

Department of Journalism and Mass Communication Nagaland University

SYLLABUS FOR MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION COURSE STRUCTURE Course structure for MA in Journalism and Mass Communication

Admission and Eligibility Norms:

Any individual with a Bachelor's degree of Journalism and Mass Communication /Visual Communication/Electronic Media from a recognized Indian or foreign university is eligible to apply and should be given priority. However individuals having bachelor's degree of any other discipline from a recognized Indian or foreign university are also eligible to apply. The selection will be based on Entrance Exams and qualifying undergraduate degree marks or any other criteria the department feels fit and proper:

The Master's course is designed for students desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

The objectives of the course are: 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, workshops and to acquaint students with advanced journalism and media practices. 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole. 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century thereby broadening the world view of the future media practitioners. 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

COURSE STRUCTURE

Se m	Course Code	Course Title	Hrs/p.week	Credit	Exam hrs	Internal marks	End Term Exm marks	Total
I	MJMC 101	Introduction to Mass Communication and Journalism	5	5	3	40	60	100
	MJMC 102	Principles and Theories of Mass Communication	5	5	3	40	60	100
	MJMC 103	Reporting and Editing for Print Media	5	5	3	40	60	100
	MJMC 104	Media Laws and Ethics	5	5	3	40	60	100
	MJMC 105	Editorial Practice	5	4	3	40	60	100
			25	24				
II	MJMC 201	Advertising & Public Relations	5	5	3	40	60	100
	MCMC 202	Development Communication	5	5	3	40	60	100
	MJMC 203	New Media & Technology	5	5	3	40	60	100
	MJMC 204	Media Management	5	5	3	40	60	100
	MJMC 205	Broadcast Journalism	5	5	3	40	60	100
			25	25				
III	MJMC 301	Communication Research Methods	5	5	3	40	60	100
	MJMC 302	Film Studies	5	5	3	40	60	100
	MJMC 303	Basic Photography	5	3	3	40	60	100
	MJMC 304	Investigative Reporting (Open Choice Elective)	5	5	3	40	60	100
	MJMC 305	Media Literacy and Human Rights	5	5	3	40	60	100
			25	23				

IV	MJMC 401	Communication Research Project /Dissertation Work	5	5				100
	MJMC 402	Media in North East India	5	5	3	40	60	100
	MJMC 403	New Media Applications	5	5	3	40	60	100
	Elective I (Specialisation) Choose any one from below							
	MJMC 404	Rural Journalism and Rural Communication	5	5	3	40	60	100
	MJMC 405	Online Journalism	5	5	3	40	60	100
	MJMC 406	Science Communication	5	5	3	40	60	100
	Elective II (Specialisation) Choose any one from below							
	MJMC 407	Corporate Communication and Business Communication	5	5	3	40	60	100
	MJMC 408	Alternative Media	5	5	3	40	60	100
	MJMC 409	Documentary/Visual production	5	5	3	40	60	100
	MJMC 410	Communication for Development	5	5	3	40	60	100
			25	25				

Academic Council Resolution No. AC:38:16:3 Dated 07.06.2024