

**IIMT University, Meerut**  
**Syllabus of MA(JMC) w.e.f. 2019-20**  
(B.O.S. 11-08-2019)

**Evaluation Scheme & Syllabus**

**of**

**MA (JOURNALISM AND  
MASS COMMUNICATION)**



**IIMT UNIVERSITY  
MEERUT**

**IIMT UNIVERSITY**  
**IIMT Nagar, 'O' Pocket, Ganga Nagar Colony, Mawana Road, Meerut (U.P.)**  
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**Website: iimtu.com**

**IIMT University, Meerut**  
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**FIRST SEMESTER**

Course Code	Course Title	Course Type	Periods			Credits	Evaluation Scheme		
CORE COURSES	THEORY		L	T	P		Internal	External	Total
MAJMC-111	Communication & Journalism	Core Theory	4	0	0	4	30	70	100
MAJMC-112	Computer Fundamentals and Applications	Core Theory	4	0	0	4	30	70	100
MAJMC-113	Media Management	Core Theory	4	0	0	4	30	70	100
<b>ELECTIVE COURSES (Select any one from the following)</b>									
MAJMC -114	Public Relations and Advertising	DSE	4	0	0	4	30	70	100
MAJMC- 115	Corporate Communication	DSE	4	0	0	4	30	70	100
<b>PRACTICAL/VIVA VOCE</b>									
MAJMC- 116P	Computer Fundamentals and Applications Lab	Core Practical	0	0	3	2	20	30	50
<b>Extra/Co-Curricular Course</b>									
NECC-111	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-112	University Social Responsibility -Community outreach	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-113	Spoken Tutorial Certification	Skill Enhancement Course	1	0	0	1	25	0	25
NECC-114	Moocs / Swayam ( Environmental & Ecology)	Skill Enhancement Course	1	0	0	1	25	0	25
SPT-111	Sports		1	0	2	0	50	0	NC
<b>TOTAL</b>			<b>19</b>	<b>0</b>	<b>03</b>	<b>20</b>	<b>190</b>	<b>310</b>	<b>500</b>

L-Lecture, T-Tutorials, P-Practical, NC-Non Credit Course, AECC- Ability Enhancement Compulsory Course, DSE-Discipline Specific Elective.

Note: NECC-111 & NECC-112 are Non credit courses (Audit Courses) and will be evaluated on the basis of report presented by the student of his/her Industrial visits and social visits respectively during the semester. Student need to qualify it but the marks will not be added in total marks.

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**SECOND SEMESTER**

Course Code	Course Title	Course Type	Periods			Credits	Evaluation Scheme		
CORE COURSES	THEORY		L	T	P		Internal	External	Total
MAJMC-121	Reporting	Core Theory	4	0	0	4	30	70	100
MAJMC-122	Electronic media-I ( Radio )	Core Theory	4	0	0	4	30	70	100
MAJMC-123	Photo Journalism	Core Theory	4	0	0	4	30	70	100
<b>ELECTIVE COURSES (Select any one from the following)</b>									
MAJMC -124	Development Communication	DSE	4	0	0	4	30	70	100
MAJMC-125	Social and Political System of India	DSE	4	0	0	4	30	70	100
<b>SEMINARS/VIVA VOCE</b>									
MAJMC-126P	Summer Training Report	Core Practical	0	0	0	6	150	0	150
<b>Extra/Co-Curricular Course</b>									
NECC-121	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-122	University Social Responsibility -Community outreach	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-123	Spoken Tutorial Certification	Skill Enhancement Course	1	0	0	1	25	0	25
NECC-124	Moocs / Swayam	Skill Enhancement Course	1	0	0	1	25	0	25
SPT-121	Sports		1	0	2	0	50	0	NC
<b>TOTAL</b>			<b>19</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>320</b>	<b>280</b>	<b>600</b>

L-Lecture, T-Tutorials, P-Practical, NC-Non Credit Course, AECC- Ability Enhancement Compulsory Course, DSE-Discipline Specific Elective.

Note:1. NECC-111 & NECC-112 are Non credit courses (Audit Courses) and will be evaluated on the basis of report presented by the student of his/her Industrial visits and social visits respectively during the semester. Student need to qualify it but the marks will not be added in total marks.

2. MAJMC-126P, report must be submitted latest by July 31 of next coming academic session.

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**THIRD SEMESTER**

Course Code	Course Title	Course Type	Periods			Credits	Evaluation Scheme		
CORE COURSES	THEORY		L	T	P		Internal	External	Total
MAJMC-231	Editing	Core Theory	4	0	0	4	30	70	100
MAJMC-232	Electronic Media-II (TV )	Core Theory	4	0	0	4	30	70	100
MAJMC-233	Media Law and Ethics	Core Theory	4	0	0	4	30	70	100
<b>ELECTIVE COURSES (Select any one from the following)</b>									
MAJMC -234	Communication Research	DSE	4	0	0	4	30	70	100
MAJMC- 235	Environmental Studies	DSE	4	0	0	4	30	70	100
<b>PRACTICAL/VIVA VOCE</b>									
MAJMC- 236P	Editing Lab	Core Practical	0	0	3	2	20	30	50
<b>Extra/Co-Curricular Course</b>									
NECC-231	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-232	University Social Responsibility -Community outreach	Skill Enhancement Course	0	0	0	0	25	0	NC
NECC-233	Spoken Tutorial Certification	Skill Enhancement Course	1	0	0	1	25	0	25
NECC-234	Moocs / Swayam	Skill Enhancement Course	1	0	0	1	25	0	25
SPT-231	Sports		1	0	2	0	50	0	NC
<b>TOTAL</b>			<b>19</b>	<b>0</b>	<b>03</b>	<b>20</b>	<b>190</b>	<b>310</b>	<b>500</b>

L-Lecture, T-Tutorials, P-Practical, NC-Non Credit Course, AECC- Ability Enhancement Compulsory Course, DSE-Discipline Specific Elective.

Note: NECC-111 & NECC-112 are Non credit courses (Audit Courses) and will be evaluated on the basis of report presented by the student of his/her Industrial visits and social visits respectively during the semester. Student need to qualify it but the marks will not be added in total marks.

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**FOURTH SEMESTER**

Course Code	Course Title	Course Type	Periods			Credits	Evaluation Scheme		
CORE COURSES	THEORY		L	T	P		Internal	External	Total
MAJMC-241P	Print Media Practical	Core Practical	0	0	0	4	40	60	100
MAJMC-242P	Electronic Media Practical	Core Practical	0	0	0	4	40	60	100
MAJMC-243P	New Media Practical	Core Practical	0	0	0	4	40	60	100
MAJMC-244P	Comprehensive Project on any current Topic	Core Practical	0	0	0	4	40	60	100
MAJMC-245P	Internship	Core Practical	0	0	0	6	150	0	150
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>22</b>	<b>310</b>	<b>240</b>	<b>550</b>

L-Lecture, T-Tutorials, P-Practical

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**FIRST SEMESTER**

**COMMUNICATION AND JOURNALISM**

<b>COURSE CODE: MAJMC-111</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course :** on completion of this course, the student should be able to:

- Define Communication and Mass Communication
- Describe the process of Communication and Mass Communication
- Explain various Models and Theories of Communication and Mass Communication
- Utilize knowledge on emerging trends in Communication and Mass Communication
- Basic concept of Journalism

**Unit-I**

**L-10**

- Communication: Definition, Elements, Functions
- Kinds of Communication
- Models of Communication:
- Lasswell
- Shannon and Weaver
- Osgood
- Wilbur Schramm
- Newcomb
- Mclean Model of Communication

**Unit-II**

**L-10**

- Theories Of Communication:
- Sociological and Normative Theories
- Bullet Theory
- Psychological or Individual Difference Theory
- Cultivation Theory
- Agenda Setting Theory
- Free Press Theory

**Unit-III**

**L-10**

- Journalism: Definition, Nature and Scope
- Growth and Development of Indian Press
- Role of Media in Freedom Struggle
- Mass Media and Society
- Journalism as a Profession
- Journalistic Terminology
- Organizations of Journalists

**Unit-IV**

**L-10**

- Major News Agencies

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- Citizen Journalism
- Advocacy Journalism
- Sting Operations
- Media Trial
- Yellow Journalism

**Exercises & Assignments**

- Conversation between students.
- Presentation on News..
- Reading of day's newspapers followed by discussions
- Local Reporting

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**REFERENCE BOOKS:**

Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai

Mass-Communication Theory-An Introduction: Denis McQuail: Sage Delhi

Bharat Me Sanchar Aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal

Mass-Communication: Concepts and Issues: D.V.R Murthy: Olive green: Kochi

Mass-, Culture, Language and Arts in India: Mahadev L. Apte: Popular Prakashan Mumbai

Towards Sociology of Mass-Communication: Denis McQuail: Collier –Macmillan

Introduction to Communication Studies: John Fiske: Methuen London

The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.

Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.

Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.

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**FIRST SEMESTER**

**COMPUTER FUNDAMENTALS AND APPLICATIONS**

<b>COURSE CODE: MAJMC-112</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of this course:** on completing the course students will be able -

- Describe the usage of computers and why computers are essential for society.
- Utilize the Internet Web resources and evaluate on-line e-business system.
- Solve common problems using appropriate Information Technology applications.
- Identify categories of programs, system software and applications. Organize and work with files and folders.

**UNIT-I**

**L-10**

- Introduction to computers
- Computer hardware and software
- Types of computers and features
- Mini Computers
- Micro Computers
- Mainframe Computers
- Super Computers
- Application of computer in various fields related to media: Print electronic and film etc.

**UNIT-II**

**L-10**

- Introduction to graphical and user interface (GUI)Flash
- Different applications of computers for mass media –introduction – text, graphics, drawings, animation, sounds.
- Multimedia applications: business applications, educational application, public utility, virtual reality; multimedia skills.
- Data Organization: Drives, Files, Directories, Creating, Copying, Moving, Deleting and Renaming.

**UNIT -III**

**L-10**

- MS-Word and Application: Introduction, Typing and editing, formatting text
- MS-Power Point: Introduction, presentation, graphics, creating, presentation and slide shows.
- MS-Excel and Application: Introduction, Typing and editing, formatting text
- MS-Access: Introduction.

**UNIT- IV**

**L-10**

- Internet: Introduction ,Concept and development



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- World Wide Web
- Tools and services on Internet
- Browsing the Internet
- domain name systems
- Internet functions: e-mail, searching and downloading information
- Internet protocols FTP, HTTP, TCP, IP, Security issue on internet

**Exercises & Assignments**

- Applications of MS office
- Working on MS Excel
- Page designing on computer.
- Important media portals and Blogs.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments duly checked and signed by the concerned faculty.

**Reference Books :**

1. Fundamental of Computers – By V.Rajaraman B.P.B. Publications
2. Fundamental of Computers – By P.K. Sinha
3. Computer Today- By Suresh Basandra
4. Unix Concepts and Application – By Sumitabha Das
5. MS-Office 2000(For Windows) – By Steve Sagman
6. Internet Patrakarita – Suresh Kumar

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**FIRST SEMESTER**

**MEDIA MANAGEMENT**

<b>COURSE CODE: MAJMC-113</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course :** on completion of this course, the student should be able to:

- Describe the principles and functions of management.
- Describe leadership styles and behavioral patterns.
- Describe the structure and functions of media organization.
- Explain the importance of revenue generation for media organizations.

**Unit-I**

**L-10**

- Definition and Concept of Management,
- Principles of Management,
- Need and Importance of Management.
- Theories of Management.
- Ownership patterns in Media ( Individual, Partnership, Company, Trust)

**Unit- II**

**L-10**

- Organizational structure of Newspaper.
- Editorial Management,
- Advertising Management,
- Circulation Management,
- financial Management.

**Unit- III**

**L-10**

- Personnel Management,
- Human Resource planning,
- Production and Storage Management,
- Library Management.

**Unit- IV**

**L-10**

- New Trends in Media Business,
- Legal issues in Media Business,
- Media Business and New Technology.

**Exercises/Assignments:**

- Visit to any Print Media organization and prepare a report.
- Visit to TV channel and prepare a report on its revenue model.
- Prepare a report on structure of Media organisation.

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**Internal Assessment:** The students should maintain assignments/jobs duly checked and signed by the concerned internal. Files & soft copy of their faculty.

**Reference Books :**

Rucker & Williams : Newspaper Organization and Management, The Iowa state University Press Iowa.  
Kohli Vanita : The Indian Media Business, Sage Publications.  
Kothari Gulab : Newspaper Management in India.  
Bhattacharjee Arun : Indian Press from Profession to Industry, Vikash Publication, New Delhi.  
Ganaratne Shelton : Handbook of the Media, Sage Publication.

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**FIRST SEMESTER**

**PUBLIC RELATIONS & ADVERTISING**

<b>COURSE CODE: MAJMC-114</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** on completion of this course, the student should be able to:

- To understand the Public Relations
- Describe role and importance of Public Relations
- Describe the functions of PR agency
- Plan and design the public relations campaign
- To understand the nature of Corporate communication.

**Unit- I**

**L-10**

- Defining Public Relations: Functions and Types of Publics
- Evolution of Public Relations
- Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
- Ethics in PR, PRSI Code, IPRA

**Unit- II**

**L-10**

- PR agency: Concept, Structure and Functions
- Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
- Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
- Use of Digital Media and Emerging trends in PR

**Unit- III**

**L-10**

- Role and Responsibility of PRO
- PR in Public and Private sector (CSR)
- PR Campaign
- Role of PR in Political Parties and Election Campaigns

**Unit -IV**

**L-10**

- Models of Advertising Communication
- Market & Its Segmentation
- Advertising Campaign
- Relationship of Advertising and Public Relation
- Brand Image
- Advertising Classification

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**Exercises and Assignments:**

- Collect at least five press clippings of any company for its launch of product/service.
- Collect Corporate & Institutional ad of a product/service.
- Write press release for any company.
- Organize press conference.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Suggested Readings & E-resources:**

- Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
- Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
- Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
- Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
- Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com
- [www.tv-handbook.com/index.html](http://www.tv-handbook.com/index.html)
- [www.cengagebrain.co.nz/content/zettl](http://www.cengagebrain.co.nz/content/zettl)

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**FIRST SEMESTER**

**CORPORATE COMMUNICATION**

<b>COURSE CODE: MAJMC-115</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objective of the Course:** on completion of this course, the student should be able to:

- define corporate and Corporate Communication
- describe shift from PR to Corporate Communication
- utilize knowledge gained for Corporate Branding

**Unit -I**

**L-10**

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

**Unit -II**

**L-10**

- 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 -III**

**L-10**

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

**Unit- IV**

**L-10**

- 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 and Nestle Maggie)

**Exercises and Assignments:**

- Visit to any corporate group and prepare a report.
- Collect Corporate & Institutional ad of a product/service.
- Write press release for any company.
- Organize press conference.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobsduly checked and signed by the concerned faculty.

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**Suggested Readings:**

- 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: SagePublications.
- 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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**FIRST SEMESTER**

**PRACTICAL/VIVA-VOCE**

**COMPUTER FUNDAMENTALS AND APPLICATIONS LAB**

COURSE CODE: MAJMC-116P	L:0	T/P:3	CREDITS: 2	TOTAL HRS.
External Evaluation: 30 Marks	Internal Evaluation: 20 Marks		Total Marks: 50	N/A

There shall be a Comprehensive Viva Voce based on the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and an external expert.

The comprehensive practical/viva carries 50 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.



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**SECOND SEMESTER**

**REPORTING**

<b>COURSE CODE:</b> <b>MAJMC-121</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Describe News and how to write it.
- Write different stories on various subjects.
- Understand News Values.
- Understand responsibilities of reporter.
- Write special stories.

**Unit-I**

**L-08**

- Definitions of News
- Elements of News,
- 5 W & 1 H
- Concept of News,
- News Values
- News Sources.

**Unit-II**

**L-10**

- Categories of Reporter
- Qualities of Reporter
- Responsibilities of Reporter
- Types of Reporting (objective, Interpretative, Indepth, Investigative)
- Different types of Beat.

**Unit III**

**L-10**

- Reporting Municipal Corporations
- Village Panchayats
- Parliamentary Reporting
- Political Reporting
- Crime Reporting
- Court Reporting.

**Unit IV**

**L-12**

- Reporting Religion
- Speeches, Meetings, Seminars
- Cultural Reporting

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- Sports Reporting
- Development Reporting
- Rural Reporting
- Agricultural Reporting
- Science and Technology
- Economic Reporting.

**Exercise and Assignments**

- Collect same news story from 5 leading newspapers of the day and rewrite the report.
- Explain different leads by taking newspaper and magazines stories.
- Collect news from different sources like police station, hospitals, university etc.
- Write News feature.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Suggested Readings:**

Manoj kumar Singh    The Reporting. (Mohit Publications)

Dr. Ambrish Saxena    Fundamentals of Reporting & Editing (Kanishka Publication Delhi)

T. K. Ganesh            News Reporting & Editing in Digital Age (Gnosis Publishers Delhi)

Manoj kumar Singh    Making of News (Mohit Publications, New Delhi.)

B. S. Goyal            Principles and Practice of News writing (Shree Publishers & distributors New Delhi)

Seema Sharma           Journalism Reporting (Anmol Publications)

B. I. Sharma            Progressive Reporting today (ABD publishers, Jaipur)

Manohar Puri            Art of Reporting

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**SECOND SEMESTER**

**ELECTRONIC MEDIA-I (RADIO)**

<b>COURSE CODE: MAJMC-122</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Describe the characteristics of radio as a medium of mass communication.
- Identify different modes of broadcasting.
- Describe formats of radio programmes
- Describe different types of microphones.
- Identify the right kind of music and sound effects for different formats of radio programmes
- Describe characteristics of radio news

**Unit-I**

**L-10**

- Introduction to Radio as a Mass Medium
- Functioning of Radio Newsroom
- Types of News Bulletins
- Compilation of News and Bulletins
- News Real and Pool copy
- Concept of MW, SW and FM

**Unit-II**

**L-10**

- Production and Elements of Radio Programmes : Aural Sense, Appeal, Narration, Dialogue, Sound Effect, Rapid Getaway, Music, Silence Etc.
- Equipment for Radio Production : Studio Set Up, Transmission, Importance and Types of Microphones etc.
- Elements of Radio Script

**Unit-III**

**L-10**

- Art of Writing
- Radio Programme Formats: Talk, Play, Feature, Interview etc.
- Subject Specific Programmes : Rural, Educational, Sports, Discussion, Science, Health & Family Welfare, Women Empowerment.

**Unit-IV**

**L-10**

- Radio : An oral Medium, Its Strength and Weaknesses
- Radio and Private Service Broadcasting
- Alternative radio : Community Radio, Ham Radio, Radio Bridge, Participating Radio
- Pre Production, Production, Post Production
- Use of Software : Sound Forge, Adobe Audition, Noindo.

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**Excercises/Assignments**

- Preparation of RJ links and voice overs
- Recording and editing exercises in the studio
- Outdoor Broadcasting Recording -byts
- Writing exercises for radio advertisements
- Research and scripting of Documentary

**Internal Assessment:** The students should maintain aassignments/jobs duly checked and signed by the concerned internal.Files & soft copy of their faculty.

**Reference Books :**

Bharat mein Radio Prasaran : Dr. Prashant Kumar, AR Publication, New Delhi.  
Broadcasting in India by Awasthy, G.C.  
Broadcasting and People by Masani Mehar  
The Art of Digital Audio by Wat Kinson, John, Focal Press  
Radio Programming –Tacts and strategy by Eric & Norverg  
Broadcast Journalism -Basic Principles, S.C. Bhatt.  
Radio and T.V. Journalism by Srivastava K.M.

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**SECOND SEMESTER**

**PHOTO JOURNALISM**

<b>COURSE CODE: MAJMC-123</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course :**

On completion of this course, the student should be able to:

- Define Photography
- Describe the parts of a digital camera and their functions
- Describe various lights and lighting applications
- Demonstrate proficiency of knowledge in Photo Journalism

**Unit-I**

**L-10**

- Photo Journalism : Meaning and scope
- News Photography
- Portrait and Still Photography
- Wildlife Photography
- Sports Photography
- Landscape Photography
- Fashion Photography.

**Unit-II**

**L-10**

- Different Parts of Camera
- Types of Camera
- Types and functions of Lens, Lens care
- Camera accessories
- Exposure : Meaning & Definition
- Focus, Shutter-speed, F- number & Shutter speed Relationship, Camera Angle
- Aperture : Selection & Control, Depth of Field.

**Unit-III**

**L-08**

- Photoshop
- Photo Editing : Selection, Cropping, Photographic Composition, Collage
- Photo Feature
- Caption writing.

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**Unit-IV**

**L-12**

- Types of Studio and Camera lights
- Lighting techniques
- Tools used in Lighting
- Diffusers, Reflectors
- Cutters & Gels. One, Two & Three point Lighting: Key
- Lighting Contrast and its control by Fill-in Lights, Natural and Artificial Light.

**Exercises & Assignments**

- Indoor and Outdoor photography.
- Photo feature.
- Photo Editing.
- To capture feature photo.

***Internal Assessment:*** The students should maintain a file & soft copy of their assignments duly checked and signed by the concerned faculty.

**Reference Books:**

A.H Hashmi : Trick photography and Color Processing.  
Shubhash Sapru : Photo Patrakarita  
Sashi Prabha Sharma : Photo Patrakarita Ke Mool Tatva.  
Naval Jaiswal : Photo Patrakarita  
Balakrishna Aiyer : Digital Photojournalism  
Michael Langford : Basic Photography, Focal Press.  
B.K Deshpandey : Photo Journalism  
C.K. Vajpai : Encyclopedia of photography

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**SECOND SEMESTER**

**DEVELOPMENT COMMUNICATION**

<b>COURSE CODE: MAJMC-124</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Develop understanding of development issues
- Contribute positively towards the development process.
- Understand the developing societies.
- Make planning for development communication.
- Understand significance of development.

**Unit-I**

**L-10**

- Development: Meaning and Concept
- Theories of Development
- Problems and Issues in Development
- Characteristics of Developing Societies
- Gap between Developed and Developing Societies
- Millennium Development Goals, Sustainable Development Goals.

**Unit-II**

**L-10**

- Development Communication: Meaning and Concept
- Definition & Philosophy
- Role of Media in Development Communication
- Planning and Strategies in Development Communication
- Social, Cultural and Economic Barriers
- Panchayati Raj System

**Unit-III**

**L-10**

- Development Support Communication
- Issues in Development Communication : Population control, Family welfare, Health, Education, Environment, Women Empowerment
- Problems in Development Communication
- Need and Significance of Development Communication in Indian Context.

**Unit-IV**

**L-10**

- Role of Mass Media in Development
- NGO's Role in Development
- Development Programmes
- New Concepts in Development Communication
- Development Reporting
- Case Studies.

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**Exercises/Assignments**

- Find any two NGO's and their role in Development.
- Prepare a PPT on Health and Family Welfare.
- Write a skit on Women Empowerment.
- Prepare a report on sanitation.

**Internal Assessment:** The students should maintain assignments/jobs duly checked and signed by the concerned internal. Files & soft copy of their faculty.

**Reference Books:**

Rural Development and Communication Policies: Indian Institute of Mass-Communication Publication.  
Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai .  
Communication and Nation Building: P.C. Joshi: Publication Division New Delhi.  
Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press.  
Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi.  
Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur.



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**SECOND SEMESTER**

**SOCIAL AND POLITICAL SYSTEM OF INDIA**

<b>COURSE CODE: MAJMC-125</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objective: :** On completion of the course students should be able to:

- Understand the different aspects of society.
- Understand the Indian political system
- Understand the basic features of economy.
- Understand the culture.
- Understand the Media Audience.

**Unit- I**

**L-10**

- Society : Concept and Definition
- Social Institutions, Family, Community, Social Groups,
- Social change: Concept, Process, types and agents/factors
- Types of Society and Communication: Ancient, Recent Past & Present
- Social Issues and Mass Media : Human Rights, Consumerism, women Empowerment

**Unit-II**

**L-10**

- Culture: Concept and Definition
- Culture, Tradition and Values
- Various aspects of Indian Culture
- Individualism and Collectivism
- Intercultural Communication

**Unit-III**

**L-10**

- Media Audiences
- Media Reach
- Media Access
- Community Participation
- Media Impact on Indian Society

**Unit-IV**

**L-10**

- Basic Features of Indian Economy
- Basic Economic terms: Per Capita Income, GDP, Budget, Inflation,
- Economic Planning In India
- Liberalization, Privatization and Globalization
- Stock Market, Devaluation FDI Etc

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**Exercises & Assignments**

- Impact and effect on media during emergency.
- How political parties use media to influence voters.
- Visit of students in Rajyasabha and Lok Sabha & News channels.
- Discussion on International relation of India with South Asian Countries.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Books Recommended:**

Ravindran, R.K.

1999: Media and Society, New Delhi, Common Wealth Publication, (1st ed.)

Campbell, Richard

2000: Media And Culture, New York, Bedford Publication, (IInd ed.)

Singh, J.K.

2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st ed.)

Sharma, R.S.

2002: Material Culture and Social Formation in Ancient India, New Delhi (1st ed.)

Dutt and Sundram,

2004, Indian Economy, New Delhi, S.Chand Publication

Prabhakar, Manohar/Bhanawat Sanjeev

2004: Human Right and Media ,Jaipur, University Book House (P) Ltd (1st ed.)

Kumar, Kavel J.

2007: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd ed.)

Basu, D.D.

2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India

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**SECOND SEMESTER**

**SUMMER TRAINING REPORT**

COURSE CODE: MAJMC-126P	L:0	T/P:0	CREDITS: 6	TOTAL HRS.
External Evaluation: 00 Marks	Internal Evaluation: 150 Marks		Total Marks: 150	N/A

After end-term examination, students will undergo training in Print Media for four weeks and will submit a comprehensive Summer Training Report (STR) alongwith a Power Point Presentation incorporating the work done during the training.

The hard copy of the STR (in duplicate) is to be submitted alongwith a soft copy of Power Point Presentation with in 15 days of commencement of the new session. Summer Training Report will be evaluated by the Dean/HOD.

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**THIRD SEMESTER**

**EDITING**

<b>COURSE CODE: MAJMC-231</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Edit the different types of news copies.
- Know the design and layout
- Describe the functions of Newsroom.
- Describe the responsibilities of editor.
- Make headlines.
- Understand compilation of News.

**Unit-I**

**L-10**

- Meaning of Editing
- Objectives of Editing
- Elements of Editing
- Organizational structure of Editorial Department
- News Room.

**Unit-II**

**L-10**

- Role and Responsibilities of Editor
- Functions of News Editor
- Functions of chief sub editor
- Qualities and Functions of Sub Editor.

**Unit -III**

**L-12**

- Structure of News Story : Intro, Body, Backgrounder
- Copy Editing : Selection, Purifying Copy
- Value Addition and Rewriting,
- Compilation and News Packaging
- Importance, types and characteristics of Headlines
- Cartoons
- Follow Up.

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**Unit-IV**

**L-08**

- Editing political Copy
- Editing foreign Copy
- Editing Copies of News Agencies
- Editing Sports Copy
- Editing Business Copy.

**Exercises/Assignments**

- Preparation of copy by using editing symbols.
- Headlines writing exercises based on newspaper.
- Writing caption for photos.
- Assigning the qualities/attributes of a good editor (classroom exercise).
- Finding out facts/opinion in atleast five stories published in newspapers.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty.

**Reference Books-**

Dr. Ambrish Saxena : Fundamentals of Reporting & Editing, Kanishka Publication Delhi.

T. K. Ganesh : News Reporting & Editing in digital age, Gnosis Publishers Delhi.

Kamath, M.V : Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.

Prabhakar, Manohar/ Bhanavat, Sanjeev: Sampadan Eavm Mudran Technic Jaipur, Pulitzer Institute of Communication Studies.

Harimohan: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan.

Jain, Ramesh : Sampadan, Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub.

Harimohan : Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan.

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**THIRD SEMESTER**

**ELECTRONIC MEDIA-II (TV)**

<b>COURSE CODE: MJMC-232</b>	<b>L:4</b>	<b>T/P:1</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Explain TV as a medium of mass communication.
- News gathering and reporting for TV.
- Different stages of video program production.
- Video editing.
- Understand the different stages of TV program production.

**Unit-I**

**L-08**

- Defining Electronic Media
- Characteristics of Electronic Media
- Types of Electronic Media
- Scope and Limitations of Electronic Media.

**Unit-II**

**L-10**

- Nature and Types of TV Programmes: Educational Programmes, News Based Programmes, Entertainment Programmes, Miscellaneous Programmes,
- Commentary,
- Documentary,
- Script Writing,
- Floor Plan,
- Cues and Command.

**Unit-III**

**L-12**

- Television News: Reporting
- Sources of News
- News Writing
- Types of News Bulletins
- News Dispatches
- Anchoring and Presentation,
- Pronunciation
- Body Language
- Art of Anchoring
- News Reading
- Art of Interview.

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**Unit-IV**

**L-10**

- Production of TV Programmes: Pre production, Production, Post production
- Basic Shots
- Importance of Light and Audio
- Use of Software in Editing : Edius, Adobe Premiere, FCP.

**Exercises/Assignments**

- Prepare an video brief
- Write a Script for TV program.
- Prepare a program for TV.
- Prepare a News bulletin for TV.

**Internal Assessment :** The concerned faculty should develop various assignments and students need to be evaluated on the basis of their performance.

**Reference Books :-**

Ravindran, R.K. HandBook of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication.  
Mishra, Chandra Prakash: Media Lekhan, New Delhi, Sanjog Publication.  
Sinha, P.C Encyclopedia of Broadcasting TV & Radio, New Delhi, Anmol Publication.  
Firoz, Mohd : Television in India, Delhi, Sage Publication.  
Todorovic, Aleksendar Louis : Television Technology, New Delhi, Focal Press.  
Friedmann, Anthony : Writing for Visual Media, New Delhi, Focal Press.  
Singh, Mahaveer: Doordarshan Live, Delhi, Shilpyan Prakashan.

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**THIRD SEMESTER**

**MEDIA LAW AND ETHICS**

<b>COURSE CODE: MAJMC-233</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course:** On completion of the course students should be able to:

- Understand the Constitutional status of Press freedom.
- Understand the Parliamentary privileges..
- Describe the different aspects of Press council.
- Know about Prasar Bharti.
- Know about ethics.

**Unit-I**

**L-10**

- Right to Freedom of Speech and Expression
- Press Freedom and Constitution
- Parliamentary Privileges
- Censorship
- Press Council Act.

**Unit-II**

**L-10**

- Press and Registration of Books Act 1867
- Press (objectionable matters) Act 1951
- Copyright Act 1957
- Official Secret Act 1923
- Prasar Bharti Act.

**Unit III**

**L-10**

- Law of Defamation
- Contempt of Court Act 1971
- Cinematograph Act 1952
- Cyber Law.

**Unit IV**

**L-10**

- Cable Television Networks (Regulation) Act
- Working Journalists and Other Newspaper Employees Act
- Right to Information Act
- Code of Ethics
- Broadcasting Code



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- Programme Code
- Advertising Code.

**Exercise and Assignments**

- Find out the important decisions of courts on freedom of Press.
- Important decisions of courts on Defamation.
- Important decisions on Contempt of Court.
- Important cases of Parliamentary privileges.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty member.

**Reference Books :**

D.D. Basu : Press Law in India  
Nand Kishore Tripathi : Press law  
Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press,  
New Delhi  
Ambrish Saxena : Freedom of Press and Right to Information in India,  
Kanishka Publication, New Delhi  
Guha Thakurta, Paranjyoti : Media Ethics, Oxford University Press,  
New Delhi  
Bandhyopadhyay, P K and Kuldip Singh Arora : A Practitioners' Guide to Journalistic Ethics, Published  
by Media Watch Group, Distributed by  
D K Publishers, Distributors, New Delhi  
Barua, Vidisha : Press & Media Law Manual, Universal Law  
Publishing Co. New Delhi  
Venkateshwaran, K S : Mass Media Laws and Regulations in India, Asian Mass Communication  
Research and Information Centre, Distributed by N M Tripathi Pvt  
Ltd, Mumbai.

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**THIRD SEMESTER**

**COMMUNICATION RESEARCH**

<b>COURSE CODE: MAJMC-234</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course :** On completion of this course, the student should be able to:

- Define Communication Research
- Explain the process of Communication Research
- Describe the Research methodology for Communication
- Describe the steps involved in report writing

**Unit-I**

**L-10**

- Concept of Research
- Meaning & Definition of Research
- Importance of Media Research
- Areas of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback Analysis.

**Unit-II**

**L-08**

- Communication Research: Definition & Meaning
- Contribution of other Social Sciences in communication research
- Communication Research Process: Essential Steps, Sampling: Meaning and Types of Sampling.

**Unit-III**

**L-10**

- Methods of Data Collection: Survey, Observation, Case studies, Content Analysis
- Tools of Research: Interview, Questionnaire etc.
- Types of Data: Primary, Secondary and Tertiary
- Data Analysis : Mathematica, Excel Solver, SPSS.

**Unit-IV**

**L-12**

- Issues in Communication Research
- Role of Researcher
- Methodological Limitations in Communication Research
- Ethical Issues in Communication Research
- Graphical Presentation: Histogram, Bar Diagram, Pie Charts.

**Exercise and Assignments**

- Prepare a report on channel analysis.
- Prepare a report on data analysis.
- Prepare a questionnaire for research on subject of your choice.
- Prepare a bar diagram of your findings of topic assigned to you.

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**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty member.

**Reference Books:-**

Social Research and statistics : R. N.Mukherjee, Vivek Prakashan, New Delhi.

Media Research: A.S.A.Berger, Sage Publication, New Delhi.

An Inquiry to Communication Research: C.R. Kothari

Mass Communication : Research and Analysis, Saunders Simon R. Et Al.

Mass Communication Research, Ahson Sayed A. Et Al.

Mass Communication Research Methods, Kasera Sumit.

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**THIRD SEMESTER**

**ENVIRONMENTAL STUDIES**

<b>COURSE CODE: MJMC-235</b>	<b>L:4</b>	<b>T/P:0</b>	<b>CREDITS: 4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 70 Marks</b>	<b>Internal Evaluation: 30 Marks</b>		<b>Total Marks: 100</b>	<b>40</b>

**Objectives of the Course :** On completion of this course the student should be able to:

- Understand Nature and man as part of nature.
- Describe the importance of environment
- Describe the structure and functions of Ecosystem
- Describe effects and control measures for Environmental Disasters
- Utilize knowledge gained to conserve natural resources.

**UNIT- I**

**L-12**

- Scope and Importance of Natural Resources
- Natural Resources: Renewable and Non – Renewable
- Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources
- Ecosystems : Structure and Function of an Ecosystem
- Producers, Consumers and Decomposers in Ecosystem
- Energy Flow in the Ecosystem
- Ecological Succession, Food Chains, Food Webs and Ecological Pyramids

**UNIT- II**

**L-08**

- Introduction of Biodiversity and its conservation
- Genetic, Species and Ecosystem Diversity
- Bio Geographical Classification of India
- Value of Biodiversity

**UNIT- III**

**L-10**

- Definition of Environmental Pollution
- Causes and Effects of Environmental Pollution
- Control Measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Pollution
- Causes and effects of Urban and Industrial Wastes.
- Solid Waste Management

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**UNIT- IV**

**L-10**

- Water Conservation, Rain Water Harvesting, Watershed Management
- Environmental Ethics: Issues and Possible Solutions
- Climate Change, Global Warming
- Acid Rain and Ozone layer depletion
- Population Explosion
- Environment and Human Health

**Exercise and Assignments**

- Prepare a report on natural resources.
- Study and prepare a report of any Ecosystem.
- Prepare a report on Biodiversity.
- Study and Prepare a report on water conservation.

**Internal Assessment:** The students should maintain a file & soft copy of their assignments/jobs duly checked and signed by the concerned faculty member.

**Reference Books :**

Srivastava, K. Manoj. Environment and Media, A.R. Publications, Delhi  
Sharma B.K., 2001. Environmental Chemistry. Goel Publ. House, Meerut  
Dr.R.Jeyalakshmi.2014.,Text book of Environmental Studies, Devi publications, Chennai.  
Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

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**THIRD SEMESTER**

**PRACTICAL/VIVA-VOCE**

**EDITING LAB**

COURSE CODE: MAJMC-236P	L:0	T/P:0	CREDITS: 2	TOTAL HRS.
External Evaluation: 30 Marks	Internal Evaluation: 20 Marks		Total Marks: 50	N/A

There shall be a Comprehensive Viva Voce based on the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and an external expert.

The practical/viva carries 50 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.

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**FOURTH SEMESTER**

**PRINT MEDIA PRACTICAL/VIVA**

COURSE CODE: MAJMC-241P	L:0	T/P:0	CREDITS: 4	TOTAL HRS.
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100	N/A

There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and an external expert.

The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.

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**FOURTH SEMESTER**

**ELECTRONIC MEDIA PRACTICAL/VIVA**

COURSE CODE: BAJMC-242P	L:0	T/P:0	CREDITS: 4	TOTAL HRS.
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100	N/A

There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert.

The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.



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**FOURTH SEMESTER**

**NEW MEDIA PRACTICAL/VIVA**

COURSE CODE: MAJMC-243P	L:0	T/P:0	CREDITS: 4	TOTAL HRS.
External Evaluation: 60 Marks	Internal Evaluation: 40 Marks		Total Marks: 100	N/A

There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert.

The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.

**IIMT University, Meerut**  
**Syllabus of MA(JMC) w.e.f. 2019-20**  
(B.O.S. 11-08-2019)

**FOURTH SEMESTER**

**COMPREHENSIVE PROJECT**

<b>COURSE CODE: MAJMC-244P</b>	<b>L:0</b>	<b>T/P:0</b>	<b>CREDITS:4</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 60 Marks</b>	<b>Internal Evaluation: 40 Marks</b>		<b>Total Marks: 100</b>	<b>N/A</b>

Every student will be assigned the Final Project at the end of the Third Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Fourth semester. The student will make his/her final project on the subject/theme approved by the Dean/HOD. The Project Report will be submitted (both in hard and soft copy) by the students at least four weeks prior to the date of commencement of the Examination of the Sixth Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project.

The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.

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**FOURTH SEMESTER**

**INTERNSHIP**

<b>COURSE CODE: MAJMC-245P</b>	<b>L:0</b>	<b>T/P:0</b>	<b>CREDITS:6</b>	<b>TOTAL HRS.</b>
<b>External Evaluation: 00 Marks</b>	<b>Internal Evaluation: 150 Marks</b>		<b>Total Marks: 150</b>	<b>N/A</b>

For final practical examination, students will have to submit atleast five news reports from different disciplines like political, developmental, social issues, crime, Cultural Programs, speeches, seminars and sports etc. The students will have to present one edited copy of foreign news report and one edited copy of moffusil correspondents also with proper headline, subhead and crossers.

The students will have to design 4-page newspaper on computer. They will have to prepare 30 seconds radio jingles/spots and 05 minutes documentary/talk/discussion on any current issue. They have to prepare 05 minutes TV News bulletin also.