> <li>• Functions and impacts on the world order</li> </ul>
Unit 10	Indian Social issues
	<ul style="list-style-type: none"> <li>• Education (Primary Education, Secondary Education, University - Understand what is ailing it and what are the possible solutions)</li> </ul>
Unit 11	Indian Social issues
	<ul style="list-style-type: none"> <li>• Health (What ails India and how it can be cured? Manpower,</li> </ul>

	infrastructure, urban rural issues and solutions)
Unit 12	Indian Socio Economic Issues
	<ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Monsoon</li> </ul>
Unit 13	Indian Socio Economic Issues - Business and industry
	<ul style="list-style-type: none"> <li>• Taxation: GST</li> <li>• Import Export Documentation</li> </ul>
Unit 14	Indian Environmental
	<ul style="list-style-type: none"> <li>• Indian policies and issues</li> <li>• Indian perspective on international treaties</li> </ul>

## Semester 2

### Paper 1

Course Name: **Understanding the Society and Issues**

Course Code: MJMC05

Unit	Detailed Syllabus
Unit 1	Modifiers
Unit 2	Phrases
Unit 3	Sentences – I
Unit 4	Sentences - II
Unit 5	Error-free sentences
Unit 6	Constructing correct sentences - I
Unit 7	Constructing Correct Sentences – II
Unit 8	Composition Skills
Unit 9	Figures of Speech
Unit 10	Punctuation, Capitalisation and Ellipses
Unit 11	Essential Rules
Unit 12	The News Grammar
Unit 13	Paragraphs
Unit 14	Compositions Useful for Media

## **Paper 2**

Course Name: Introduction to **Essential Social Sciences**

Course Code: MJMC06

<b>Unit</b>	<b>Detailed Syllabus</b>
Unit 1	Basics of Indian Mythology
Unit 2	Introduction to Indian Mythology - II
Unit 3	Sociology / Indian History
Unit 4	Modern Indian History
Unit 5	International Relations (Geopolitics)
Unit 6	Political Science
Unit 7	Theology + Symbolisms
Unit 8	Art Appreciation
Unit 9	Introduction to Archaeology
Unit 10	Basics of Philosophy
Unit 11	Introduction to Branches of Science
Unit 12	Introduction to Human Psychology
Unit 13	Anthropology
Unit 14	Artificial Intelligence

## **Paper 3**

Course Name: **Reporting Skills: Text, Newspaper and Digital**

Course Code: MJMC07

<b>Unit</b>	<b>Detailed Syllabus</b>
Unit 1	Pre-Requisite: Critical Thinking
Unit 2	Understanding Reporting, what it does and purpose
Unit 3	Essential Skills needed for reporting - News Sense
Unit 4	Developing sources; Source maintaining; discretion
Unit 5	Objectivity, accuracy, verification and Balancing
Unit 6	Areas of reporting for local and traditional coverage - Beats for Routine Coverage
Unit 7	Press Conferences and quick bites
Unit 8	Interviews and One-on-ones
Unit 9	Do's and Don'ts for reporters
Unit 10	Areas of Interest for digital - global, featurish, breaking news etc
Unit 11	Emerging types of reporting

Unit 12	Specialisations - Investigative etc
Unit 13	Event coverage
Unit 14	Reporting and Social Media

#### **Paper 4**

Course Name: **Social Media: Content and Marketing**

Course Code: MJMC08

Unit	Detailed Syllabus
Unit 1	Social Media: Definition, Concepts and History
	Introduction to the concept of social media how it has changed since it started becoming a dominant force. What is and what is not social media Experiments that failed to cut ice.
Unit 2	Global Scenario
	The prevailing global trends in different regions of the world. Social media scenes in non-English-speaking regions especially China and Russia. The holding patterns of social media behemoths and their place in the larger start-up world.
Unit 3	Indian Scenario
	How the social media scene in India developed and changed Financial aspects Numbers on users, usage, revenue
Unit 4	Social Media as Content Platform
Unit 5	Digital Strategy, Social Media and Technology
Unit 6	Social Media, Governance and Political Branding
Unit 7	Social Media and Brand Management
Unit 8	Social Media and Public Campaigns
Unit 9	Social Media Influencers
Unit 10	Expenditure on Social Media Outreach
Unit 11	Earning through Social Media
Unit 12	Social Media, Law and Ethics
Unit 13	Case Studies
Unit 14	Future of Social Media

#### **Semester 3**

**Paper 1: From the cutting edge- Digital Journalism, Social Media, Immersive Media and MoJo – Mobile Journalism**

Unit 1	Foundations of Digital Medium
Unit 2	Understanding the digital audience
Unit 3	Journalism in the digital world
Unit 4	Digital Journalism vs Legacy media
Unit 5	Social media and Journalism
Unit 6	Video for the web, not the same as TV
Unit 7	Convergence
Unit 8	Blogging
Unit 9	New Realities: AR, VR and MR
Unit 10	Data Journalism
Unit 11	Radio and Podcast
Unit 12	Monetising Content: How content generates revenue
Unit 13	Mobile Journalism
Unit 14	Journalism and Artificial Intelligence
<b>Paper 2</b>	<b>Media Ethics and Challenges</b>
Unit 1	Ethics, Morals & Values - Definition and Contemporary Understanding
Unit 2	Introduction to Ethical thinking + Wrong, improper, illegal, immoral, inappropriate
Unit 3	Understanding Ethics, Why do they matter - Tenets of Ethics - Honesty, accuracy, diversity, compassion, independence, accountability
Unit 4	Media as upholder of Values
Unit 5	Regulation and Self-Regulation, Industry and Quasi government institutes



Unit 6	Personal conscience, Trust and Deceit, misleading and misinforming
Unit 7	Connections, Financial Pressure, Self-Censorship and Ethical dilemmas
Unit 8	Conflict of Interest
Unit 9	How to solve the moral dilemma: Balancing Act
Unit 10	Privacy vs transparency
Unit 11	Sensationalisation vs Sensitivity
Unit 12	Corrections and Clarifications
Unit 13	Plagiarism, Verification and Attribution
Unit 14	The Freedom of Expression and Media Laws in India
<b>Paper 3</b>	<b>Reporting Skills: Audio-Visual Media (TV, Radio and Digital AV/ Podcast)</b>
Unit 1	Understanding Broadcast: How a TV news channel works
Unit 2	Think Visual: Reporting for the visual medium
Unit 3	Planning & Ordering: Elements of Storyboard
Unit 4	Conduct of TV reporter in field
Unit 5	Writing the script for your news story
Unit 6	Documentary Film-making
Unit 7	Radio Journalism: News on the airwaves - global scenario
Unit 8	Reporting skills needed for Radio Journalism
Unit 9	The essentials of Radio interviewing and debates
Unit 10	Community Radio
Unit 11	How to create news & special news / debates videos for web

Unit 12	News Podcasts: The essentials
Unit 13	How to generate News content for AR
Unit 14	How to generate News content for VR
<b>Paper 4</b>	<b>Types of Writing</b>
Unit 1	News Reports
Unit 2	Digital Reports
Unit 3	TV Scripts
Unit 4	Copywriting for Advertising
Unit 5	Business Reports
Unit 6	Feature Reports
Unit 7	Column
Unit 8	Analysis
Unit 9	Travelogues
Unit 10	Interviews
Unit 11	Long Form
Unit 12	Business Writing
Unit 13	Research Papers
Unit 14	Writing for non-news visual medium

## Semester 4

### Paper 1

Course Name: **Editing - Production for TV, Sub-editing text, Radio and Digital**

Course Code: MJMC13

Unit	Detailed Syllabus
Unit 1	What is News Editing?

Unit 2	Style - why use a style book
Unit 3	Copy Editing
Unit 4	Fact Checking and verification
Unit 5	Revision and Rewriting
Unit 6	Demystifying 'The Desk': Tasks and Responsibilities
Unit 7	Legal and Ethical aspects of sub-editors
Unit 8	Post Production for TV - Concept of Output Desk + Planning a Bulletin
Unit 9	From Storyboard to RFA: Various stages of processing
Unit 10	Research, History, Perspective, Data, Special Effects et al to add value
Unit 11	Podcasts
Unit 12	Radio Programming
Unit 13	Voice Overs: Radio and Commercial promotions
Unit 14	Editing for Books

## **Paper 2**

Course Name: **Specialisations of Journalism (Beat Reporting)**

Course Code: MJMC14

<b>Unit</b>	<b>Detail Syllabus</b>
Unit 1	Crime and Legal
Unit 2	Politics, Government and bureaucracy
Unit 3	Civic and Urban Issues
Unit 4	Gonzo Journalism
Unit 5	Education
Unit 6	Defence Journalism, War Reporting
Unit 7	Business, Finance and Markets
Unit 8	International Relations
Unit 9	Environment, Wildlife, Science
Unit 10	Health, Wellness, Food
Unit 11	Culture - Arts, Dance, Theatre, Entertainment - Films, Fashion
Unit 12	Sports
Unit 13	Developmental Journalism
Unit 14	Travel Reporting and Travelogues

## **Paper 3**

Course Name: **New Age Storytelling**

Course Code: MJMC15

Unit	Detailed Syllabus
Unit 1	Story of Storytelling
Unit 2	Reimagining Storytelling in the Digital Age
Unit 3	Process: Technology, Technique, Reach
Unit 4	Audience: Creator, Consumer & Narrator
Unit 5	Platforms & Resource for Online Storytelling
Unit 6	Offline Storytelling
Unit 7	Gaming
Unit 8	Branding
Unit 9	Non-Fiction
Unit 10	Fiction
Unit 11	Glocal Storytelling
Unit 12	NAST as industry
Unit 13	Story of the Future
Unit 14	Narratives

#### **Paper 4**

Course Name: **Filmmaking**

Course Code: MJMC18

Unit	Detail Syllabus
Unit 1	Films as Art: Creativity, Technology, Business
	<ul style="list-style-type: none"><li>• The Art of Film</li><li>• Science/Mechanics of the Movie</li><li>• Production of a Movie – Scripting and Funding, Preparation, Shooting, Assembly</li><li>• Roles in Film Production</li><li>• Modes of Production</li><li>• Distribution and Exhibition</li><li>• Websites and DVDs</li></ul>
Unit 2	Film Form
	<ul style="list-style-type: none"><li>• Film as Form</li><li>• Form as System</li><li>• Form vs. Content</li><li>• Form as Feeling and Meaning</li><li>• Conventions and Experience</li><li>• Websites and DVDs</li></ul>

Unit 3	Narrative Filmmaking
	<ul style="list-style-type: none"> <li>• Plot and Story</li> <li>• Cause and Effect</li> <li>• Time</li> <li>• Space</li> <li>• Analysis of a Film from Narrative Point of View</li> <li>• Websites and DVDs</li> </ul>
Unit 4	Mis-en-Scene
	<ul style="list-style-type: none"> <li>• What is mise-en-scene?</li> <li>• Aspects of Mise-en-scene – Staging, Setting, Lighting, Costume and Makeup</li> <li>• Time and Space in Mise-en-scene</li> <li>• Narrative function of Mise-en-Scene</li> <li>• Websites and DVDs</li> </ul>
Unit 5	Cinematography
	<ul style="list-style-type: none"> <li>• The Photographic Image</li> <li>• Grammar of the Shot</li> <li>• Five Cs</li> <li>• Painting with Light</li> <li>• Color in Visual Storytelling</li> <li>• Websites and DVDs</li> </ul>
Unit 6	Editing
	<ul style="list-style-type: none"> <li>• Dimensions of Film Editing</li> <li>• Grammar of the Edit</li> <li>• Continuity Editing</li> <li>• Alternatives to Continuity Editing</li> <li>• Decisive Moment</li> <li>• Websites and DVDs</li> </ul>
Unit 7	Sound
	<ul style="list-style-type: none"> <li>• Art of Sound</li> <li>• Fundamentals of Film Sound</li> <li>• Dimensions of Film Sound</li> <li>• Sound Analysis of a Film</li> <li>• Websites and DVDs</li> </ul>
Unit 8	Cinematic Style
	<ul style="list-style-type: none"> <li>• The concept of Style</li> <li>• Analyzing Film Style</li> <li>• Style and the Filmmaker</li> <li>• Style and the Audience</li> <li>• Stylistic Analysis of a Film</li> </ul>

	<ul style="list-style-type: none"> <li>• Website and DVDs</li> </ul>
Unit 9	Film Genres
	<ul style="list-style-type: none"> <li>• Understanding genre</li> <li>• Defining a genre</li> <li>• Genre History</li> <li>• Social Functions of Genre</li> <li>• Film Analysis of a specific Genre</li> <li>• Websites and DVDs</li> </ul>
Unit 10	Documentary, Experimental and animated Films
	<ul style="list-style-type: none"> <li>• Documentary as a Concept</li> <li>• Types of Documentaries</li> <li>• The Thin Line</li> <li>• Forms within Documentaries</li> <li>• Experimental Film</li> <li>• Animated Film</li> <li>• Websites and DVDs</li> </ul>
Unit 11	Film Criticism
	<ul style="list-style-type: none"> <li>• Classical Narrative</li> <li>• Alternative Narratives</li> <li>• Documentary form and style</li> <li>• Form Style and Ideology</li> <li>• Websites and DVDs</li> </ul>
Unit 12	Writing a Critical Analysis of Films
	<ul style="list-style-type: none"> <li>• Developing a thesis</li> <li>• Segmenting a Film</li> <li>• Outstanding instances of Film technique</li> <li>• Organizing and Writing</li> <li>• Sample Analysis</li> <li>• Websites and DVDs</li> </ul>
Unit 13	World Cinema
	<ul style="list-style-type: none"> <li>• Early Cinema</li> <li>• Classical Cinema</li> <li>• German Expressionism</li> <li>• French Impressionism and Surrealism</li> <li>• Soviet Montage</li> <li>• Italian Neorealism</li> <li>• French New Wave</li> <li>• Indian Cinema</li> </ul>

	<ul style="list-style-type: none"><li>• Independent Filmmaking/Contemporary Indian Cinema</li><li>• Websites DVDs</li></ul>
Unit 14	Producing a Film
	<ul style="list-style-type: none"><li>• What does a Producer do</li><li>• Skills required to be a Producer</li><li>• Training required to be a Producer</li><li>• Producer's role during Pre-Production</li><li>• Producer's role during Production</li><li>• Producer's role during Post-production</li><li>• Marketing and Distribution</li><li>• Revenue generation</li><li>• Producing as a Career option</li><li>• Websites and DVDs</li></ul>