

Guru Jambheshwar University of Science & Technology Hisar

Department of Mass Communication



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Scheme and Syllabi of Examination

of

B.A. (Hons/Hons with Research) Mass Communication

/Integrated B.A. (Hons/Hons with Research) M.A. Mass Communication

(NEP-2020)

For UTD (Regular Course)

Second Year

(w.e.f. Academic Session 2025-26)



Guru Jambheshwar University of Science and Technology
Hisar-125001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



for UG/Integrated Programme
[UG Four Years Programme (Single Major from First Semester)]

Programme: B.A. (Hons/Hons with Research) Mass Communication/Integrated B.A. (Hons/Hons with Research)
M.A. Mass Communication

According to Curriculum and Credit Framework for Undergraduate Programme of NEP-2020

Second Year (Scheme-C)

SEMESTER-III								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	24MCO0301T	Introduction to Media Writing	4	4	30	70	100	3
	24MCO0302T	Reporting & Writing for Print Media	4	4	30	70	100	3
MIC	<i>To be opted from the pool of MIC</i>		4	4	30	70	100	3
MDC	<i>To be opted from the pool of MDC</i>		3	3	25	50	75	2.5
AEC	<i>To be opted from the pool of AEC</i>		2	2	15	35	50	2
SEC	<i>To be opted from the pool of SEC (3+0) OR</i>		3	3	25	50	75	2.5
	<i>To be opted from the pool of SEC (2+1)</i>		2	2	15	35	50	2
			1	2	10	15	25	2
VAC	<i>To be opted from the pool of VAC</i>		2	2	15	35	50	2
			22	23	170	380	550	
SEMESTER-IV								
DSC	24MCO0401T	Introduction to Mass Communication	4	4	30	70	100	3
	24MCO0402T	Reporting & Writing for Radio & Television	4	4	30	70	100	3
	24MCO0403T	Writing for Advertising	4	4	30	70	100	3
	24MCO0404T	Writing for Public Relations	4	4	30	70	100	3
VOC	<i>To be opted from the pool of VOC</i>		2	2	15	35	50	2
			2	4	15	35	50	2
AEC	<i>To be opted from the pool of AEC</i>		2	2	15	35	50	2
VAC	<i>To be opted from the pool of VAC</i>		2	2	15	35	50	2
			24	26	180	420	600	

Courses offer for the students of other Departments of the University (Semester III)								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
MIC	24MIC0310T	General Current Awareness (Sciences)	4	4	30	70	100	3
MDC	24MDC0320T	Science Communication	3	3	25	50	75	2.5
SEC	24SEC0319T	Still Photography	2	2	15	35	50	2
	24SEC0319P	Still Photography- Lab	1	2	10	15	25	2
VAC	24VAC0302T	Media Ethics	2	2	15	35	50	2
Semester IV								
VOC	24VOC0410T	General Current Awareness (Media)	2	2	15	35	50	2
	24VOC0410P	General Current Awareness (Media) Lab	2	4	15	35	50	2
VAC	24VAC0302T	Media Ethics	2	2	15	35	50	2

Total Credit = 24

Programme Outcomes: -

PO1: Comprehensive Understanding of Mass Communication: Develop a thorough understanding of the theories, principles, and practices of mass communication across various media platforms including print, broadcast, and digital.

PO2: Critical Thinking and Analytical Skills: Cultivate the ability to critically analyse media content, understand the impact of media on society, and apply analytical skills to evaluate the role of media in shaping public opinion and cultural values.

PO3: Research Proficiency: Gain proficiency in conducting independent research in the field of mass communication, including the ability to formulate research questions, design studies, collect and analyse data, and present findings in a scholarly manner.

PO4: Technical and Production Skills: Acquire practical skills in media production, including writing, editing, and producing content for newspapers, radio, television, and online platforms. Gain hands-on experience with industry-standard tools and technologies.

PO5: Ethical and Legal Awareness: Develop a strong understanding of the ethical and legal considerations in mass communication, including issues related to media law, intellectual property, and journalistic ethics.

PO6: Effective Communication Skills: Enhance both written and oral communication skills, enabling students to convey complex ideas effectively to diverse audiences, both within and outside the media industry.

PO7: Leadership and Teamwork: Foster leadership abilities and teamwork skills, preparing students to work effectively in collaborative environments within the media industry.

PO8: Media Entrepreneurship: Encourage entrepreneurial thinking and innovation in media, equipping students with the skills needed to start and manage media-related ventures or projects.

SEMESTER-III								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
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	24MCO0302T	Reporting & Writing for Print Media	4	4	30	70	100	3
MIC	<i>To be opted from the pool of MIC</i>		4	4	30	70	100	3
MDC	<i>To be opted from the pool of MDC</i>		3	3	25	50	75	2.5
AEC	<i>To be opted from the pool of AEC</i>		2	2	15	35	50	2
SEC	<i>To be opted from the pool of SEC (3+0) OR</i>		3	3	25	50	75	2.5
	<i>To be opted from the pool of SEC (2+1)</i>		2	2	15	35	50	2
			1	2	10	15	25	2
VAC	<i>To be opted from the pool of VAC</i>		2	2	15	35	50	2
			22	23	170	380	550	

Courses offers for the students of other Departments of the University (Semester III)								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
MIC	24MIC0310T	General Current Awareness (Sciences)	4	4	30	70	100	3
MDC	24MDC0320T	Science Communication	3	3	25	50	75	2.5
SEC	24SEC0319T	Still Photography	2	2	15	35	50	2
	24SEC0319P	Still Photography: Lab	1	2	10	15	25	2
VAC	24VAC0302T	Media Ethics	2	2	15	35	50	2

Total Credits = 24

Introduction to Media Writing

Course Code: 24MCO0301T

Credits:4

Time-3 Hrs

Internal Marks 30 Marks
External Marks 70 Marks
Total Marks 100 Marks

Major Test—

The course contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives

1. To understand the fundamentals of media writing,
2. To familiarize various forms of journalism, public relations, and multimedia communication.
3. To create understanding about write clear, accurate, and engaging content for different media platforms.
4. To inculcate the knowledge of Media writing.
5. To develop the knowledge of Digital Media Writing.

Detailed Course:

Unit 1: Foundations of Media Writing

- Introduction to Media Writing: Importance and scope, Types of media (print, broadcast, online)
- Basics of Grammar and Style: Sentence structure, Common grammatical errors, AP Stylebook guidelines
- Writing News Stories: News values and elements, Inverted pyramid structure, Leads and nut graphs

Unit 2: Reporting and Interviewing Techniques

- Research and Fact-Checking: Sources of information, Verifying facts
- Interviewing Skills: Preparing for interviews, conducting interviews, Quoting sources accurately
- Writing Feature Stories: Characteristics of feature writing, Developing narratives and human-interest stories

Unit 3: Multimedia and Digital Media Writing

- Writing for Online Media: Web writing principles, SEO basics
- Social Media Content: Platforms and audiences, Writing for engagement

Multimedia Storytelling: Integrating text, audio, and video, Basic principles of visual storytelling

Unit 4: Ethics and Legal Issues in Media Writing

- Media Law Basics: Libel and defamation, Privacy rights
- Ethical Issues in Journalism: Objectivity and fairness, Dealing with conflicts of interest
- Crisis Communication and Public Relations Writing: Press releases, Handling media during a crisis

Practical / Assignments (To be Assigned by the Teacher)

- Grammar and AP Style exercises
- Writing and peer-reviewing short news articles
- Analyzing case studies of ethical dilemmas in journalism
- Writing a press release and a crisis communication plan
- Conducting and transcribing an interview

Suggested Readings:

- Patterson, P., Wilkins, L., & Painter, C. (2018). *Media Ethics: Issues and Cases*. McGraw-Hill Education.
- Pember, D. R., & Calvert, C. (2019). *Mass Media Law*. McGraw-Hill Education.
- Rich, C. (2015). *Writing and Reporting News: A Coaching Method*. Cengage Learning.
- The Associated Press. (2020). *The Associated Press Stylebook 2020 and Briefing on Media Law*. Associated Press.
- Harrower, T. (2012). *Inside Reporting: A Practical Guide to the Craft of Journalism*. McGraw-Hill Education.
- Brooks, B., Kennedy, G., Moen, D., & Ranly, D. (2016). *News Reporting and Writing*. Bedford/St. Martin's.

- Mencher, M. (2010). *News Reporting and Writing*. McGraw-Hill Education.
- Houston, B. (2009). *The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques*. Bedford/St. Martin's.
- Hirst, M., & Patching, R. (2017). *Journalism Ethics: Arguments and Cases for the Twenty-First Century*. Routledge.

Course Outcomes

- CO. 1 Students will understand the fundamentals of media writing,
- CO. 2 Students would be able to familiarize various forms of journalism, public relations, and multimedia communication.
- CO. 3 Students will create understanding about write clear, accurate, and engaging content for different media platforms.
- CO. 4 Students would be able to inculcate the knowledge of Media writing.
- CO. 5 Students will develop the knowledge of Digital Media Writing.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	W	W	M	W	W	W
CO2	S	S	S	M	W	S	W	S
CO3	M	M	M	M	S	S	S	W
CO4	M	S	M	S	S	S	W	S
CO5	M	M	M	S	S	M	M	M

Abbreviations: S: Strong, M: Moderate, W: Weak

Reporting & Writing for Print Media

Course Code: 24MCO0302T

Credits: 4

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

The course contents of the course, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. Understand the principles and ethics of journalism.
2. Develop skills in gathering, verifying, and reporting news.
3. Learn various writing styles and formats for print media.
4. Gain proficiency in editing and proofreading.
5. Understand the role of digital media in contemporary journalism.

Detailed Course:

Unit I: Introduction to Print Media

- Overview of print media: Newspapers, magazines, journals
- History and evolution of print journalism
- Role and significance of print media in society
- Understanding the Audience

Unit II: Fundamentals of News Writing

- What makes news: News values and elements
- The inverted pyramid structure
- Writing leads: Types and techniques
- Ethical Issues in Journalism

Unit III: Reporting Basics

- Types of reporting: Beat, investigative, interpretative
- Sources of news: Primary and secondary sources
- Source Identification and Verification
- Conducting interviews: Techniques and best practices

Unit IV: Writing for Print Media

- Writing for newspapers vs. magazines
- Opinion and editorial writing
- Differences between news and feature writing
- Understanding bias and objectivity

Suggested Readings:

- "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
- "The Associated Press Stylebook and Briefing on Media Law" by The Associated Press
- "News Reporting and Writing" by Melvin Mencher
- "Writing & Reporting News: A Coaching Method" by Carole Rich
- "The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques" by Brant Houston
- "Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University" edited by Mark Kramer and Wendy Call
- "Journalism Next: A Practical Guide to Digital Reporting and Publishing" by Mark Briggs
- "The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide" by William E. Blundell
- "The News Manual: A Professional Resource for Journalists and the Media" by David Ingram and John Wilson
- "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser

Course Outcomes:

- CO. 1 Students would be able to understand the principles and ethics of journalism.
- CO. 2 Students would develop skills in gathering, verifying, and reporting news.
- CO. 3 Students would be able to learn various writing styles and formats for print media.
- CO. 4 Students would be able to gain proficiency in editing and proofreading.
- CO. 5 Students would be able to understand the role of digital media in contemporary journalism.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	W	M	W	S	W
CO2	S	S	S	S	W	S	W	M
CO3	M	W	M	S	S	S	M	S
CO4	M	S	M	S	S	S	W	M
CO5	M	M	M	S	S	M	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

General Current Awareness (Sciences)

Course Code: 24MIC0310T

Credits: 4

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

The course contents of the courses, having 04 credits, will be distributed among 4 units and maximum marks will be assigned 100 (70 external: 30 internal). The maximum duration for attempting the paper will be 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. Provide students with a comprehensive overview of the latest developments and emerging trends across various scientific disciplines.
2. Encourage students to critically analyze and evaluate recent scientific research, innovations, and their societal implications.
3. Equip students with skills to effectively source, interpret, and synthesize information from current scientific literature and media.
4. Highlight the role of science in addressing global challenges and its impact on everyday life, policy, and industry.
5. Instill the habit of lifelong learning and staying informed about new scientific knowledge and technological advancements.

Detailed Course:

Unit I: The Role of Media in Promoting Scientific Literacy

- Discuss how different media platforms contribute to the public's understanding of science.
- Analyze the challenges and responsibilities of science journalists.
- The digital age: The internet and social media as platforms for science communication.

Unit II: Artificial Intelligence: Transforming Industries and Society

- Examine the impact of AI on various media industries.
- Discuss the societal implications and ethical considerations of AI advancements.
- AI in Media: Anchor Sana, Lisa etc.

Unit III: Climate Change: Scientific Evidence and Policy Responses

- Analyze the scientific evidence supporting climate change.
- Air, Water, Noise pollution
- Green House Effects, Acid Rain
- Nuclear Waste

Unit -IV: The Future of Space Exploration

- Establishment of the Indian Space Research Organisation (ISRO)
- Recent Major Missions: Chandryaan, Mangalyaan (Mars Orbit Mission)
- Major current national and international developments during the semester.

Suggested Readings:

- "The Demon-Haunted World: Science as a Candle in the Dark" by Carl Sagan
- "The Gene: An Intimate History" by Siddhartha Mukherjee
- "Homo Deus: A Brief History of Tomorrow" by Yuval Noah Harar
- Year Book of latest year.

Course Outcomes:

- CO. 1 Clearly articulate recent breakthroughs and developments in various scientific fields such as biology, chemistry, physics, environmental science, and technology.
- CO. 2 Critically assess the credibility, relevance, and bias of scientific sources and media reports.
- CO. 3 Understand and explain the potential implications of new scientific findings on society, ethics, and policy.
- CO. 4 Participate in informed discussions about current scientific issues and contribute thoughtful perspectives based on recent research.
- CO. 5 Perform independent research to track and report on emerging scientific topics, using appropriate tools and methodologies for information gathering and analysis

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	W	M	W	S	W
CO2	S	S	S	S	W	S	W	M
CO3	M	W	M	S	S	S	M	S
CO4	M	S	M	S	S	S	W	M
CO5	M	M	M	S	S	M	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Science Communication

Course Code: 24MDC0320T

Credits: 3

Time-2.5 Hrs

Internal Marks

25 Marks

External Marks

50 Marks

Total Marks

75 Marks

Major Test—

For the end semester examination, seven questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all three Units). It will contain five short answer type questions, each of 2.5 marks. The rest of the six questions are to be given by setting two questions from each of the three units of the syllabus. A candidate is required to attempt the other three questions by selecting one from each of the three units. All the questions, including Q No 1, shall carry equal marks (12.5 marks for each question).

Course Objectives

1. Understand the importance and impact of effective science communication.
2. Identify different audiences for science communication and tailor messages accordingly.
3. Develop clear and engaging scientific narratives.

Detailed Course:

Unit 1: Foundations and Evolution of Science Communication. Definition and History of Science Communication. Scientific Temperament and Role of Media. Addressing Taboos and Misconceptions - Challenging Societal Norms, Misinformation.

CSIR-NIScPR, NISCAIR, NISTADS, CSIR-NPL, AIR

Unit 2: Institutions Involved in Science Communication. Vigyan Prasar. National Council of Science & Technology Communication (NCSTC). National Council of Science Museums.

Unit 3: Science Communication Events – National and International Science Films Festival of India; National Children Science Congress; India International Science Festival; Indian Science Congress; Indian Science Communication Congress

Suggested Readings:

- "Don't Be Such a Scientist: Talking Substance in an Age of Style" by Randy Olson
- "The Scientist's Guide to Writing: How to Write More Easily and Effectively Throughout Your Scientific Career" by Stephen B. Heard
- "Escape from the Ivory Tower: A Guide to Making Your Science Matter" by Nancy Baron
- "Am I Making Myself Clear? A Scientist's Guide to Talking to the Public" by Cornelia Dean
- "Science Communication: A Practical Guide for Scientists" by Laura Bowater and Kay Yeoman
- "Explaining Research: How to Reach Key Audiences to Advance Your Work" by Dennis Meredith
- "Communicating Science: A Practical Guide" by John B. Gilmour

Course Outcomes:

- CO. 1 Students would be able to understand the importance and impact of effective science communication.
- CO. 2 Students would be able to identify different audiences for science communication and tailor messages accordingly.
- CO. 3 Students would be able to develop clear and engaging scientific narratives.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	W	M	W	S	W
CO2	S	S	S	S	W	S	W	M
CO3	M	W	M	S	S	S	M	S

Abbreviations: *S: Strong, M: Moderate, W: Weak*

Still Photography

Course Code: 24SEC0319T

Credits: 2

Time-2 Hrs

Internal Marks 15 Marks

Extremal Marks 35 Marks

Total Marks 50 Marks

Major Test—

For the end semester examination, five questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all two Units). It will contain five short Answer type questions, each of 3 marks. The rest of the four questions are to be given by setting two questions from each of the two units of the syllabus. A candidate is required to attempt the other two questions by selecting one from each unit. All the questions (Not including Q. No.1) shall carry equal marks (10 marks for each).

Course Objectives:

1. To understand the technical aspects of still photography.
2. To develop skills in composition, lighting, and subject matter.
3. To learn post-processing techniques to enhance photographs.
4. To build a portfolio of work demonstrate the skills acquired.

Detailed Course:

Unit: I Introduction to Photography & Camera

- What is photography
- Principles of Camera Obscura.
- Cameras & its types (Including pinhole, compact camera, POLAROID, T.L.R., S.L.R., D.S.L.R camera)
- Image sensors: CCD and CMOS
- Exposure Triangle (Aperture, Shutter, ISO)
- White Balance, Focus, Lenses & its type (Prime, Zoom, Wide Angle, Normal, Fish eye, etc)

Unit: II Composition and Lighting

- Formats of a digital image
- Focal length, field of view and depth of field
- Rule of Thirds
- Balancing Elements, Symmetry and Patterns
- Viewpoint, Depth, Framing, Noes Room.
- Lighting & its control (source, Flash)
- One-, two- & three-point lighting
- Portrait, Nature & landscapes,

Still Photography- Lab

Practical: Course Code: 24SEC0319P

Time-2 Hrs

Credits: 1

Internal Marks 10 Marks

Extremal Marks 15 Marks

Total Marks 25 Marks

For Practical Examination students need to submit the portfolio containing:

- Students will submit softcopies of 6 photographs of different exposure.
- Students will submit softcopies of 6 photographs of different guidelines of composition. Students will submit hardcopies of 3 selected photographs printed on photo paper.
- **Final Project** - Students will submit photo essay of any Beats consisting of 10-15 photographs (printed on photo paper). Each photo should have a suitable caption.

Suggested Readings:

- "Understanding Exposure" by Bryan Peterson
- "The Photographer's Eye" by Michael Freeman
- "Light, Science & Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
- "On Photography" by Susan Sontag
- "The Art of Photography: A Personal Approach to Artistic Expression" by Bruce Barnbaum
- "Digital Photography Complete Course" by DK

Course outcomes:

- CO. 1 Students would be able to understand the technical aspects of still photography.
- CO. 2 Students would be able to develop skills in composition, lighting, and subject matter.
- CO. 3 Students would be able to learn post-processing techniques to enhance photographs.
- CO. 4 Students would be able to build a portfolio of work demonstrating the skills acquired.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	W	M	M	W	W	M	W
CO2	M	W	S	S	W	S	M	M
CO3	M	W	M	S	W	M	S	S
CO4	M	S	W	M	S	W	M	M

Abbreviations: S: Strong, M: Moderate, W: Weak

MEDIA ETHICS

Course Code: 24VAC0302T

Credits:2

Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To learn about the code of conduct for various media channels.
2. To know about self-regulation while using any type of content.
3. To understand the ethics necessary for advertising and public relations.

UNIT-I

- Importance of Media Ethics
- Code of conduct for journalists- Ethics of newspaper writing, Ethics for TV and Radio broadcasting
- Self-Regulation & Censorship, Issues of Privacy, Parliamentary code for Journalists

UNIT-II

- Code of ethics for advertising in India by Advertising Council of India, DAVP's code of advertising, Advertorial, Paid News
- Regulations for Public Relations (IPRA Code of Ethics),
- Ethics in cyberspace, Social Media Ethics, Fake news and alternative facts

Suggested Readings:

Christians, Clifford et al. Media Ethics: Cases and Moral Reasoning. Longman, 2008. Frost, Chris. Media Ethics and Self-Regulation. Pearson, 2000. Gordon, A. David. Controversies in Media Ethics. Longman, 2011.
Barua, Vidisha: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
Jean Claude Bertrand: Media Ethics and Accountability System, Transaction Publishers, 2000

Course Outcomes:

1. Students would be able to learn about different code of ethics while writing for the media.
2. Students would be able to understand self-regulation and privacy issues while using media channels.
3. Students would be able to apply various code of ethics of advertisement and PR on chosen communication field.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	W	M	M	S	W	M
CO2	S	W	W	W	M	S	M	W
CO3	S	W	W	S	W	S	M	W

Abbreviations: S: Strong, M: Moderate, W: Weak

SEMESTER-IV								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
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	24MCO0403T	Writing for Advertising	4	4	30	70	100	3
	24MCO0404T	Writing for Public Relations	4	4	30	70	100	3
VOC	<i>To be opted from the pool of VOC</i>		2	2	15	35	50	2
			2	4	15	35	50	2
AEC	<i>To be opted from the pool of AEC</i>		2	2	15	35	50	2
VAC	<i>To be opted from the pool of VAC</i>		2	2	15	35	50	2
			24	26	180	420	600	

Courses offers for the students of other Departments of the University (Semester IV)								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
Semester IV								
VOC	24VOC0410T	General Current Awareness (Media)	2	2	15	35	50	2
	24VOC0410P	General Current Awareness (Media) Lab	2	4	15	35	50	2
VAC	24VAC0302T	Media Ethics	2	2	15	35	50	2

Total Credits: 24

Introduction to Mass Communication

Course Code: 24MCO0401T

Credits: 4

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. To understand the basic concepts, models, and functions of mass communication.
2. To explore the historical development of various media, including print, radio, television, and digital platforms.
3. To analyze different forms of media content, including news, entertainment, advertising, and social media.
4. To examine the role of mass media in shaping public opinion, influencing behavior, and reflecting societal values.
5. To evaluate the legal and ethical aspects of mass communication, including media ownership.

Detailed Course:

Unit- I Basics of Mass Communication

Definition, Function and Characteristics of Mass Communication
Evolution & Growth of Modern Mass Media
Print, Radio & Television
New media and Traditional Media.

and Soft news, Lead and Types of Lead, News Values
Magazine: its characteristics and types
Concept, nature and scope of Journalism,
Types of Journalism: News & feature,
Yellow journalism, Paid news, OP-ED,
column, tabloid, and penny press.

Unit – II Mass Communication Models

Two-Step Flow Model
Multi –Step Flow Model
Westley and MacLean’s Model
David Berlo and Newcomb.

Unit – V History of Indian Journalism

First Indian Newspaper
Print Media and Indian Freedom Movement
History of Press in Haryana
Present status of Indian journalism

Unit – III Basic of News

Definition of News, its Characteristics,
5Ws and 1H, Types of News: Hard news

Suggested Readings

1. *"The Media of Mass Communication"* by John Vivian
2. *"Media/Impact: An Introduction to Mass Media"* by Shirley Biagi
3. *"Understanding Media: The Extensions of Man"* by Marshall McLuhan
4. *"Mass Communication Theory: Foundations, Ferment, and Future"* by Stanley J. Baran and Dennis K. Davis
5. *"Introduction to Mass Communication: Media Literacy and Culture"* by Stanley J. Baran
6. *"Converging Media: A New Introduction to Mass Communication"* by John V. Pavlik and Shawn McIntosh
7. *"The Dynamics of Mass Communication: Media in the Digital Age"* by Joseph R. Dominick

Course Outcomes:

- | | |
|-------|--|
| CO. 1 | Students would be able to understand the fundamentals of mass communication. |
| CO. 2 | Students would be able to explore the evolution of media. |
| CO. 3 | Students would be able to analyze media content and production. |
| CO. 4 | Students would be able to examine the role of media in society. |
| CO. 5 | Students would be able to evaluate media policies and regulations. |

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	W	M	W	W	W
CO2	M	S	S	M	M	W	W	W
CO3	M	M	S	S	W	S	S	S
CO4	W	M	M	M	M	W	W	M
CO5	M	W	W	W	S	W	W	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Reporting & Writing for Radio & Television

Course Code: 24MCO0402T

Credits:4

Time-3 Hrs

Internal Marks

30 Marks

External Marks

70 Marks

Total Marks

100 Marks

Major Test—

The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all, selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. To develop an understanding to write clear, concise, and engaging scripts for radio and television news.
2. To gain proficiency in conducting interviews, gathering sound bites, and capturing essential information.
3. To acquire knowledge of the technical aspects of producing radio and television news, including sound editing and video production.
4. To learn to craft compelling stories that resonate with radio and television audiences.
5. To evaluate the ethical and legal considerations in reporting.

Detailed Course:

Unit I: REPORTING FOR RADIO

Field reporting, reporting specialized areas, investigative reporting; voice dispatches.

Interview techniques; presentation; structuring a radio report; news capsuling and radio commentary— Reporting Live Events.

Unit II: REPORTING FOR TELEVISION

Visualising news/ENG; research, investigation; interview techniques; piece to camera and voice over; sequencing and editing news packages.

Investigative, economic reporting; sports reporting - human interest story.

Unit III: WRITING FOR RADIO

Radio Programme Formats – Rules for writing a radio script –

Preproduction– Production - Post-Production – Final Mastering.

Writing for radio commercials-illustrating copy with sound effects.

Unit IV: WRITING FOR TELEVISION

Writing for Television / Films /

Documentaries — Scripting Across Media – Formats of

Scriptwriting. Television news writing and reporting- structure of a news story. News gathering – Editing – Packaging – News bulletin – News Anchor – Live Talk Show – Interview Setting.

Suggested Readings

- "Mass Communication: Living in a Media World" by Ralph E. Hanson
- "The Media of Mass Communication" by John Vivian
- "Understanding Media: The Extensions of Man" by Marshall McLuhan
- "Communication Theories: Origins, Methods, and Uses in the Mass Media" by Werner J. Severin and James W. Tankard
- "The Dynamics of Mass Communication: Media in the Digital Age" by Joseph R. Dominick

Course Outcomes:

- CO. 1 Students would be able to develop Effective Broadcast Writing Skills
- CO. 2 Students would be able to understand the Master Interviewing Techniques
- CO. 3 Students would be able to understand Broadcast News Production
- CO. 4 Students would be able to explore Storytelling for Broadcast Media
- CO. 5 Students would be able to Ethical and Legal Issues in Broadcast Journalism

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	W	M	S	W	S	W	M
CO2	M	M	S	S	S	S	M	S
CO3	M	S	S	S	W	S	S	M
CO4	M	W	M	S	W	S	W	S
CO5	S	M	M	W	S	W	M	M

Abbreviations: *S: Strong, M: Moderate, W: Weak*

Writing for Advertising

Course Code: 24MCO0403T

Credits:4

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. Develop skills in writing clear, persuasive, and creative advertising copy.
2. Understand the role of advertising in marketing and communication strategies.
3. Learn to tailor messages for different audiences and media.
4. Gain experience in creating copies for diverse formats, including print ads, digital ads, social media, and broadcast.

Detailed Course:

Unit I Introduction to Advertising and Copywriting

- Overview of advertising and its role in mass communication.
- Principles of effective advertising copy.
- Understanding target audiences and consumer behavior.

Unit III Copywriting for Print Media

- Writing headlines, body copy, and calls to action.
- Designing for print ads, brochures, and flyers.
- Case studies of successful print campaigns.

Unit II The Creative Process in Advertising

- Brainstorming and idea generation.
- Writing creative briefs and campaign strategies.
- Developing unique selling propositions (USPs).

Unit IV Digital Advertising Copywriting

- Crafting copy for websites, email campaigns, and banner ads.
- SEO and its impact on advertising copy.
- Social media advertising: best practices and trends.

Suggested Readings

- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
- "Ogilvy on Advertising" by David Ogilvy
- "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath
- "The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells" by Robert W. Bly
- "The Advertising Concept Book: Think Now, Design Later" by Pete Barry
- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger

Course Outcomes:

- CO. 1 Students would be able to develop skills in writing clear, persuasive, and creative advertising copy.
- CO. 2 Students would be able to understand the role of advertising in marketing and communication strategies.
- CO. 3 Students would learn to tailor messages for different audiences and media.
- CO. 4 Students would be able to gain experience in creating copy for diverse formats, including print ads, digital ads, social media, and broadcast.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	S	S	S	M	S
CO2	S	M	S	M	M	S	M	S
CO3	M	S	M	M	S	S	S	M
CO4	S	S	S	S	M	M	S	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Writing for Public Relations

Course Code: 24MCO0404T

Credits:4

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks
Major Test—	

The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students should be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objectives:

1. To understand the role of writing in public relations.
2. To develop the ability to create various PR documents.
3. To enhance skills in tailoring messages for different audiences and media.
4. To practice ethical and effective communication strategies.

Detailed Course

Unit 1: Introduction to Public Relations Writing

- Definition and scope of public relations.
- Fundamentals of PR Writing
- Role of writing in public relations.
- PR writing vs. journalistic writing.
- Understanding the target audience.

Unit 2: Writing for Traditional Media

- Press Releases
- Structure and format of a press release.
Writing headlines and leads.
- Writing and formatting fact sheets.
- Differences between feature articles and news stories.
- Writing opinion pieces (op-eds) for various outlets.

Unit 3: Writing for Digital and Social Media

- Social Media Content platforms (Twitter, Facebook, Instagram, LinkedIn, etc.).
- Writing for different social media
- Crafting posts, captions, and hashtags.
- Social media campaigns and crisis communication.
- Blogging and Influencer Collaboration
- Designing newsletters for various audiences.

Unit 4: Advanced PR Writing and Campaigns

- Speechwriting and Presentations
- Writing speeches for executives and public figures.
- Visual aids and presentation skills.
- Managing public perception and media relations.
- Developing a comprehensive PR campaign

Suggested Readings

- Public Relations Writing: The Essentials of Style and Format" by Thomas H. Bivins
- "Strategic Writing for Public Relations: Digital Age Publics, and the Influences of Social Media" by Charles Marsh, David W. Guth, and Bonnie Poovey Short
- "The Associated Press Stylebook"
- "The Public Relations Writer's Handbook: The Digital Age" by Merry Aronson, Don Spetner, and Carol Ames
- "Crisis Communications: A Casebook Approach" by Kathleen Fearn-Banks

Course Outcomes:

- CO. 1 Students would be able to understand the role of writing in public relations.
- CO. 2 Students would be able to develop the ability to create various PR documents.
- CO. 3 Students would be able to enhance skills in tailoring messages for different audiences and media.
- CO. 4 Students would be able to practice ethical and effective communication strategies.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	S	S	S	M	S
CO2	S	M	S	M	M	S	M	S
CO3	M	S	M	M	S	M	S	M
CO4	S	S	S	S	M	S	S	S

Abbreviations: S: Strong, M: Moderate, W: Weak

GENERAL CURRENT AWARENESS (MEDIA)

Course Code:24VOC0410T

Credits:2

Time-2 Hrs

Internal Marks 15 Marks

External Marks 35 Marks

Total Marks 50 Marks

Major Test—

The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To equip students with knowledge about media laws, cyber laws, and ethical considerations in media.
2. To encourage students to conduct independent research on current media-related topics, fostering critical thinking and analytical skills.
3. To provide hands-on experience in analysing media content and understanding its impact on society.

Detailed Course:

Unit I: National and International Media

Landscapes

- Evolution and history of mass media.
- Types of media: Print, electronic, and digital.
- Major political, social, and economic events in the country.
- Media's role in shaping public opinion on national issues.
- Emerging technologies in the media. (AI, AR, VR, 5G, IoT etc.)

Unit II: Media Laws, Ethics, and Policies

- Role of regulatory bodies (e.g., Press Council, FCC).
- Journalistic ethics and responsibilities.
- Case studies on ethical dilemmas in media.
- Current policies affecting media operations.
- Discussions on net neutrality, privacy, and data protection.

General Current Awareness (Media) Lab

Course Code: 24VOC410P

Time-2 Hrs

Internal Marks 15 Marks

External Marks 35 Marks

Total Marks 50 Marks

For Practical Examination students need to submit :

- **News Analysis:** Regular assignments requiring students to analyze current news stories across various media platforms.
- **Debates and Discussions:** Facilitated sessions on contemporary issues and ethical dilemmas in the media.
- **Case Studies:** In-depth examination of significant events and their media coverage.
- **Guest Lectures:** Sessions with industry professionals sharing insights into current media practices and challenges.

Production Portfolio- At the end of the semester students will submit a portfolio of at least 10 news analysis of major national and international issues.

Suggested Readings:

- "India: The Rising Opportunity" by Ruchir Sharma
- "The Great Indian Tamasha: Travels through Bollywood, Dadasaheb Phalke and Beyond" by Shailaja Bajpai
- "India's Long Road: The Search for Prosperity" by Vijay Joshi
- "Breaking News: The Story of India's Theoretical Media" by Sanjay Suri
- "The Media in India" by K.B. Kuppasamy

- "Indian Media: A New Era of News Consumption" in Journal of Media Studies
- "The Role of Media in Indian Democracy" in Indian Journal of Public Administration
- "Fake News and Its Impact on Indian Society" in Media Ethics Review

Course Outcomes:

- CO. 1 Students would be able to gain knowledge about media laws, cyber laws, and ethical considerations in media practices.
- CO. 2 Students would be able to conduct independent research on current media-related topics, fostering critical thinking and analytical skills.
- CO. 3 Students would be able to make hands-on experience in analysing media content and understanding its impact on society, thereby bridging the gap between theory and practice.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	M	W	S	M	W	W
CO2	S	M	S	M	M	M	M	M
CO3	M	W	S	M	M	M	M	M

Abbreviations: S: Strong, M: Moderate, W: Weak

Media Ethics

Course Code: 24VAC0302T

Credits: 2

Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory, consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that, four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To learn about the code of conduct for various media channels.
2. To know about self-regulation while using any type of content.
3. To understand the ethics necessary for advertising and public relations.

UNIT-I

- Importance of Media Ethics
- Code of conduct for journalists- Ethics of newspaper writing, Ethics for TV and Radio broadcasting
- Self-Regulation & Censorship, Issues of Privacy, Parliamentary code for Journalists

UNIT-II

- Code of ethics for advertising in India by Advertising Council of India, DAVP's code of advertising, Advertorial, Paid News
- Regulations for Public Relations (IPRA Code of Ethics),
- Ethics in cyberspace, Social Media Ethics, Fake news and alternative facts

Suggested Readings:

1. Christians, Clifford et al. Media Ethics: Cases and Moral Reasoning. Longman, 2008. Frost, Chris.
2. Media Ethics and Self-Regulation. Pearson, 2000. Gordon, A. David. Controversies in Media Ethics. Longman, 2011.
3. Barua, Vidisha: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
4. Jean Claude Bertrand: Media Ethics and Accountability System, Transaction Publishers, 2000

Course Outcomes:

- CO. 1 Students would be able to learn about different code of ethics while writing for the media.
CO. 2 Students would be able to understand self-regulation and privacy issues while using media channels.
CO. 3 Students would be able to apply various code of ethics of advertisement and PR on chosen communication field.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	W	M	M	S	W	M
CO2	S	W	W	W	M	S	M	W
CO3	S	W	W	S	W	S	M	W

Abbreviations: S: Strong, M: Moderate, W: Weak