

National Education Policy

The NEP 2020 envisages a broad based, multi-disciplinary, holistic Undergraduate and Postgraduate education with flexible curricula, creative combinations of subjects, integration of vocational education with appropriate certification.

The UG curriculum is a three-year course divided into six semesters with appropriate certification within this period. While the PG is a two-year course divided in four segments with appropriate certification within this period.

The course has been set with the aim for recognizing, identifying, and fostering the unique capabilities of each student, by sensitizing teachers as well as parents to promote each student's holistic development in both academic and non-academic spheres.

Since this is a multi-disciplinary course it aims at holistic education across all subjects. The prime emphasis is on conceptual understanding rather than rote learning and learning-for-exams and aimed at bringing out the creativity and critical thinking to encourage logical decision-making and innovation.

The three pivots on which the course stands are:

- The course details are rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high-quality education to all, and thereby making India a global knowledge superpower.
- The curriculum and pedagogy aims at developing a deep sense of respect towards the fundamental duties and Constitutional values, bonding with one's country, and a conscious awareness of one's roles and responsibilities in a changing world.

To instill a deep-rooted pride in being Indian, not only in thought, but also in spirit, intellect, and deeds, as well as to develop knowledge, skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.



SISTER NIVEDITA UNIVERSITY

SYLLABUS

TWO YEARS M.A. (DEGREE)

COURSE IN

MASS COMMUNICATION & JOURNALISM

UNDER UGC-CBCS SYSTEM

2023-2024

COURSE STRUCTURE
MA (J&MC) PROGRAMME (SESSION 2023-2024)

FIRST SEMESTER

Sl No.	Course	Category	Credit	Teaching Scheme		
				L	T	P
1	Media Principles and theories	Core	4	3	0	2
2	Photography and its types	Core	4	3	0	2
3	Digital Branding	Core	3	2	0	2
4	Writing & Editing – for Media & Publishing	Core	3	2	0	2
5	Media in Myriad Forms	Core	3	2	0	2
6	Term Paper - Community Outreach	Core	1	2	0	0
7	GE	GE	4	3	1	0
8	FL 1	USC- 1	2	2	0	0
9	Mentored Seminar -1	SEC-1	1	1	0	0
		TOTAL CREDIT	25			

SECOND SEMESTER

Sl No.	Course	Category	Credit	Teaching Scheme		
				L	T	P
1	Digital Film-making	Core	4	3	0	2
2	India and International Relations	Core	4	3	0	2
3	Film Studies & Appreciation	Core	4	3	0	2
5	Strategic PR & Corporate Communication	Core	3	2	0	2
6	Advertising and Design	Core	3	2	0	2
6	Video Editing	Core	2	0	0	4
7	Leadership, Domestic Immersive Experience – Industry Project/ Field Trip	Core	2	2	0	0
8	FL 2	USC-2	2	2	0	0

9	Mentored Seminar - 2	SEC-2	1	1	0	0
		TOTAL CREDIT	25			

THIRD SEMESTER

Sl No.	Course	Category	Credit	Teaching Scheme		
				L	T	P
1	Multimedia Journalism	CORE	3	2	0	2
2	Radio production and promotion	CORE	3	2	0	2
3	Television Production	CORE	3	2	0	2
4	Media laws and Ethics	CORE	2	2	0	0
5	Event Management	DSE 1	3	2	0	2
6	Advance New Media	DSE 2	3	2	0	2
7	Media and Entertainment Industry	DSE 3 Any two of the above from (DSE 1,2 & 3)	3	2	0	2
9	Internship/ Project	CORE	5	0	0	5
10	Mentored Seminar-3 (Industry Interface)	SEC-3	1	1	0	0
11	FL 3	USC-3	2	2	0	0
		TOTAL CREDIT	25			

FOURTH SEMESTER

Sl No.	Course	Category	Credit	Teaching Scheme		
				L	T	P
1	Media Research	CORE	3	2	0	2
2	Development Communication	CORE	3	2	0	2
3	Documentary Production	CORE	3	2	0	2
4	Motion Graphics	CORE	3	2	0	2
5	Dissertation/Thesis	CORE	2	2	0	0
6	Sports Journalism	DSE-4	3	2	0	2
7	Business Journalism	DSE-5	3	2	0	2
8	Environment Journalism	DSE-6 Any two of the above from (DSE 4,5 & 6)	3	2	0	2

9	FL- 4	USC-3	2	2	0	0
10	Internship	CORE	3	0	0	3
		TOTAL CREDIT	25			

MA/Media and Communication/ 1 year in common/ 1 year of specialization. (3rd & 4th Semester choose any 2 DSE out of 3)

Semester 1

MEDIA PRINCIPLES AND THEORIES

Course objective: Media and its influence on societies, has grown exponentially with the advance of technology. The primary function of the media in a society is to provide news and information to the masses. But to understand how it functions one has to study it in context of the society we live in. This is what this module aims at.)

Module I:

Principles of Communication (Theories, Models, communication), Process of Information Flow, Forms of Communication, Impact and Relation of Mass Media and Society, Mass Culture

Module II:

Media Models, Definition, Scope and Purpose of Communication Model, Aristotle's model, Laswell's Model, Osgood's Model, Wilber Schramm's Model, Shannon Weaver Model, Westley Mclean Model, Berlo's Model, Social Media Models.

Module III:

Theories of Mass Communication, Definition, Scope and Purpose of Mass Communication Theories Normative Theory, Non-Verbal /Semiotic Theory, Propaganda Theory, Cultivation Theory, Dependency Theory, Spiral of Silence, Agenda Setting Theory (Priming and Framing), Play theory, Chomsky's media theory.

Module IV:

Media culture and its production. Media organizations, media content, market – driven media content – effects, cultural integration and cultural pollution. Issues of media monopoly – Current trends in ownership pattern

Practical:

Case studies on some of these models and theories and their relevance in contemporary practices.

[Footnotes 1- Mass Media study and Research (Included as a part of Communication and Research)]

[Footnotes 2- sky vision]

Books/References

1. The Internet Galaxy, Castells, M. Oxford University Press.
2. Mass Communication: Principles and Concepts Hasan, Seema, CBS Publisher, 2010.
3. Mass Communication in India, Third Edition, Mumbai, Kumar J. Keval, Jaico publication
4. Political Parties and Party Systems, Mehra Ajay and D.D. Khanna, 2003 Sage India
5. Mass Communication Research Methods, Hansen, Cottle, Negrine, Newbold
6. Mass Communication Research Resources, Sterling, Bracken and Hill
7. Mass Media and Public Issues, Bhargava Gopal