



Maulana Mazharul Haque Arabic & Persian University, Patna

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Head (I/C)

Deptt. of Journalism & Mass Communication
MMH Arabic & Persian University, Patna

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Prof. Atish Prashar

Department of Mass Communication and Media
School of Media, Arts and Aesthetics

Central University of South Bihar

About Department


PG Department of Mass Communication

The Department of Mass Communication has been established with an aim to promote quality media education in the field of Mass Communication in India. It believes in fabricating effective communicator in the field of print, electronic, online, films, advertising, public relations and event management etc. During the last couple of decades, the Media industry in the country has grown by leaps and bounds and the department is committed to produce trained media professionals and good academicians to meet the national and international standards.

The department endeavors to offer the best facilities through its experienced faculty members to make it the most sought Department in the field of media and communication studies.

The Department offers M.A. programme and Doctoral Degrees in congruence with the New Education Policy (NEP), 2020.


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Academic Programme

Name of the Programme: MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION (M.J.M.C.)

a. Objectives of the Program:

The ever-converging world of Mass Media has fuelled the need for multi-tasking and multi-talented media professionals. While MMHAPU always aims at high academic standards, the extra-curricular activities and innovative research, seminars, etc., the PG Department of Mass communication enables the students to develop hands-on-pre-requisite skills, interact with industry experts and exchange ideas with students from other institutes and backgrounds. The PG Department of Journalism & Mass Communication is accustomed to experiment with various innovative academic activities to enhance the media understanding among students.

b. Program Outcomes:

The concept of communication process and theories will provide the vital learning and understanding of the problems for better solution. Since the media course is also attached with technical knowledge, the essential and professional software, tools, equipment, production and other many skills will also help to become a trained professional for the media industry.

As soon as the department establishes its state-of-the-art Media lab, practical activities such as Newspaper/Magazine Designing, Film Production, Radio programmes, Photography, Video Editing, Camera Operation, Audio Mixer, Video Switcher, Graphics Designing, Website Designing, Anchoring and more others skill-based understanding will be developed for media students in collaboration with the Industry experts.

c. Eligibility: Bachelor's degree in any discipline (Updates may be checked from time to time)

d. Intake: 60

CBCS Scheme of Examination and Courses
of Study for the M.A. Examination in
Journalism and Mass Communication

The University shall offer MJMC degree in the faculty of Humanities. The Post Graduate Degree Course in Journalism and Mass Communication will be of 2 years duration i.e. 4 Semesters and shall be designated as Master of Arts in Journalism and Mass Communication, abbreviated as MJMC. The syllabus comprises 14 Core courses (CC) and two Elective courses (EC); one Generic Elective (GE) or Discipline Specific Elective Course (DSE), one Ability Enhancement Course (AEC) and two ability Enhancement Compulsory Courses (AECC) in two years. The students will be evaluated through End-Semester Examinations/Project evaluation and the teaching will be structured accordingly.

Structure of the 2 Yrs. (Four Semesters) Post Graduate Degree course under CBCS:

SEMESTER	No. of Course/ Papers	Credit per Course/ Paper	Total Credit	Minimum No. of Learning Hours #	No. of Core Course/ Paper	No. of Elective Course/ Paper	Code of Nature of Elective Course/ Paper
I	05	05	25	250	4	1	AECC-1
SEMESTER BREAK							
II	06	05	30	300	5	1	AEC-I
SEMESTER BREAK							
III	06	05	30	300	5	1	AECC-2
IV	03	05	15	150	0	3	EC-1* EC-2* DSE-1 Or GE-1
Total	20		100	1000	14	6	

Core Course (CC): A course which should compulsorily be studied by a candidate as a core requirement on the basis of subject of MA studies and is termed as a Core course,

Elective Course (EC): Generally a course which can be chosen from a pool of courses (Basket) and which may be very specific or specialized or advanced or supportive to the subject/discipline of study or which provides an extended scope or which enables an exposure to some other subject/discipline/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

Discipline Specific Elective Course (DSE): Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

Ability Enhancement Courses (AEC): The Ability Enhancement Courses (AEC) / Skill Enhancement Courses (SEC). "AEC" courses are the courses based upon the content that leads to life skill enhancement.

Ability Enhancement Compulsory Courses (AECC): University will run a number of Ability Enhancement Compulsory Courses (AECC) which is qualifying in nature and students from all faculties have to qualify in all courses.

Dissertation/Project/ internship / industrial Training: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work and a candidate studies such a course on his own with an advisory support by a teacher / faculty member is called dissertation/project.

The distribution of the **six elective papers** shall be - **two EC, one DSE or one GE, two AECC, one AEC**. Students may opt for any elective course out of a list of elective papers (Basket) offered by the parent department or any other department/a as per his/her choice with the prior permission of the parent department.

The final CGPA / class will be decided on the performance of the student in the **16 courses** including the **14 Core Courses (CC) and two ECs**.

The **one DSE or one GE, two AECC, one AEC** courses will be qualifying in nature and a student has to score at least 45% marks in these courses. Grades will be awarded separately for these courses, however, performance in these elective courses will not be considered for awarding the final CGPA/class.

MASTER OF ARTS IN JOURNALISM AND MASS

COMMUNICATION (MJMC)

Semester I : CC-1 to CC-4 plus AECC-1

Semester II: CC-5 to CC-9 plus AEC-1

Semester III: CC-10 to CC- 14 plus AECC-2

Semester IV: EC- 1 and EC-2 plus DSE - I or GE- 1

Evaluation of performance under CBCS scheme:

The performance of a student in each paper will be assessed on the basis of a Continuous Internal Assessment (CIA) of 30 marks and the End of Semester Examination (ESE) consisting of 70 marks.

The components of C.I.A. are follows:

- (i) Mid-semester written test of one hour duration = 15 Marks
- (ii) Assignment/Presentation/Project Report etc = 10 Marks
- (iii) Punctuality and Conduct = 05 Marks

Total = 30 Marks

The End of Semester Examination (ESE) shall be named as follows:

(a) M.A. Part (I) - Semester I Examination and Semester II Examination respectively.

(b) M.A. Part (II) Semester III Examination and Semester IV Examination respectively.

(c) Syllabus for each paper shall be divided into at least 5 units. Based on this, the question paper pattern for the End Semester Examination shall be divided into three parts A, B, C comprising of objective type questions with multiple choice, short answer type questions and long answer type questions respectively as mentioned below:

Part	Nature of questions	Nature of questions to be asked	Nature of questions to be answered	Marks of each questions	Total Marks
Part-A	Short Answer Questions (No Choice)	10	10	02	20
Part-B	Medium Answer Questions	05	04	05	20
Part-C	Long Answer Questions	04	03	10	30
Total					70 Marks

Part-A Ten Short Answers Questions (No Choice)- All questions to be answered (Questions shall be picked up from the whole syllabus preferably two Questions From each unit) **10x2=20 Marks**

Part-B Five Medium Answer Questions- Four questions to be answered (Questions shall be picked up from the whole syllabus preferably two questions from each unit) **4 x5=20 Marks**

Part-C **Four long answer Questions-** Three questions to be answered. (Questions shall be picked up from the whole syllabus preferably one question from each unit) **3 x10=30 Marks**

Total

=70 Marks

The performance of a student in the elective papers AEC and AECC in each semester addressing the issues of:

- (i) Skill Development
- (ii) Human Values and Professional Ethics and Gender Sensitization
- (iii) Environment and Sustainability and Swachh Bharat Activities shall be assessed on the basis of a continuous Internal Assessment (CIA) of 50 marks and the End Semester Examination (ESE) consisting of 50 marks.

The components of C.I.A. in these papers shall be as follows:

- (i) One mid-semester written tests of one hour duration each **= 45 Marks**
- (ii) Punctuality and Conduct **=05 Marks**

Total

=50Marks

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The Component of E.S.E. in these papers shall be as follows:

Part	Nature of questions	Nature of questions to be asked	Nature of questions to be answered	Marks of each questions	Total Marks
Part-A	Short Answer Questions (No Choice)	10	08	01	08
Part-B	Medium Answer Questions	05	04	03	12
Part-C	Long Answer Questions	04	03	10	30
Total					50 Marks

Part-A Ten Short Answers Questions (No Choice)- Eight questions to be answered (Questions shall be picked up from the whole syllabus preferably two Questions From each unit) **8x1=8 Marks**

Part-B Five Medium Answer Questions- Four questions to be answered (Questions shall be picked up from the whole syllabus preferably two questions from each unit) **4 x3=12 Marks**

Part-C **Four long answer Questions-** Three questions to be answered. (Questions shall be picked up from the whole syllabus preferably one question from each unit) **3 x10=30 Marks**

Total =50 Marks

M.A. in Journalism and Mass Communication (MJMC) Course Structure

(Effective from Academic Session: 2025-2027)

SEMESTER-I					
Course Code	Course Title	Credit	C.I.A.	End Semester Exam	Total Marks
Core Course (CC)			Marks		
CC-1	Introduction to Mass Communication	5	30	70	100
CC-2	Journalism In India	5	30	70	100
CC-3	Reporting and Editing for Print	5	30	70	100
CC-4	Writing For Mass Media	5	30	70	100
Ability Enhancement Compulsory Course (AECC) - 1					
(AECC) - 1	Environmental Communication	5	50	50	100
OR					
(AECC) - 1	Environmental sustainability & Swachh Bharat Abhiyan Activities	5	50	50	100
Credit		25	Total		500

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SEMESTER-II					
Course Code	Course Title	Credit	C.I.A.	End Sem. Exam	Total Marks
Core Course (CC)			Marks		
CC- 5	Radio Journalism	5	30	70	100
CC-6	Television Journalism And Production	5	30	70	100
CC-7	Photo Journalism	5	30	70	100
CC-8	Development Communication	5	30	70	100
CC-9	Cinema And Documentary	5	30	70	100
	Ability Enhancement Course (AEC) -1				
(AEC) -1	Skill Development & Computer Efficiency	5	50	50	100
OR					
(AEC) -1	Event Management	5	50	50	100
Credit		30	Total		600
SEMESTER-III					
Course Code	Course Title	Credit	C.I.A.	End Sem. Exam	Total Marks
Core Course (CC)			Marks		
CC-10	ADVERTISING AND PUBLIC RELATIONS	5	30	70	100
CC-11	NEW MEDIA	5	30	70	100
CC-12	COMMUNICATION RESEARCH	5	30	70	100
CC-13	MEDIA LAWS AND ETHICS	5	30	70	100
CC-14	MEDIA MANAGEMENT	5	30	70	100
	Ability Enhancement Compulsory Course(AECC)-2				
(AECC)-2	Human values & Professional Ethics & Gender Sensitizations	5	50	50	100
OR					
(AECC)-2	Corporate Communication	5	50	50	100
Credit		30	Total		600

SEMESTER-IV					
Course Code	Course Title	Credit	C.I.A.	End Sem. Exam	Total Marks
Core Course (CC)			Marks		
EC-1	Rural And Environmental Journalism	5	30	70	100
EC-2	Project Report/ Dissertation & Viva-Voce	5	40	60	100
	Discipline Specific Elective (DSE) – 1	5*	50	50	100
OR	Generic Elective (GE)-1	5*	50	50	100
Credit		15	Total		300

Discipline Specific Elective (DSE) – 1					
Opt in 4 th SEM					
Course Code	Course Title	Credit	C.I.A.	End Sem. Exam	Total Marks
	CONTEMPORARY ISSUES	4	50	50	100

Generic Elective (GE)-1					
Opt in 4 th SEM					
Course Code	Course Title	Credit	C.I.A.	End Sem. Exam	Total Marks
	Human Rights	4	50	50	100

**Students are required to submit their preference of the elective courses at the beginning of each semester, to the office of Head of Department. The HOD, in consultation with the faculty members will announce the opening of course from the Elective Basket for the Semester*

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Course Details			
COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION			
Course Code	CC - 1	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment(Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To introduce the basic concepts, elements, and functions of communication.
- To explore various communication barriers and their impact on effective communication.
- To understand key models and theories of mass communication.
- To encourage practical application of theoretical knowledge through creative projects.

Learning Outcomes

After completion of the course the learners will be able to:

- Understand and explain the nature, scope, and process of communication.
- Identify and analyze different types of communication barriers.
- Interpret major communication models and media theories.
- Apply learned concepts in practical formats such as exhibitions, posters, and presentations.

Course Contents

Unit -I: Communication and Communication Barriers

- Meaning, Definition and scope of Communication.
- Elements, Forms and Functions of Communication.
- Processes and Types of Communication, 7cs of communication
- Meaning, Definition and Categorization of Communication Barriers.
- Semantic Barriers, Individual Barriers.
- Economic and Geographic Barriers, Channel and Media Barriers.

Unit- II: Models of Communication

- Aristotle's model, SMCR Model, Harold Laswell's model, Shannon and Weaver Model
- Charles E. Osgood's Model, Theodore M. New Comb's Model, George Gerbner's Model,
- Gate Keeping Model, Dance model

Unit-III: Theories of Mass Communication -I

- Hypodermic – Bullet Theory,
- Personal Influence Theory: Two step flow, Multi-Step flow, Diffusion of innovation
- Normative Theories of Mass Communication: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory and Democratic Participant Theory
- Social Identity Model of De-individuation Effects, Social Information Processing, Model, Hyper-personal Model, Social Presence Theory

Unit -IV Theories of Mass Communication -II

- Sociological Theory of Mass Communication: Cultivation Theory, Agenda Setting Theory, the Uses and Gratification Theory, Dependency Theory
- Spiral of Silence Theory, Marshall McLuhans's Theory on Media and Communication
- Mass Society Theory and Propaganda, Limited Effects Theory, Media Violence Theory, Cultural Studies Theory, Social Marketing Theory, Critical Theory

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested References:

- Narula, M. (2004). Mass Communication Theory and Practice. New Delhi: Haranand Publication.
- Srivastava, M. (2011). Suchana Sanchar Aur Samachar. Lucknow: New Royal Book Company,
- McQuail, D. (2001). McQuail's Mass Communication Theory. New Delhi: Sage Publications.
- Baran, S.J. and Davis, D.K. (2000). Mass Communication Theory: Foundation, Ferment and Future. London: Wadsworth Cengage Learning.
- Andal, N. (1998). Communication Theories and Models. Delhi: Himalaya Publishing House.
- Joshi, U. (2002). Text Book of Mass Communication and Media, New Delhi : Anmol Publications Pvt. Ltd.
- Ravindaran, R.K. (2002). Handbook of Mass Communication. New Delhi: Anmol Publication.
- Rayadu, C.S. (2014). Communication, Mumbai : Himalaya Publishing House.
- Reviews, CTI (2016). Communication Theories: perspectives, processes and contexts, New York: Content Technologies.
- Jones, Pand Holmes, D (2011). Key concepts in media and communications, New York: Sage.

Course Details			
COURSE TITLE : JOURNALISM IN INDIA			
Course Code	CC-2	Credits	05
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T)Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops andSeminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To provide a historical understanding of journalism with emphasis on Hindi and regional journalism.
- To familiarize students with the principles, scope, and functions of print and electronic media journalism.
- To introduce the concept and role of alternative journalism in contemporary society.
- To promote experiential learning through practical assignments and creative presentations.

Learning Outcomes

- Explain the historical evolution of journalism in global and Indian contexts.
- Identify the characteristics and editorial roles in print and electronic journalism.
- Understand and critically analyze alternative journalism and its societal impact.
- Apply theoretical knowledge through practical exhibitions, models, and creative media projects.


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COURSE CONTENTS

Unit-I History of Journalism

- Evolution and Development of Journalism in World Scenario
- Historical Perspective of Hindi Journalism (Bharatendu Era, Pre-Bharatendu Era, Dwivedi Era, Gandhian Era, Post-Independence Era).
- Evolution and Rise of Regional Journalism in India
- Contribution of Bihar in Journalism.

Unit-II Print Media Journalism

- Meaning, Definition and Scope of Print media.
- Characteristics of Print Media.
- Role and responsibilities of News Editors in Print Media.
- Newspapers and Magazines
- New Trends in Print Media.

Unit-III Electronic Media Journalism

- Meaning, Definition and Scope of Electronic Media.
- Characteristics of Electronic Media.
- Role and responsibilities of News Editors in Electronic Media.
- Private Satellite channels and competitive Market.

Unit-IV Alternative Journalism

- Concept, Aim of Alternative Journalism
- Print Media vs Alternative Journalism
- Alternative Journalism via Electronic media
- Citizen Journalism, Journalism of Social concerns, identity & Politics of change

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.


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Suggested References:

- Keeble, R.(2005).*Print Journalism : A Critical Introduction* London: Routledge.
- Keeble,R.(2008).*Ethics for Journalists*. London: Routledge.
- McKay,J.(2013).*The Magazines Handbook* London: Routledge.
- Franklin,B.(2008).*Pulling Newspapers Apart: Analysing Print Journalism* .London: Routledge.
- Mckane,A.(2004).*Journalism :A Carrier Handbook*. London: A & C Black Publishers.
- Detrani,J.R.(2011)-*Journalism: Theory and Practice*. New York : Apple Academic Press.
- Mckane,A.(2006).*News Writing*. NewYork : Sage.
- Cogoli,J.E.(1986).*Photo-Offset fundamentals*. New York : Bennett &McKnight Pub Co.
- Harrower ,TandElman,J.M.(2012).*Newspaper Designer's Handbook*. New York: McGraw Hill.
- Ramakrishanan, R.(2012). *Hindi Patrakarita kevidh Ayam*. New Delhi: Prabhat.
- VaidikV.P.(2006).*Hindi Patrakarit :vividh Ayam*.Delhi : Hindi Book Centre.
- Mehta,A.(2008). *Patrakarita kil axman Rekha*. New Delhi :Samyik Prakashan.
- Shrivastava,K.M.(2003).*News Reporting and Editing*. New Delhi : Sterling.
- Kamath,M.V.(2009).*The Journalists Handbook* . New Delhi : Vikas.
- Parthsarthy, Rangaswami, *Journalism in India: From the Earliest Times to Present Day*, South Asia Books
- Harcup, Tony ,*A Dictionary of Journalism*, Oxford University Press.
- Parthasarthy, Rangaswamy, *Basic Journalism*, Macmillan Publishers India.
- Aggarwal, Vir Bala, *Essentials of Practical Journalism*, Concept Publishing Company, New Delhi


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COURSE DETAILS			
COURSE TITLE: REPORTING AND EDITING FOR PRINT			
Course Code	CC-3	Credits	05
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T)Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual fieldbased assignments followed by workshops andSeminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment (Formativein nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To develop foundational skills in news writing and reporting across various formats.
- To familiarize students with different forms of journalistic writing including features, interviews, and magazine articles.
- To introduce students to the structure and functions of a newsroom and editorial responsibilities.
- To equip students with the skills required for specialized and beat reporting.

Learning Outcomes

- Demonstrate the ability to write accurate and engaging news stories using journalistic structures and styles.
- Distinguish between different forms of journalistic writing and apply them appropriately.
- Understand newsroom functioning and the editorial workflow in print journalism.
- Apply principles of specialized reporting through field-based assignments and practical activities.

COURSE CONTENTS

Unit 1 Basics of News and reporting

- Components of A News Story, 5 W And H
- Structure Of News Story Inverted Pyramid and other styles & formats
- Leads, Types of Leaves Leads
- Qualities And Responsibilities of A Reporter
- General assignment reporting/beat reporting
- Functions of Chief of Bureau, Correspondents
- Difficulties and problems in Reporting

Unit-II Different forms of Writing

- Writing a regular story – from preparation theevent to the print reader
- Writing special story
- Interviews, Feature stories etc.
- Writing for magazines – articles etc
- Importance of research


Unit III The Newsroom and Editorial

- Newsroom, organizational setup of a newspaper, Editorial department
- Introduction to editing: editing symbols, functions, headlines, role of sub-editor, news editor, Editor
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader
- Opinion pieces, Op Ed page

Unit IV Specialized Reporting

- Beat Reporting - Meaning, Definition and Scope Of Specialized Writing
- Crime and Court Reporting
- Political Reporting
- Educational And Sports Reporting
- Development And Business Reporting
- Investigative Reporting


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Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested References:

- Keeble,R.(2005).*Print Journalism: A Critical Introduction* London: Routledge.
- Keeble,R.(2008).*Ethics for Journalists*. London:Routledge.
- McKay,J.(2013).*The Magazines Handbook*. London:Routledge.
- Franklin,B.(2008).*Pulling Newspapers Apart :Analysing Print Journalism*. London: Routledge.
- Mckane,A.(2004).*Journalism: A Carrier Handbook*. London: A & C Black Publishers.
- Detrani,J.R.(2011). *Journalism: Theory and Practice*. NewYork: Apple Academic Press.
- Mckane,A.(2006). *News Writing*. NewYork : Sage.
- Cogoli,J.E.(1986).*Photo-Offset fundamentals*. NewYork :Bennett& Mc Knight Pub Co.
- Harrower,TandElman ,J.M.(2012). *Newspaper Designer's Handbook*. NewYork: McGraw Hill.
- Ramakrishanan,R.(2012).*Hindi Patrakarita ke vividh Ayam*. New Delhi : Prabhat.
- Vaidik,V.P.(2006).*HindiPatrikarita :vividh Ayam*. Delhi : Hindi Book Centre.
- Mehta,A.(2008).*Patrikarita ki laxman Rekha*.New Delhi: Samyik Prakashan.
- Shrivastava,K.M.(2003).*News Reporting and Editing*. New Delhi: Sterling.
- Kamath,M.V.(2009).*The Journalists Handbook*. New Delhi: Vikas.
- Parthasrathy, Rangaswami, *Journalism in India : From the Earliest Times to Present Day*, South Asia Books
- Harcup,Tony,A *Dictionary of Journalism*, Oxford University Press.
- Parthasrathy, Rangaswamy, *Basic Journalism*, Macmillan Publishers India.
- Aggarwal, Vir Bala, *Essentials of Practical Journalism*, Concept Publishing Company, New Delhi


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Course Details

COURSE TITLE: WRITING FOR MASS MEDIA

Course Code	CC - 4	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		


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Assessment and Evaluation	<ul style="list-style-type: none"> ● 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) ● 70%- End Term External Examination (University Examination)
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Course Objectives

- To introduce students to the principles and techniques of writing for various media platforms—print, radio, television, and web.
- To develop the ability to craft media content tailored to the style and format of each medium.
- To encourage adaptability in writing across platforms with attention to audience, style, and medium-specific constraints.

Learning Outcomes

- Demonstrate effective writing skills for print journalism, including articles, interviews, and features.
- Apply radio-specific writing techniques for different program formats such as talks, dramas, and commercials.
- Create scripts for television with an understanding of visual storytelling and format requirements.
- Produce web content that incorporates multimedia elements and digital story telling techniques.

COURSE CONTENTS

Unit-I Writing for Print

- Writing a regular story- from preparation to the print.
- Writing a special story.
- Interviews, Feature stories etc.
- Writing for magazines- articles etc.

Unit-II Writing for Radio

- Writing for the radio.
- Radio Talk
- Interview and discussion
- Feature and Documentary
- Drama and Serial
- Musical Programmes

- Chat Show
- Radio Commercial- Types, Copy Writing, Slogans

Unit-III Writing for TV

- The language of visuals
- TV news script formats
- News writing for TV – Basic principles of News Writing
- Types of stories, Interview, Serial, Talk Show, Documentary
- Use of graphics for news.


Unit-IV Writing for Web

- Writing news stories, features and articles.
- Interview and chats on the web as news source.
- Online Versions: E-papers, E-magazines.
- Mobile digital news formats
- Meaning and concept of creativity.
- Creative freedom in different mediums.

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the faculty.


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Suggested References:

- Swan,D.V.and Swan,J.R.(2015).*Film Script writing-A Practical Manual*. New York : Focal Press.
- Fossard,E.De.and Ribber,J.(2005). *Writing and Producing for Television and Film*. New York: Sage.
- Ahuja,B.N(2005).*Audio Visual Journalism*, Delhi: Surjeet Publications.
- Field,S.(1989).*Selling Screenplay : The Screen writer's Guideto Hollywood*. New York: Dell Publishing.
- Meyer,W.(1989) *Screen Writing for narrative film and TV*. London : ColumbusBooks.
- Gothams Writers Workshop Faculty (2006) *Writing Movies* .New York: Bloomsberg.
- Belavadi,V.(2013) *Video Production*. London:Oxford.
- S.G.James(2008),*Writing For the Mass Media*, Dorling Kindersley (India)Pvt. Ltd.
- M.Melvin (1992), *Basic Media Writing* ,McGraw Hill.


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COURSE DETAILS			
COURSE TITLE: ENVIRONMENTAL COMMUNICATION			
Course Code	AECC1	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester		Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To understand the relationship between the environment and media.
- To examine the role of media in promoting environmental awareness and conservation.
- To study the impact of environmental issues such as pollution and biodiversity loss on media discourse.
- To analyze the role of media in disaster management and its influence on human welfare.

Learning Outcomes

- After completion of the course the learners will be able to:
- Understand the concept and scope of the environment and the importance of environmental communication.
- Recognize the role of media in addressing ecological and environmental concerns, including resource conservation.
- Analyze the various threats to biodiversity and the role of media in biodiversity conservation.
- Evaluate the impact of environmental disasters and the role of media in mitigating their effects.

COURSE CONTENT

Unit-1: Environment and Media

- Environment: Definition, Scope and Importance
- Environment Communication: Definition, Concept and Need for Public Awareness
- Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
- Role of Individual and Media in Conservation of Natural Resources

Unit-2: Ecosystem and Media

- Ecosystem: Concept, Structure and Functions
- Ecological Succession: Types and Stages
- Biodiversity: Definition and Concept
- Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts
- Endangered and Endemic Species of India
- Role of Multi- Media in Sensitizing Masses towards Ecosystem

Unit-3: Environmental Disaster and Media

- Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards
- Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
- Disaster Management: Concept, Need and Importance; Role of NDMA
- Media Intervention in Disaster Management

Unit-4: Environment and Human Welfare

- Industrialization, Consumerism and Development
- Global Warming and Climate Change: Shift to Alternate Sources of Energy
- Environment and Social Movements: Chipko Movement, Narmada Bachao Andolan
- Media, Environment and Human Welfare

Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested References:

- Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
- Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
- Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
- Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.



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COURSE DETAILS			
COURSE TITLE: ENVIRONMENTAL SUSTAINABILITY & SWACHH BHARAT ABHIYAN ACTIVITIES			
CourseCode	AECC1	Credits	5
L + T + P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%- Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

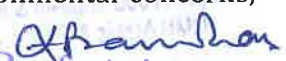
- To understand the relationship between the environment and media.
- To examine the role of media in promoting environmental awareness and conservation.
- To study the impact of environmental issues such as pollution and biodiversity loss on media discourse.
- To analyze the role of media in disaster management and its influence on human welfare.

Learning Outcomes

- After completion of the course the learners will be able to:
- Understand the concept and scope of environmental communication.
- Recognize the role of media in addressing ecological and environmental concerns, including resource conservation.




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- Analyze the various threats to biodiversity and the role of media in biodiversity conservation.
- Evaluate the impact of environmental disasters and the role of media in mitigating their effects.

UNIT- I NATURAL AND SOCIO-CULTURE ENVIRONMENT
UNIT- II ENVIRONMENTAL STATUS OF WOMEN
UNIT- III ENVIRONMENTAL NEEDS OF WOMEN
UNIT- IV INDIA'S ENVIRONMENTAL POLICIES : IMPACT ON WOMEN
UNIT- V SWACHCHHA BHARAT ABHIYAN ACTIVITIES


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SEMESTER 2

Course Details			
COURSE TITLE: RADIO JOURNALISM			
Course Code	CC – 5	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none">• 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades)• 70%- End Term External Examination (University Examination)		

Course Objectives

- To provide foundational knowledge about the radio medium, its history, formats, and production techniques.
- To familiarize students with public service broadcasting, especially the structure and ethics of AIR and Prasar Bharti.
- To equip students with practical skills in radio production, scripting, sound recording, and news bulletin creation.

Learning Outcomes

- Explain the evolution, types, and uses of radio as a mass communication medium.
- Demonstrate understanding of the structure and role of public service broadcasters like AIR.
- Apply production techniques in radio programming, including field and studio recording.
- Create and evaluate radio news bulletins and assess radio's role in the digital media landscape.

COURSE CONTENTS

Unit-I Basics of Radio

- Meaning, Definition and uses of Radio.
- Characteristics of Audio medium of Mass Communication.
- History of Indian Radio.
- FM, AM, SW, other forms
- Satellite Radio, Community Radio, Educational Radio, Web Radio, HAM Radio.

Unit-II Public Service Broadcast

- Introduction to AIR and its mission.
- Formation of Prasar Bharti and AIR.
- Organizational Structure and working of AIR.
- Ownership and Control of AIR.
- Vividh Bharti and Commercials.
- Code of Ethics of AIR.

Unit-III Radio Production

- Meaning and Techniques of Radio Production.
- Features of Radio Production.
- Radio Production Processes.
- Techniques and Precautions of Sound Recording.
- Types of Microphones and their uses.
- Field Recording and skills.
- Studio Interviews, radio drama and Discussions.
- Sports and Mega Events Productions.

Unit-IV Radio News Bulletins and Current Trends

- Features of Radio News.
- Types of News Bulletin
- Foreign Broadcasting service
- Relevance of Radio News in New Media Era
- Future of Radio News


Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested Readings:

- Zettl,H.(2006).*Handbook of television Production*. Wadsworth
- Boyd,A.,Stewart,P.,Alexander,R.(2012).*Broadcast Journalism: Techniques of Radio and Television News*. Taylor & Francis.
- Stewart, P., & Alexander, R. (2016). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
- Hudson,G.,&Rowlands,S.(2007).*The Broadcast Journalism Handbook*.Pearson Longman.
- Barnas,F.,& White,T.(2013).*Broadcast News Writing, Reporting and Producing*.CRC Press.
- H.R. Luthra(1986),*Indian Broadcasting*, Publication Division, Ministry of Information and Broadcasting, Govt. of India.
- Hyde,S.W.(1998). *TV &Radio announcing*. Delhi : Kanishka Publishers.
- Chantler, P.,& Stewart,P.(2003). *Basic Radio Journalism*. Taylor & Francis.


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Course Details			
COURSE TITLE:TV JOURNALISM AND PRODUCTION			
Course Code	CC – 6	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To introduce students to the evolution, structure, and functions of television media in India.
- To develop core skills in television news reporting, anchoring, and production techniques.
- To enable students to understand the construction of media reality and the influence of television on public perception.

Learning Outcomes

- Describe the history and characteristics of television in India, including organizational formats.
- Demonstrate skills in TV news anchoring, editing, voice modulation, and basic lighting.
- Execute TV production processes, including documentary and corporate video creation.
- Critically evaluate how television constructs reality and influences societal views.


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COURSE CONTENTS

Unit – I Television in India

- Characteristics of the Audio – Visual Medium
- History of Television – from Doordarshan to satellite and Private
- 24 x 7 News format
- Various types of Television Channels and their Organizational Structure
- News for TV - The Camera movement and basic shots
- Elements of a News Package

Unit – II Television News Editing and Anchoring

- Techniques of News Editing
- Fundamental lighting concepts
- Techniques of Anchoring - Studio, Anchoring, Chat Show, Live Studio and Field Interviews, Moderating TV Studio Discussion.
- Voice Modulation and recording Voice overs

Unit – III Television Production

- Basics of TV Production
- The TV Production crew
- Television Documentary Production
- Corporate Video Production.


Unit – IV Construction of Reality in Television

- Presenting reality – the news anchor, reporter and studio
- TV news formats – News debate, Breaking News, Interviews
- The impact of TV on society

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.



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Suggested Readings:

- Zettl, H. (2006). Handbook of television Production. Wadsworth
- Boyd, A., Stewart, P., Alexander, R. (2012). Broadcast Journalism : Techniques of Radio and Television News. Taylor & Francis.
- Chapman, J., & Kinsey, M. (2008) .Broadcast Journalism: A Critical Introduction. Taylor & Francis.
- Ac, F., Jonge, D., & Hakemulder, J. R. (1998). Broadcast Journalism. New Delhi: Anmol Publications.
- Stewart, P., & Alexander, R. (2016). Broadcast Journalism: Techniques of Radio and Television News. Routledge.
- Hudson, G., & Rowlands, S. (2007). The Broadcast Journalism Handbook. Pearson Longman.
- Thompson, R., & Malone, C. (2004). The Broadcast Journalism Handbook: A Television News Survival Guide. Rowman & Littlefield.
- Shrivastava, K. M. (2005). Broadcast Journalism in the 21st Century. New Dawn Press.
- Barnas, F., & White, T. (2013). Broadcast News Writing, Reporting and Producing. CRC Press.
- H. R. Luthra (1986), Indian Broadcasting, Publication Division, Ministry of Information and Broadcasting, Govt. of India.


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Course Details			
COURSE TITLE:PHOTO JOURNALISM			
Course Code	CC – 7	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of ContentInteraction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> • 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70%- End Term External Examination (University Examination) 		

Course Objectives

- To introduce students to the fundamentals and evolution of photography and photojournalism.
- To develop technical proficiency in using photography equipment and editing tools.
- To equip students with skills in composing, editing, and presenting impactful visual content for media platforms.

Learning Outcomes

- Explain the history, scope, and ethics of photography and photojournalism.
- Operate various types of cameras and apply appropriate lighting and composition techniques.
- Edit photographs using professional software and prepare visuals for print and digital media.
- Demonstrate photojournalistic skills in producing photo essays, captions, and features in the context of modern media.

K. Singh

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CC-7: PHOTO JOURNALISM

UNIT-I Basics of Photography

- What is photography?
- Nature and scope of photography
- Evolution of photography and photo journalism
- Branches of photography
- Prominent Photo Journalists of India
- Ethics in photojournalism and Intellectual Property Rights of Photo Journalist

UNIT-II Equipment and Technology

- Function and Types of camera
- Flashes and lenses
- Camera controls, Creative usage of camera controls
- Depth of field
- Lighting techniques

UNIT-III Techniques of Photography

- Composing pictures
- Elements of composition
- Process and Precautions of photo editing
- Photo editing for photojournalists
- Photo editing softwares--- Microsoft Office Picture manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, red eye

UNIT-IV Basics of Photojournalism and Visuals

- Equipment used by photojournalists
- Skills of photojournalism
- Photojournalism in the convergence era
- Digital Photography
- Photography for Newspapers, Magazine, Photo News, Photo Features, Photo-series and photo-essays, Photo Caption
- Impact of Technology on Photo Journalism

● Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through

exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested Readings:

- Drew, H. (2005). The Fundamentals of Photography, New York: AVA Publishing.
- Hoy, F. P., (1993). Photo journalism: The Visual Approach. New York: Prentice Hall Books.
- Chapnick, H., (1994). Truth Needs No Ally: Inside Photojournalism. New York : University of Missouri Press.
- Parrish, F. S., (2001). Photojournalism: An Introduction. London: Wadsworth Publishing.
- Brill, B. (2001). Photo Journalism: The Professionals' Approach. New York: Focal Press.
- McCartney, S. (2001). Mastering the Basics of Photography, New York: All worth Press
- Kobre, Kenneth (2010), Photojournalism: The professionals' Approach, Sixth Edition. Focal Press.

N. B. Singh

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Course Details			
COURSE TITLE: DEVELOPMENT COMMUNICATION			
Course Code	CC – 8	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		


Course Objectives

- To provide a foundational understanding of development and development communication.
- To examine various models and strategies used in development communication and journalism.
- To explore the role of media in addressing social, economic, and cultural aspects of development.

Learning Outcomes

- Define and differentiate between growth, development, and human development.
- Analyze the role of media in development communication and policy implementation.
- Explain key models and paradigms of development communication.
- Demonstrate an understanding of development journalism and its relevance through case studies and practical application.


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COURSE CONTENTS

UNIT-I Basics of Development

- Meaning and concept of Development
- Growth V/s Development
- Human Development

UNIT-II Development Communication

- Meaning-concept-definition-philosophy process theories
- Role of media in development communication
- Strategies in development communication
- Social, cultural and economic barriers
- Inter-relation between development and development communication.

UNIT-III Models of Development Communication

- Dominant Paradigm Model
- Participatory development model
- Basic needs model
- New paradigm of development
- Communication for Development (C4D)

UNIT-IV Development Journalism

- Concept of journalism and development journalism, historical background and significance.
- Issues of development journalism: health, nutrition, social issues, literacy, agriculture and environment
- Current scenario of Development Journalism
- Case studies in Development Communication and Development Journalism.

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.


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Suggested Readings

- Narula, U., 1994; *Development Communication*. Haian and Publications.
- Melkote Srinivas: *communication for development in the third world-theory and practice*, prestige - mall, new Delhi, 1991.
- Ravindran, N., et.al. 1993; *Perspectives in Development Communication*, Sage Publications, New Delhi.
- Raghavan, G.N.S., 1993; *Development and Communication in India*, Gian Publishing House, New Delhi.
- Hancock. A., 1980; *Communication Planning for Development*, UNESCO, Paris.
- Fernandes, Walter: *Development with People*, Indian Social Institute, New Delhi, 1988.
- Jayaweera N. & Amunugama S.: *Rethinking Development Communication*, AMIC, Singapore, 1988.
- Kumar, Keval J.: *Communication and Development: Communication Research Trends*, Vol. 9, No. 3, 1988.
- Hoogvelt Ankie: *The Third World in Global Development*, Macmillan, London, 1982.
- Hornik, Robert C: *Development Communication : Information Agriculture and Nutrition in Third World*, Longman, London/ NY, 1988.



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Course Details			
COURSE TITLE: CINEMA AND DOCUMENTARY			
Course Code	CC – 9	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment(Formative in nature but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

- To introduce students to the history, significance, and evolution of cinema.
- To explore the different genres and global impact of cinema, with a focus on Indian and regional cinema.
- To understand the concepts, types, and stages of documentary filmmaking.
- To develop an appreciation for film aesthetics, grammar, and the role of language in filmmaking.

Learning Outcomes

- Demonstrate a comprehensive understanding of cinema's history, genres, and significance in both global and local contexts.
- Examine the development of the OTT industry and its impact on filmmaking and editing platforms.
- Analyze the documentary form, its history, and key moments in its development, particularly in India.
- Critically appreciate films and documentaries, applying visual grammar and aesthetics to write informed film reviews.

CC-9: CINEMA AND DOCUMENTARY

Unit-I -Introduction to Cinema

- Cinema: Characteristics and significance
- History of Cinema
- World Cinema: Brief Journey
- Indian Cinema: Brief Overview
- The Rise of Hindi Cinema
- Parallel cinema, Multiplex

Unit – II Cinema: Global to Local

- OTT Entertainment Industry : Origin and development
- Introduction and Background of Over the Top (OTT) in India
- Regional Cinema : Special Reference to Bihar
- New Digital platforms for filmmaking and editing

Unit-III Documentary

- Key moments in the history of documentary
- Different types of documentaries
- History of the documentary form in India
- Different stages in the production of a documentary


Unit IV Film appreciation

- Understanding the medium
- The Visual grammar and aesthetics
- Language as a catalyst or barrier
- Writing a film review

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.


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School of Media, Arts and Aesthetics
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Suggested Readings

- Bordwell, D., Staiger, J., & Thompson, K. (1960). Classical Hollywood Cinema, Film Style and Mode of Production. London: Routledge
- Bordwell, D. (2003). Narration in Fiction Film. London: Routledge
- Eisenstein, S. (1977). Film Form. New York: A Harvest
- Eisenstein, S. (1957). Film Sense. New York: Meridian Books
- Hill, John and Gibson, Pamela C. (2000). Film Studies. New York: Oxford University Press
- Hood, John W. (2000). The Essential Mystery - The Major Film Makers of Indian Art Cinema. London: Orient Longman
- Monaco, J. (1981). How to Read a Film. New York: Oxford University Press
- Ray, Satyajit, (2001) Our Films Their Films. London: Orient Black Swan
- Roberts, Graham & Wallis, H. (2001). Introducing Film. London: Bloomsbury
- Smith, Geoffrey Nowell (Ed.) (1997). The Oxford History of World Cinema, New York: Oxford University Press

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Course Details			
COURSE TITLE: EVENT MANAGEMENT			
Course Code	AEC 1	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester		Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> • 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70%-End Term External Examination (University Examination) 		

Course Objectives

- To understand the fundamentals of event management and its significance as a communication and marketing tool.
- To explore the organizational structure and roles within event management companies.
- To learn the key steps involved in planning and managing successful events.
- To examine the evaluation, assessment, and emerging trends in event management.

Learning Outcomes

After completion of the course the learners will be able to:

- Understand the various types of events and their role in communication and marketing.
- Recognize the key elements and responsibilities in event management.
- Develop skills for planning, budgeting, and promoting events effectively.
- Assess the impact of events and understand emerging trends in the event management industry.

COURSE CONTENT

Unit-1: Introduction to Event Management

- Event: Definition and Types
- Event as a Communication and Marketing tool
- Event Management: Definition and Elements
- 5C's of Event Management

Unit-2: Event Management Organisation

- Organizational Structure of an Event Management company
- Event Management Personnel: Role and Responsibility
- Account Planners and Liaisoning
- Business Operations and Accounting

Unit-3: Event Management Process


- Event Proposal Planning: Licenses, Permissions and Legalities
- Event Budget, Covering Cost and Methods of Revenue Generation
- Event Promotion: Tools and Media Coordination
- Risk Management and Insurance

Unit-4: Evaluation, Assessment & Trends

- Evaluation and Impact Assessment: Concept, Techniques and Application
- Monitoring and Controlling the Event
- Emerging Trends in Event Management
- Careers in Event Management

Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.


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Prof. Atish Prashar
Department of Mass Communication and Media
School of Media, Arts and Aesthetics
Central University of South Bihar

Suggested References:

- Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.
- Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
- Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
- K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
- K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
- Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.
- www.wodonga.vic.gov.au/Event_management_planning_guide
- www.eventmanagement.com/planning

Ability Enhancement Course (AEC) -1

Skill Development & Computer Efficiency

UNIT-I	Skill Enhancement Activities related to Government Policies & Programme
UNIT-II	Computer Fundamentals Computer Appreciation
UNIT-III	Computer Memory Type of Software
UNIT-IV	Understanding Operating System Understanding Graphical User Interface using Window
UNIT-V	Word Processing Package Spreadsheet Package Presentation Package

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SEMESTER 3

Course Details			
Course Title: ADVERTISING AND PUBLIC RELATIONS			
CourseCode	CC - 10	Credits	5
L + T+ P	4 + 1 + 0	CourseDuration	One Semester
Semester	Semester-1	ContactHours	40 (L) + 10(T) Hours
MethodsofContentInteraction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment andEvaluation	<ul style="list-style-type: none">30%- ContinuousInternalAssessment(Formativeinnature but also contributing to the final grades)70%- End Term External Examination (University Examination)		

Course Objectives

- To introduce students to the fundamental concepts and practices in advertising and public relations.
- To explore the process of creating and planning advertising campaigns, including budgeting, creative strategy, and media.
- To provide an understanding of public relations strategies and the tools used in effective PR campaigns.

Learning Outcomes

- Understand the key concepts, types, and structures of advertising, and recognize the importance of brand image and unique selling propositions.
- Plan and execute advertising campaigns, demonstrating creativity in developing advertising strategies across various media.
- Demonstrate an understanding of public relations practices, tools, and the importance of media writing.

CC-10: ADVERTISING AND PUBLIC RELATIONS

Unit-I Advertising

- Advertising: meaning, concept and origin
- Types of advertising
- Advertising agency structure
- Brand image, unique selling proposition

Unit-II Advertising Campaign Planning and Creative Strategy

- Planning as an advertising campaign and budgeting
- Idea Generation, Creative briefs and creative appeals
- Creativity: Layout and production
- Importance of Copy writing in Advertising
- Writing Ad copy: print, radio, TV, outdoor, online

Unit-III Public Relations

- Public relations: meaning, need, process and public
- Evolution of PR
- Tools and methods of public relations
- Preparing media kit and writing for media


Unit -IV PR Practices

- PR practices: NGO, Government
- Planning and evaluation of PR campaign
- Crisis Management

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.



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Suggested Readings

- Aaker,D.A.,&Myers,J.G.(1975).Advertising Management.Englewood Cliffs, New Jersey's: Prentice-Hall.
- Butterick,K.(2011).Introducing Public Relations:Theory and Practice.London: Sage Publication.
- Chunawalla,(2000).Advertising Theory and Practice.Mumbai:Himalaya Publishing House.
- Jethwaney,J.,&Jain,S.(2012).Advertising Management. New Delhi, New York: Oxford University Press.
- Cutlip,S.M.,Center,A.H.,&Broom,G.M.(1985).EffectivePublicRelations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Jethwaney,J.N.,&Sarkar,N.N.(2015).Public Relations Management.NewDelhi: Sterling Private.
- Tripathy,M.(2011).Public Relations:Bridging Technologies and Monitoring ublic and the Media. Delhi: Authors Press.


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KARAH Arabic & Persian Unit


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CourseDetails			
COURSE TITLE: NEW MEDIA			
Course Code	CC - 11	Credits	5
L + T+ P	4 + 1 + 0	CourseDuration	One Semester
Semester	Semester-1	ContactHours	40 (L) + 10(T) Hours
MethodsofContentInteracti on	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
AssessmentandEv aluation	<ul style="list-style-type: none"> 30%- ContinuousInternalAssessment(Formativeinna ture but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

- To explore the evolution and features of new media and its impact on society.
- To understand the role of social media platforms like Facebook, Instagram, and YouTube in brand promotion and audience engagement.
- To examine the influence of new media on information society and emerging trends like AI and influencer marketing.
- To address the challenges and ethical considerations in new media, including issues of internet addiction and cyber journalism.

Learning Outcomes

- Grasp the definitions, history, and features of new media, including blogging and social media platforms.
- Understand the functionality of YouTube, content creation, and monetization techniques for brand promotion.
- Analyze the societal impact of new media, including the rise of information societies and media movements.
- Develop an understanding of the challenges new media poses, such as internet addiction, the need for new media literacy, and the ethics of cyber journalism.

CC – 11 NEW MEDIA

Unit I-New Media

- New Media : Definitions, Concept, History
- Features of New Media
- World Wide Web : Concept and evolution
- Blogs-Blogger, Wordpress
- Facebook & Instagram-Creating groups and pages, creating stories and reels
- Influencers- How to use them for brand benefit?

Unit-III-The Youtube Phenomenon

- Introduction to Youtube : Planning and designing web portals
- Creating account, content, tagging, titles on Youtube
- Social Media marketing : Understanding the audience, Monetization
- Brand Promotion -SEO

Unit III-Society and New Media

- The rise of information society
- New media movements and campaigns
- Phenomenon of YouTube celebrities
- Impact of artificial intelligence


Unit – IV -Challenges of New Media

- Internet addiction
- Democratization of media information
- New media literacy
- Ethics of cyber journalism

Unit-V- PRACTICAL

Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.



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Suggested References

- Ray,T.(2006).*Online Journalism :a basic text*.Cambridge India
- New Media by Johnv.pavlik (Coulmbia University Press,2001)
- Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto (Rowman and Little field Publishers,2003)
- Journalism to Online Journalism: Publishing News and Information by Roland DeWolk (Allyn & Bacon,2001)
- Kumar,Keval,Telecommunications and New Media Technology in India:Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995
- CapernaA.,Integrating ICT into Sustainable Local Policies.ISBN13:9781615209293
- Carnoy,Martin."ICTin Education : Possibilities and Challenges."University at Obertade Catalunya, 2005.
- "Good Practice in Information and Communication Technology for Education."Asian Development Bank, 2009.
- Grossman,G.andE. Helpman(2005),"Outsourcing in a global economy", Review of Economic Studies 72: 135-159.


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Course Details			
COURSE TITLE: COMMUNICATION RESEARCH			
Course Code	CC – 12	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> • 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70%- End Term External Examination (University Examination) 		

Course Objectives

- To introduce students to the basics of communication research, including qualitative and quantitative methods.
- To develop skills in research planning, designing, and the collection of data using different research tools.
- To equip students with the ability to analyze data using statistical methods and represent it graphically.
- To prepare students for writing comprehensive research papers, including sections like the literature review, methodology, results, and discussion.

Learning Outcomes

- Understand the core concepts of communication research, including ethnography, case studies, and focus group discussions.
- Master the research process, from planning and hypothesis formulation to data collection and content analysis.
- Learn various methods of communication research, such as participant observation, in-depth interviews, and surveys.
- Gain proficiency in analyzing research data using statistical tools and presenting findings through reports.
- Develop the ability to write a well-structured research paper, following proper citation

practices and academic writing standards.

CC-12: COMMUNICATION RESEARCH

Unit-I Introduction to Communication Research

- Introduction to research in media and communication studies
- Qualitative and Quantitative Approaches
- Research Ethics
- Case Studies & Experiments

Unit-II The Research Process

- Planning Research
- Research Design
- Hypothesis Formulation
- Collecting and Documenting Data
- Sampling
- Content Analysis

Unit-III Methods Toolbox

- Key Methods of Communication Research
- Participant Observation
- Field Notes
- In-depth Interviews
- Questionnaire/Schedule based Surveys
- Sources for Research
- Focus Groups discussion

Unit-IV Application of Statistics & Report Writing

- Data analysis: Tabulation, classification &, interpretation
- Statistical Tools
- Graphic and diagrammatic representation of data
- Report Writing: Significance & Different Steps
- Report Writing: Layout, Types, Mechanics & Precautions

Unit-V Writing a Research Paper

- Introduction
- Literature Review
- Theoretical Framework
- Research Questions
- Research Methodology
- Results
- Discussion
- Conclusion
- References (In-text citations and bibliography)

Suggested References

- Treadwell, Donald, Introducing communication research :paths of inquiry, Sage Publications, 2011
- Reinard, John, Communication Research Statistics, Sage Publications, 2006
- C.R.Kothari Research Methodology: Methods & Techniques, Wishwa Prakashan, New Delhi, 1996
- James & George, Qualitative research in technical communication, Routledge Publishers, 2011
- G.K.Parthasarthy, Electronic Media and Communication Research Methods, Gnosis Publication, 2006
- Priest, Susana Horning, Doing Media Researchan Introduction, Sage Publication, 2010
- Berger, Arthur Asa, Media and communication research methods :an introduction to qualitative and quantitative approaches, Sage Publication, 2011
- Judith Bell Doing your Research Project, Viva Books Private Limited, 1999
- Hansen Andero, Cottle Simon, Mass Communication Research methods, Negrine Ralph, Newbold Chris Mc Millan Press Ltd., London 2004
- Wimmer Roger D, Mass Media Research, Thompson, New York, Dominick Joseph R 2004
- Anderson & James, Media Research Methods : understanding metricand interpretative approaches, Sage Publication, 2012.
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- Allenet.al., Quantitative Research in Communication, Sage publications, 2011
- Gunter, Media Research Methods: measuring audiences, reactions and impact, Sage Publications, 2000
- Mishra R.P., Research Methodology, New Delhi Concept, 1988
- Kumar Ranjit, Research methodology, Sage publications, 2011

Course Details			
COURSE TITLE: MEDIA LAWS AND ETHICS			
Course Code	CC - 13	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

- To provide students with an understanding of the legal framework governing media in India, focusing on the constitutional provisions and media laws.
- To introduce students to various laws that regulate media content, including defamation, obscenity, and press laws.
- To familiarize students with the ethical principles and codes of conduct guiding journalistic practices.
- To explore the role of media in a democratic society and its accountability to the public.

Learning Outcomes

- Understand the constitutional provisions related to freedom of speech and expression, as well as the limitations placed on it under Articles 19(1) and 19(2).
- Gain knowledge of key media laws such as defamation, contempt of court, and the Right to Information Act, among others.
- Understand the functions of legal bodies such as the Press Council and the role of regulatory frameworks like the Cable TV Network Regulation Act.
- Develop an understanding of ethical dilemmas in journalism, including intellectual property rights and media accountability.
- Learn to apply ethical and legal knowledge to real-world scenarios through practical exhibitions and case studies.

CC-13: MEDIA LAWS AND ETHICS

Unit-I Constitutional and legal provisions

- Concept and Importance of Freedom of speech and expression and its limitations: Article 19(1) and 19(2)
- Provision of declaring Emergency and their effects on Media.
- Law of parliamentary privileges (Article 105(3) and 194 (3), Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-1A)

Unit-II Press Laws-I

- Law of Defamation (Section 499-502 of IPC)
- Contempt of courts Act, 1971
- Working Journalist's Act, 1955
- Press and Registration of Books Act, 1867, Copy right Act 1957 and Media
- Official Secrets Act 1923
- Right to Information Act 2005.
- Cinematography Act 1952
- Prasar Bharti Act 1990.
- Law of Obscenity (Section 292-294 of IPC)

Unit-III Legal Bodies and Cyber crimes

- Press Commissions
- Press Council Act 1978,
- Cable TV Network Regulation Act 1995
- Cyber Crimes: Concept, Type and Law in India
- Information Technology Act, 2000.
- Sedition and Inflammatory Writings

Unit-IV Media Ethics

- Ethical issues in Journalism
- Intellectual Property Rights
- NBDA's Code of Ethics and Broadcasting Standards
- Indecent Representation of Women (Prohibition) Act 1986
- Accountability of Press and Media in democracy


Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested Readings

- Moore.RoyL.(1999)Mass Communication Law and Ethics: A Casebook, L. Erlbaum Associates
- Moore, Roy L ,andMurray ,MichaelD,(2008) Media Laws and Ethics, Rutledge
- RJan, Hakemulder, (2006)Media ethics and laws,Rutledge
- Lee,Patrick,Plaisance,(2012) Media ethics key principles for responsible practice,Sage
- Day,LouisAlvin,(2006) Media communication ethics, Thomson Wandsworth
- Keebal,Richard,(2009)Ethics for journalists,Routledge
- Basu.D.D, Law of the Press,(2011)Lexis Nexis-Butterworths Wadhwa
- BasuD.D,(2014) Introduction to the Constitution of India, Lexis Nexis
- Ravindranath P.K, (2005)Press Laws and Ethics of Journalism,Authors Press
- S.K.Aggarwal(2010),Media and Ethics, Shipra Publication
- M.Neelamalar(2016),Media,Laws and Ethics,Prentice Hall India Learning Pvt. Ltd.
- Juhi.P.Pathak.(2018)Introduction to Media Laws and Ethics, Shipra Publication


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Course Details			
COURSE TITLE: MEDIA MANAGEMENT			
Course Code	CC - 14	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester	Semester-1	Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%-Continuous Internal Assessment. (Formative in nature but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

- To provide students with a comprehensive understanding of the media industry, both globally and within India.
- To explore the management principles and practices within various segments of the media industry, such as print, television, radio, and digital media.
- To analyze the economic and political aspects of media, including ownership structures, market trends, and globalization.
- To examine the business models used in different media sectors and assess the emerging challenges and opportunities in the media industry.

Learning Outcomes

- Develop a deep understanding of the global and Indian media landscape, including key players in various media sectors such as cinema, television, radio, and online media.
- Analyze the business and management processes within different media formats, including their production, marketing, distribution, and revenue generation models.
- Understand the implications of media ownership, both domestic and international, and its effects on market competition, audience access, and content diversity.

- Gain insights into the future of the media industry, including the impact of digital media, OTT platforms, and emerging technologies like AI and VFX.
- Apply theoretical concepts to practical scenarios through exhibitions, case studies, and innovative projects in media management.

CC-14: MEDIA MANAGEMENT

Unit-I Introduction to Media Management

- An overview of Media as an Industry, Emergence of Global Media
- Global and Indian Media players and their holding
- Management of Media Organization –Management as a Process, Approaches to Management schools
- Political Economy of the media

Unit-II Media Market Scenario

- Ownership and its types; Advantages and Disadvantages
- Cross Media Ownership, Vertical and Horizontal Integration
- Monopolies and Oligopolies
- Foreign Equity in Indian Media: Economic, Social and Cultural effects of Globalization

Unit-III Media as a Business

- Print: Production, Marketing, Distribution, Revenue
- Television: Broadcast Business Model, Revenue
- Radio: Radio Business Model, Revenue
- Internet: internet business model
- Film: planning, production, distribution, marketing, revenue

Unit-IV Future of Indian Media Business

- Print
- Television
- Film
- OTT
- Radio/ Music
- Social Media/Internet
- Events
- Emerging issues and challenges in media industries


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Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested References:

- Khandekar Kohli Vanita, The Indian Media, Sage Publications, 2011
- Tungate, Marke, Media Monoliths: how great media brands thrive and survive, Kogan Page, 2005
- Doyle, Gillian, Media ownership: the economics and politics of convergence and concentration in the UK and Europe media, Sage publication, 2006
- Shamsi, N. Afaq, Media organization and management, Anmol publication, 2006
- Albarran, Alan B., The media economy, Routledge, 2010
- Redmond, J., Trager R. Media Organisation Management, Biztantra, New Delhi 2004
- J.F. Stone & Freeman, Principles of Management
- S. Kundra, Media Management, New Delhi Anmol, 2005
- Roy, Ram, Media Management, Delhi Gaur Publishers & Distributors, 2011
- Pande, B.D. Modern Journalism, mass communication and media management, Anamika Publishers, 2011
- Aggarwal Bala Vir & Gupta V.S., Handbook of Journalism and Mass Communication, concept publishing company, 2006
- Jeffrey Robin, India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press, 1977-99, C. Hurst & Co. publishers, 2000
- Jeffrey Robin, Media Modernity, Permanent Black, 2010
- Shamsi, N. Afaq, Media organization and management, Anmol publication, 2006
- Stoner, James A., Management, New Delhi Pearson, 1995
- Arvind Kumar, Media management and social issues vol. I-II, Anmol publication
- M.A. Shewan & B.D. Usmani (ed.), Encyclopedia of media management, vol. -I-V, Himalaya books, 2010
- Dr. Sakthivel Murugan, M. Management Principles & Practices, New Age International Publishers, New Delhi, 2005
- Writz, Bernd W., Strategy, Business Models and case studies, Springer
- Nelson, The Attention Economy and How Media works, Springer
- Chaturvedi, B.K, Media Management, Global Vision Publishing
- Chaturvedi, B.K, Media Management: Emerging Challenges in New Millennium, Global Vision
- Pattanaik, Arun, Textbook of Media Management, Alisha Publishers and Distributors

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Head (I/C)

Course Details			
COURSE TITLE: CORPORATE COMMUNICATION			
Course Code	AECC2	Credits	5
L + T+ P	4 + 1 + 0	Course Duration	One Semester
Semester		Contact Hours	40 (L) + 10(T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) 70%-End Term External Examination (University Examination) 		

Course Objectives

- To provide an overview of the contemporary corporate environment and its key components.
- To introduce the concepts and scope of corporate communication and its relationship with PR.
- To explore the practical application of corporate communication strategies in organizations.
- To examine the role of corporate communication in branding, crisis management, and media relations.

Learning Outcomes

After completion of the course the learners will be able to:

- Understand the various facets of the corporate environment and their impact on communication strategies.
- Analyze the concepts of brand identity, image, and reputation in corporate communication.
- Develop strategies for effective corporate communication and brand management.
- Learn to apply corporate communication tools in internal and external communication, as well as crisis management.

Course Content

Unit-1: Understanding Corporate Environment

- Contemporary Corporate Environment: an overview
- Forms of Corporate Constituencies
- Brand Identity, Brand Image and Brand Reputation
- Corporate Philanthropy and Social Responsibility

Unit-2: Introduction to Corporate Communication

- Corporate Communication: Definition, Concept And Scope
- Shift from PR to Corporate Communication
- Structure and forms of Corporate Communication: Management, Marketing, Organizational Corporate
- Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit-3: Corporate Communication in Practice

- Developing a Communication Strategy
- Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
- Corporate Identity Audit: Concept And Steps
- Corporate Advertising: Concept and Functions

Unit-4: Application of Corporate Communication


- Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis)
- Internal & External Communication: Concept and Tools
- Guidelines and Ethics for Corporate Communication
- Crisis Management: Concept and Case Studies (Infosys Crisis, Nestle Maggie & Delhi Metro)

Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.


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Suggested References:

- Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
- Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
- Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
- Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

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Ability Enhancement Compulsory Course (AECC)-2

Human values & Professional Ethics & Gender Sensitizations

UNIT-I	<ul style="list-style-type: none">- Definitional aspects of Human Values & Ethics- Relevance of Human Values & Ethics in society
UNIT-II	<ul style="list-style-type: none">- The Philosophical basis of Human Values & Ethics- Consideration on moral Philosophy personal and family Ethics
UNIT-III	<ul style="list-style-type: none">- Ethics in Public affairs, Ethical stands for elected representatives of the People- Ethics for the Bureaucracy, Policy other institutions of coercive authority- Basis values the civil services such as dispassion, non-partisanship, moral integrity, objectivity, dedication to Public Service and empathy for weaker sections & grip in society and non-corruptibility
UNIT-IV	<ul style="list-style-type: none">- Ethics and Professional, Ethical values, standard and Practices concerning the legal Profession, medicine, engineering etc.- Ethics at Workplace, Cybercrime, Plagiarism, Sexual misconduct, fraudulent use of institutional resources etc.
UNIT-V	<ul style="list-style-type: none">- Gender Definition, Nature and Evolution, Culture, Tradition, Historicity- Gender Spectrum - Biological, Sociological, Psychological Conditioning- Gender based division of labor: - Domestic work and use value- Gender and contemporary perspective: Gender, Justice and Human Rights, Constitutional and Legal, Media end Gender- Gender: Emerging issues and challenges


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Course Details			
COURSE TITLE: RURAL AND ENVIRONMENTAL JOURNALISM			
CourseCode	EC - 1	Credits	5
L + T+ P	4 + 1 + 0	CourseDuration	One Semester
Semester	Semester-1	ContactHours	40 (L) + 10(T) Hours
MethodsofContentInteraction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field-based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	<ul style="list-style-type: none"> 30%- ContinuousInternalAssessment(Formativeinnature but also contributing to the final grades) 70%- End Term External Examination (University Examination) 		

Course Objectives

- To introduce students to the concept and importance of rural journalism in India, focusing on its role in rural development.
- To explore the various forms of communication in rural areas, including folk media, electronic media, and their contribution to rural journalism.
- To understand the significance of environmental journalism and its role in reporting environmental issues, movements, and disasters.
- To analyze the impact of environmental journalism on the global stage, particularly in South Asia.
- To explore alternate forms of environmental journalism such as wildlife, health, and disaster reporting.


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Learning Outcomes

- Develop a comprehensive understanding of rural journalism and its role in rural development, including the challenges faced by journalists in rural areas.
- Gain insights into the contributions of key media organizations and journalists working in rural areas (e.g., P. Sainath, Khabar Lahariya, DD Kisan).
- Appreciate the significance of folk media and traditional communication systems in rural journalism.
- Understand the evolution of environmental journalism, particularly in the context of economic liberalization and its impact on public awareness regarding environmental issues.
- Explore alternative forms of environmental journalism, including reporting on wildlife, water conservation, and disaster management.
- Apply theoretical concepts in practical scenarios through exhibitions, events, and presentations that demonstrate the students' understanding of rural and environmental journalism.

Unit-I Scope and Nature of Rural Journalism

- Introduction and Importance of Rural Journalism
- Role of Journalists and Media in Rural Areas special reference to P. Sainath, Kurukshetra, Khabar Lahariya, ITC e-Choupal, PARI, Gaon Connection and DD Kisan.
- Concept of Rural Development and Rural Communication,
- Problems of Communication in Rural Areas
- Contribution of Electronic Media in Rural Communication: Radio, TV Film and Internet

Unit-II Folk Media and culture

- Introduction and Concept of Folk Media and Folk Culture.
- Important of Traditional and Folk Media
- Important Indian Folk Media
- Contribution of Folk Media in the welfare of Rural Journalism.

Unit-III Environmental Journalism and World Environment

- Environmental Journalism and Environmental Reporting
- Environmental Journalism in the World Scenario with special reference to South

Asia

- Communicating on the Environment
- Gender and Environment
- Environmental Movements

Unit-IV Alternate forms of Environmental Journalism

- Science, Health and Environment
- Wildlife Journalism
- Environment and Water
- Environmental Journalism and Looking at the Photo
- Reporting on Disasters
- Down to Earth, Sanctuary Asia, Eco India, Climate wire, Green wire, Anil Agrawal

Unit-V- PRACTICAL

- Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, poster presentation and any other innovative format as suggested by the Faculty.

Suggested Readings:

- Acunzo, M. (2014). Communication for Rural Development: Sourcebook. Rome: FAO
- Berrigan, F. J. (1979). Community Communications: The Role of Community Median Development. Paris: UNESCO
- Castello, R. D. (2006). Framework on Effective Rural Communication for Development. Rome: FAO
- Dagron, Alfonso G. & Thomas Tufte (Ed.), (2006) Communication for Social Change Anthology: Historical and Contemporary Readings. New Jersey, US: CFSC.
- Freire, P. (1970). Pedagogy of the Oppressed. New York: Continuum.
- Snyder, Peter J., Mayes, Linda C. & Spencer, Dennis, Science and the Media: Delgado's Brave Bulls and the Ethics of Scientific Disclosure, Academic Press, 2008.
- Vilanilam, J. V., Science Communication and Development, Sage Publication, 1992
- Williams, Diana, Writing Skills in Practice : A Practical Guide for Health Professionals, Jessica Kingsley Publisher, 2002.
- Wilson, Anthony, Handbook of Science Communication, Taylor and Francis. (1998)

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Prof. Atish Prashar
Department of Mass Communication and Media
School of Media, Arts and Aesthetics
Central University of South Bihar

ELECTIVE COURSE (EC)-2: PROJECT REPORT/ DISSERTATION & VIVA-VOCE

Every student will have to submit two (02) copies of his/her Dissertation containing not less than (8000-10000 words) approx. 60 pages, computerized typed copy by the end of the session on the date fixed by the Head. They will have to work on the prescribed topics assigned by the concerned authority at their own cost. The Dissertation will be examined by the concerned examiners appointed by the competent authority. They will also conduct the Viva-Voce Examination in the Supervision of the concern Head.

DISTRIBUTION OF MARKS (Total credit=5)

❖ E.S.E. (End Semester Exam)

- Proposal Submission : 25 Marks
- Dissertation : 50 Marks
- Viva-Voce : 25 Marks

TOTAL : 100 Marks

OR

AUDIO-VISUAL PROJECT (Total credit = 5)


Alternately, the students can also submit a non-fiction Audio-Visual Project (TV formats e.g. news bulletin, talk show, discussion, advertisement campaign etc.) of duration 15-30 minutes or any other format as recommended by the faculty/supervisor. Their production will also be treated as equivalent to the dissertation and distribution of marks shall be as follows:

❖ E.S.E. (End Semester Exam)

- Proposal submission 25 Marks
- Final Product 50 Marks
- Viva-Voce 25 Marks

TOTAL 100 Marks


Head (I/C)
Dept. of Journalism & Mass Communication
AMU Arabic & Persian University, Patna


Prof. Atish Prashar
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SUBMISSION OF THE DISSERTATION/PROJECT REPORT


The scholar shall submit the dissertation/project report to the office of the Head of the Department, duly signed and forwarded by supervisor. The guidelines for the submission shall be as follows:


- (a) Two copies and one soft copy (in a CD/USB or through email in the pdf format) of the abstract/synopsis of the thesis type-written or/and both side printed 2 to 4 A4 size pages in Times New Roman, font size 12 duly forwarded by his/her Supervisor shall be submitted to the office of the Head of the department For Hindi language, 'Unicode' or 'Krutidev' can be used.
- (b) Two copies and one soft copy (in a CD/USB or through email in the pdf format) of the thesis in English/Hindi (for subjects other than languages) as per the prescribed format. The thesis must be forwarded by the Supervisor and submitted to the Head of the Department. The maximum length of the thesis should not exceed 60 to 70 pages (A4 size, both side typed matter) pages, excluding bibliography, tables, diagrams and published papers or manuscripts along with the dissertation/project report. Thesis also should not be less than 50 pages in total.
- (c) The title of abstract/synopsis and thesis shall be the same. The thesis and abstract/synopsis should NOT be hard bound, and it should have a thin and flexible cover (spiral bound etc.)
- (d) A declaration must be added along with the project report stating that the content is plagiarism free.

DISCIPLINE SPECIFIC ELECTIVE (DSE) - 1

CONTEMPORARY ISSUES

- Students will be given inputs on current issues with a focus on opinion development. The objective of this paper is to develop an understanding of vital issues such as democracy, society, media trends, national and international affairs etc.
- Students will also be encouraged to participate in group discussions, extempore, practical exercises to help them analyse the issues concerning contemporary society.
- The content of this course will be designed as per the contemporary issues in media during the semester.


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CHOOSE ANY ONE BETWEEN TWO ELECTIVE PAPERS (DSE-1 OR GE-1)

Discipline Specific Elective (DSE) - 1

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- The content of this course will be designed as per the contemporary issues in media during the semester.

Generic Elective (GE)-1

Human Rights

UNIT-I	<ul style="list-style-type: none">- Historical and Social Perspectives- Meaning, Nature and Significance- Evolution
UNIT-II	<ul style="list-style-type: none">- Different Perspectives in Human Rights- Human Rights issues and Media
UNIT-III	<ul style="list-style-type: none">- Universal Declaration of Human Rights- Civil and Political Rights- Economic, Social and Cultural Rights- Rights of Disadvantaged People: Stateless Persons, Sex Workers, LGBT and Migrant Workers
UNIT-IV	<ul style="list-style-type: none">- Human Rights in India: Constitutional Framework- Human Rights and Role of Civil Society- Minority Rights in India: Dalits, Tribals and Women
UNIT-V	<ul style="list-style-type: none">- Institutional Mechanism for protection of women: Constitutional mechanisms, Legislature Executive and Judiciary (special contribution of judiciary)- Statutory Mechanism: National Human rights Commission & State Commission- The Non-Governmental Organizations

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Suggested References

- Jawaharlal Nehru. The Discovery of India, 2nd ed. (New Delhi. Jawaharlal Nehru Memorial Fund, 1992) 88.
- Attar Chand, Politics of Human Rights and Civil Liberties - A Global Survey (Delhi: UDH Publishers, 1985)
- Nagendra Singh, Enfor-ement of Human Rights (Calcutta: Eastern Law
- V.R. Krishna Iyer, The Dialectics and Dynamics of Human Rights in India: Yesterday Today and Tomorrow, Tagore Law Lectures (New Delhi: Eastern Law House, 1999) 115.
- P.B. Mukherji, The Hindu Judicial System - The Cultural Heritage of India, Vol.II, 434-435. Cited by V.R. Krishna Iyer, The Dialectics and Dynamics of Human Rights in India - "esterday Today and Tomorrow, Tagore Law lectures (Calcutta: Eastern Law House. 1999) 115.


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