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Postgraduate Programme in M.A. Journalism & Communication

Curriculum and Syllabus (with effect from the Academic Year 2023-24)

June 2023

Learning Outcome Based Curriculum Framework

Note: The Board of Studies is designed the syllabus for M.A. Journalism and Communication as per model syllabus provided by TANSCHÉ based on Learning Outcomes Based Curriculum Framework as prescribed by UGC.

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MA
JOURNALISM AND COMMUNICATION
and
MA
COMMUNICATION
Choice Based Credit System (CBCS) Model
Effective from 2023

Program Overview

The MA Mass Communication/MA Communication postgraduate degree program is a comprehensive course designed to provide students with a deep understanding of the field of mass communication. This program focuses on helping students develop their skills in human communication, strategic communication, public relations, advertising strategies, transmedia narratives, storytelling, media entrepreneurship, multimedia content packaging, international communication, digital marketing communication, audience engagement, and media analytics.

Students enrolled in this program will have access to experienced and knowledgeable faculty members who will provide them with the guidance they need to succeed in their studies. The program will also involve a combination of lectures, seminars, workshops, and practical assignments that will allow students to apply the concepts they have learned in real-world scenarios.

Upon completion of this program, graduates will have developed the ability to present complex ideas in a clear and concise manner, formulate abstract ideas using the language specific to the field of mass communication, and understand and analyze various perspectives on a given topic. Furthermore, graduates will have the opportunity to join the teaching profession, enhance their employability in government jobs, and work in various public and private enterprises.

The curriculum of the program is designed to provide students with a broad understanding of the different aspects of mass communication. The course content includes modules on media laws and ethics, media management, media research, media and society, digital journalism, media production, and media policy. These modules are taught by industry experts who have significant experience in the field of mass communication.

The program also focuses on providing students with practical training in mass communication. This includes opportunities to work on real-world projects, internships at media organizations, and other practical assignments. These opportunities help students develop their skills in a real-world setting and prepare them for the challenges of the industry.

The MA Mass Communication/MA Communication postgraduate degree program is an excellent choice for individuals who are passionate about mass communication and want to make a positive impact through their work. Graduates of this program will be well-prepared to succeed in the competitive field of mass communication, and will have the skills and knowledge necessary to become leaders in the industry.

Learning Outcomes-Based Curriculum Framework (LOCF)

Program Educational Objectives (PEO)

To develop skills required to meet the demands of the media and entertainment industry

1. To gain meaningful employment in wide range of entertainment and creative industries.
2. To develop creative and innovative ways to generate, and design effective messages across media platforms.
3. To gain procedural knowledge, to work as individuals and in teams, to fulfill workflows and tasks in media organizations.
4. To gain academic and scholarly knowledge, to become effective researchers, teachers, and mentors in the discipline of journalism and communication.
5. To develop skills and knowledge to become self-sufficient, independent media entrepreneurs.
6. To engage in ethically and socially responsible media practices and serve as a change agent.
7. To inculcate the values of truth-seeking, truth-telling, intellectual honesty, and respect for view-point diversity.

Program Outcome (PO)

1. Meet the basic competencies required for professional practice of media industry, with added competency of contributing to knowledge appropriate to the field of communication studies.
2. Think intelligently, strategically, and critically about the fundamental and complex social and cultural issues of the profession.
3. Master the skills and responsibilities of the media profession with grounding in-field experience.
4. Practice media activities ethically, with intellectual honesty and respect for evidence and adhere to the code of conduct
5. Demonstrate an understanding of communication management role of professionals and institutions in shaping media industry
6. Demonstrate an understanding of diversity of groups in a society in relation to journalism practices

Programme Specific Objectives

1. Demonstrate Comprehensive Media Proficiency: Students will be able to apply their knowledge of communications fundamentals across various domains such as journalism, advertising, media management, corporate communication, filmmaking, and research, in order to navigate and excel in a diverse media landscape.

2. **Develop Global Media Perspectives:** Students will cultivate an understanding of local, national, and international dimensions of media operations, enabling them to address media challenges and opportunities from a global perspective.
3. **Cultivate Ethical and Legal Media Competence:** Students will develop the ability to adapt to the legal and ethical framework in all media, demonstrating proficiency in written, verbal, graphical, and virtual communication, while adhering to the highest ethical standards.
4. **Foster Critical Thinking and Social Responsibility:** Students will enhance their critical thinking competency to better understand media consumers, with a focus on empowering women creators, in order to deliver content as socially responsible citizens, addressing the needs of diverse audiences and fostering social and economic wellbeing.
5. **Emphasize Entrepreneurship and Management in Media:** Students will learn to outline entrepreneurship ideations and make strategic decisions in alignment with emerging industry trends, while developing management competencies and synergetic skills in media-related fields, preparing them for successful careers in the dynamic media landscape.

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, practical training for providing solutions to industry / real-life situations. The curriculum also facilitates peer learning with advanced topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and discipline-based problem-solving skills are included as mandatory components in the 'Training for Competitive Examinations' course in the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real-world experience focussing on the career path.

- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. Industrial training, project and internships will give students an edge over counterparts in the job market.
- State-of-the-Art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature are incorporated as Elective courses, ranging from conventional topics to the latest Artificial Intelligence.

1. Value Additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	<p>Foundation Course</p> <p>To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning at the tertiary level</p>	<ul style="list-style-type: none"> • Instil confidence among students • Create interest for the subject
I, II, III, IV	<p>Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> • Industry ready graduates • Skilled human resource • Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> • Digital skills will improve the knowhow of solving real-life problems using ICT tools
		<ul style="list-style-type: none"> • Entrepreneurial skill training will provide opportunity for independent livelihood • Generates self – employment • Create small scale entrepreneurs • Training girls leads to women empowerment
III, IV, V & VI	<p>Elective papers-</p> <p>An open choice of topics categorized under Generic and Discipline Centric</p>	<ol style="list-style-type: none"> 1. Strengthening domain knowledge 2. Introducing state-of-art techniques in multi-disciplinary, cross-disciplinary and inter-disciplinary nature 3. Emerging topics in higher education / industry / communication network / health sector etc., are introduced with hands-on-training
IV	Industrial Statistics	<ol style="list-style-type: none"> 1. Exposure to industry moulds students into solution providers 2. Generates Industry ready graduates 3. Employment opportunities enhanced

II year Vacation activity	Internship / Industrial Training	1. Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.
V Semester	Project with Viva – voce	2. Self-learning is enhanced 3. Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Introduction of Professional Competency component	<ul style="list-style-type: none"> • Curriculum design accommodates all category of learners; For example, “Physics, Tamil, Mathematics for Advancement” component will comprise advanced topics in Physics, Tamil, Mathematics and allied fields, for those in the peer group / aspiring researchers; • “Training for Competitive Examinations” caters to the needs of the aspirants towards most sought-after services of the nation viz, UPSC, CDS, NDA, Banking Services, CAT, TNPSC group services, etc.
Extra Credits: For Advanced Learners / Honours degree		<ul style="list-style-type: none"> • To cater to the needs of peer learners / research aspirants

Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
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Note: Each college will follow the rules and regulations of their respective affiliating University regarding for admissions, eligibility, allocation of marks for theory/practical and criteria and procedure for conduct of examination.

Note that MA Mass Communication and MA Communication are the Same PG Degree Program

Curriculum for MA JOURNALISM AND Communication

Semester-I	Paper Title	Credit	Inst. Hrs	Maximum Marks		
				Ext.	Int.	Total
1.1. Core-(CC)-I	404C1A: Understanding Human Communication (Theory) (Common)	5	7	75	25	100
1.2 Core-(CC)-II	404C1B: Essential Journalism (Theory)	5	7	75	25	100
1.3 Core-(CC)-III	404C1C: News Gathering and Reporting (Practical)	4	6	60	40	100
1.4 Elective (Discipline Specific) DSE- I	404E1A: Multimedia Design and Production (Theory)	3	5	75	25	100
1.5.1 Elective (Generic)-II DGE (Option 1)	404E1B: Writing for Multimedia (Practical)	3	5	60	40	100
1.5.2 Elective (Generic)-II DGE (Option 2)	404E1C: Persuasive Communication (Theory) (Common)			75	25	100
Total		20	30 Hrs			
Semester-II	Paper Title	Credit	Inst. Hrs	Maximum Marks		
				Ext.	Int.	Total
2.1. Core-(CC)-IV	404C2A: Mediated Communication (Theory) (Common)	5	6	75	25	100
2.2 Core-(CC)-V	404C2B: Advertising and Brand Communication (Theory)	5	6	75	25	100
2.3 Core-(CC)-VI	404C2C: Multimedia Content Packaging (Practical)	4	6	60	40	100
2.4 Elective (Discipline Specific)-DSE -III	404E2A: Principles of Public Relations (Theory)	3	5	75	25	100
2.5.1 Elective (Generic)-DGE -IV (Option 1)	404E2B: Transmedia Narratives and Storytelling (Theory)	3	5	75	25	100
2.5.2 Elective (Generic)-DGE -IV (Option 2)	404E2C: Film Appreciation and Analysis (Theory)			75	25	100
2.6 Skill Enhancement Course SEC 1	404S2A: Event Management and Communication Campaign (Practical)	2	2	60	40	100
Total		22	30 Hrs			
Semester-III	Paper Title	Credit	Inst. Hrs	Maximum Marks		

				Ext.	Int.	Total
3.1. Core-(CC)-VII	504C3A: Communication Research Methods (Theory) (Common)	5	6	75	25	100
3.2 Core-(CC)-VII	504C3B: Strategic Communication (Theory)	5	6	75	25	100
3.3 Core-(CC)-IX	504C3C: Communication for Social Change (Theory)	5	6	75	25	100
3.4. Core (CC)-X	504C3D: Documentary and Factual Filmmaking (Practical)	4	6	60	40	100
3.5 Elective (Discipline Specific) DSE – V	504E3A: Audience Engagement and Media Analytics (Theory)	3	3	60	40	100
3.6 Skill Enhancement Course – SEC 3	504S3A: Digital Marketing Communication (Theory)	2	3	60	40	100
3.7 Internship/ Industrial Activity	504S3B: Internship (Practical)	2	-	-	-	100
Total		26	30 Hrs			
Semester–IV	Paper Title	Credit	Inst. Hrs	Maximum marks		
				Ext.	Int.	Total
4.1. Core-(CC)-XI (Core XI)	504C4A: Media Entrepreneurship and Innovation (Theory) (Common)	5	6	75	25	100
4.2 Core-(CC)-XII	504C4B: Communication Laws (Theory)	5	6	60	40	100
4.3 Core-(CC) Project viva	504C4C: Capstone Project (Practical) OR 504C4D: Dissertation	7	10	60	40	100
4.4.2 Elective (Generic)-DGE – V	504E4A: Cyber Security for Media Professionals (Practical)	3	4	60	40	100
4.6 SEC-4 (Professional Competency Skill)	504S4A: Podcast and Video Live Streaming Production (Practical)	2	4	60	40	100
4.7 Extension Activity	504V4A: Fieldwork/ Hyper local and Community Media (Practical)	1	-	60	40	100
Total		23	30 Hrs			