



MA MASS COMMUNICATION AND JOURNALISM

(Duration: 2 Years)

CURRICULUM AND SYLLABUS

(Applicable for Students admitted from Academic Year 2022-23)

DEPARTMENT OF VISUAL COMMUNICATION

SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCES

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

Motto:

To Make Every Man a Success and No Man a Failure

Vision:

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

Mission:

- To create an ecosystem for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- To enable graduates to become future leaders and innovators.

Value Statement:

Integrity, Innovation, Internationalization.

M.A. MASS COMMUNICATION AND JOURNALISM

Vision:

To encourage students to realize their creative potential and sharpen their skills in the field of media. The department aims at producing culture-conscious, development-oriented, socially responsible and committed media professionals

Mission:

- *To make students work responsibly, creatively, and ethically as an individual or as a member or a leader of a team in all media related multidisciplinary environments.*
- *To inculcate students to obtain effective communication skills, leadership quality, team spirit and creative skills to succeed in their professional careers*
- *To provide value-based education to the students which addresses the social needs*
- *Establish industrial interaction to improve the employability skills as well as the technical skills of students and the ability to solve complex technological problems in real-time.*

PROGRAMME OUTCOMES (PO's):

PO1: *Apply the concepts of communication, its role, and importance in society and impart the knowledge of Journalism and Mass communication*

PO2: *To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.*

PO3: *To apply objectivity and critical thinking for communicating to the masses through various mediums such as short films, documentary Films, Television, advertising, PR campaigns, event management, and newspaper production for print.*

PO4: *Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.*

PO5: *Communicate effectively across various platforms of Media. At the end of the course will be having hands-on experience with extensive training and media exposure through formal internships.*

PO6: *Understand the impact of journalism in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development*

PO7: *Design media content with social responsibility along with ethical and professional standards to meet the demands of the media environment at various levels including regional, national, and global*

PO8: *Function effectively as an individual, and as a member or leader in diverse teams, and multidisciplinary settings.*

PROGRAMME SPECIFIC OUTCOMES (PSO):

PSO1 – To teach the fundamental relations between society, culture, and communication.

PSO2 – To provide advanced knowledge on communication theories and models.

PSO3- Introduce students to the practical arena of communication tools to become effective communicators.

PSO4- To develop the learner into competent and efficient Media & Entertainment Industry ready professionals

PSO5 - The graduates will be technically competent to excel in the Media industry and pursue research studies.

M.A. Mass Communication and Journalism

SEMESTER - I									
Sl. No.	Course Category	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	JRB0701	Introduction to Mass Communication	4	0	0	4	2	4
2.	PC	JRB0702	Writing for Media	4	0	0	4	2	4
3.	PC	JRB0703	Journalism	4	0	0	4	2	4
PRACTICAL									
4.	PC	JRB0731	News Reporting and Editing (Practical)	0	0	6	3	1	6
5.	PC	JRB0732	Print Media Production (Practical)	0	0	4	2	1	4
6.	PC	JRB0733	Photojournalism (Practical)	0	0	6	3	1	6
Total				12	0	16	20	09	28
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER - II									
Sl. No.	Course Category	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	JRB0716	Advertising and Marketing Communication	4	0	0	4	2	4
2.	PC	JRB0717	Audio Video Production	4	0	0	4	2	4
3.	PC	JRB0718	Media Culture and Society	4	0	0	4	2	4
PRACTICAL									
4.	PC	JRB0741	News Reel Production	0	0	6	3	1	6
5.	PC	JRB0742	Computer Application for Media	0	0	4	2	1	4
6.	PE		Elective I	0	0	6	3	1	6
7.	PC	JRB0743	Internship -1*	*	*	*	2	*	0
Total				12	0	16	22	9	28
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

*Students will undergo internship for a period of 30 days in a Print media or ad agency

SEMESTER - III									
Sl. No.	Course Category	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	JRB0801	Contemporary Trends in New Media	3	1	0	4	2	4
2.	PC	JRB0802	Film Studies	2	2	0	4	2	4
3.	PC	JRB0803	Communication Research Methods	4	0	0	4	2	4
4.	PC	JRB0804	Media and Public Relations	4	0	0	4	0	4
PRACTICAL									
4.	PC	JRB0831	New Media Production	0	0	4	2	1	4
5.	PE		Elective II	0	0	6	3	1	6
6.	PC	JRB0832	Internship-2*	*	*	*	4	*	*
Total				14	2	8	25	8	26
L – Lecture; T – Tutorial ; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

*Students will undergo internship for a period of 30 days in a TV News Channel

SEMESTER - IV									
Sl. No.	Course Category	Course Code	Name of the Course	L	T	P	C	S	TCH
1.	PC	JRB0816	Media Laws and Ethics	4	0	0	4	2	4
2.	PC	JRB0817	Campaign Planning & Strategies	2	0	0	2	2	2
PRACTICALS									
3.	PE		Elective III	0	0	6	3	1	6
4.	PC	JRB0841	Campaign Planning and execution	0	0	4	2	2	4
5.	PE	JRB0842	Dissertation	-	-	12	8	0	12
6.	PC	JRB0843	Internship – 3*	*	*	*	4	*	*
Total				6	0	22	24	7	28
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

*Students will undergo internship for a period of 45 days in a media organisation of their choice