مولانا آزاديشل أردويو نيورش मौलाना आजाद नेशनल उर्दू यूनिवर्सिटी مولانا آزاديشل

MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998) (Accredited "A" Grade by NAAC)



Date: 12.03.2020

Minutes of the Meeting

The 11th meeting of the School Board of School of Mass Communication and Journalism was held on 12th March, 2020 at the School of Mass Communication and Journalism, MANUU, Hyderabad at 10.00 am. The following members were present in the meeting:

- I. Prof. Ehtesham Ahmad Khan. Dean, School of MCI
- II. Mr. Satish Jacob, Correspondent, BBC
- III. Prof. B. Balaswamy, Dept. of MCJ, OU, Hyderabad
- Prof. Abdul Wahid, Dean, School of CS & IT, MANUU IV.
- V. Prof. Siddiqui Mohd Mahmood, Edu. & Training, MANUU
- VI. Prof. Mohammad Fariyad, Professor, Dept. of MCJ
- VII. Mr. Mustafa Ali, Associate Professor, Dept. of MCJ
- VIII. Mr. Syed Hussain Abbas Rizvi, Assistant Professor, Dept. of MCJ
- IX. Dr. Meraj Ahmed Mubaraki, Assistant Professor, Dept. of MCJ
- Mr. Meraj Ahmad, Assistant Professor, Dept. of MCJ X.
- XI. Mr. Mohd. Tahir Qureshi, Assistant Professor, Dept. of MCJ

(Mr. Syed Mohammad, Journalist, TOI, Hyderabad, External member, School Board could not attend the meeting due to pre engagement).

The agenda for the 11thSchool Board Meeting was as follows:

- 11.1 To appraise about the action/decision taken by the Department related to 10th school board meeting held on 06th March 2019.
- 11.2 To apprise about the progress made till date.

Semester.

- To seek approval/ratification to include three (03) more papers (Core), 11.3 replacement of some of the DSE papers and restructuring of some of the papers of existing syllabus of B.A. (Hon) JMC course offered to students enrolled during academic year 2018-19, as approved by members of BOS as per below given details:
 - a. Inclusion of one new core paper titled as 'Media Management' during fifth (V) Semester

b. Replacement of one core paper titled as 'Development Communication' with 'Communication for Development' and to change the title of the core paper of 'Communication Research' as "Media Research" during fifth (V)

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Alery A Mubark Minutes of the 11th School Board Meeting, School of Mass Comparation and Journalism Held on 12th March 2020

Chairman Member Member Member Member Member Special Invitee **Special Invitee** Member Special Invitee Special Invitee

- Replacement of one of the DSE paper titled as 'Translation Techniques for C. Urdu Media' with 'National and International Affairs' during fifth (V) Semester.
- d. Inclusion of two additional core papers titled as 'Digital Media' and 'Urdu Media' during sixth (VI) Semester.
- e. Inclusion of two new DSE papers titled as 'Science Communication' and 'Social Media' to be offered during sixth (VI) semester.
- To seek approval/ratification of the revised syllabus of B.A (Hons.) JMC for the 11.4 students to be enrolled for the next academic year 2020-21, as approved by members of BOS as per below given details.
 - Replacement of the existing core paper 'Print Media and Production' with a. new core paper titled as 'Reporting and Editing for Print Media' during IInd Semester.
 - b. The two core papers titled as "Advertising and Public Relations" and 'Media Management' taught during fourth (IV) and fifth (V) semester has been replaced with. "Public Relations" and "Advertising", which will be offered during fourth (IV) and fifth(V) semesters respectively.
 - To change the title of the core paper of "Introduction to Communication & C, Media" as "Introduction to Mass Communication" offered during first (1) Semester.
- 11.5 To seek approval/ratification to incorporate suggestions, minor corrections and updating of the papers of the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled from next academic year 2020-21, as approved by the members of BOS.
- 11.6 To seek approval/ratification about minor corrections and updating of syllabus of M.A.(JMC) for the students to be enrolled for the next academic year 2020-21 and to replace one of the Discipline Specific paper tilted - 'Translation for Print Media' with new paper titled 'Data Journalism ' offered during first semester of M.A.(JMC), as approved by the members of BOS.
- 11.7 To seek approval/ratification of the revised syllabus Ph.D. (JMC) course work for the students enrolling during 2020-21, as approved by the members of BOS.
- 11.8 To seek approval/ratification to add Programe Outcomes (POs), Programe Specific Outcomes (PSOs) and Course Attainment in courses of B.A. (Hon.) JMC,

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Minutes of the 11th School Board Meeting, School of Mass Communication and Journalism Held on 12th March 2020

May 2019, 22nd November 2019 and 07th February 2020, as approved by the members of BOS.

- To acknowledge and record the contribution of Mr. Satish Jacob for providing 218 11.10 valuable books related to different subjects including journalism to the Departmental Library.
- 11.11 Any other item with the permission of the Chair.

The resolution of the 11th School Board is as follows:

- The Chairman of School Board apprises about action taken regarding previous 11.1 BOS & School Board meetings.
- The Chairman School Board briefed about the progress made by the Department 11.2 of Mass Communication and Journalism till date.
- 11.3 The Chairman School Board appraised about the reasons to include three (03) more papers (Core), replacement of some of the DSE papers and restructuring of some of the papers of existing syllabus of B.A. (Hon) JMC course offered to students enrolled during academic year 2018-19. The members of School Board have approved the followings:
 - a. Inclusion of one new core paper titled as 'Media Management' during fifth (V) Semester.
 - b. Replacement of one core paper titled as 'Development Communication' with 'Communication for Development' and to change the title of the core paper of 'Communication Research' as "Media Research" during fifth (V) Semester.
 - c. Replacement of one of the DSE paper titled as 'Translation Techniques for Urdu Media' with 'National and International Affairs' during fifth (V) Semester.
 - d. Inclusion of two additional core papers titled as 'Digital Media' and 'Urdu Media' during sixth (VI) Semester.
 - e. Inclusion of two new DSE papers titled as 'Science Communication' and 'Social Media' to be offered during sixth (VI) semester.

(The Course outline of B.A. (Hons.) JMC of 2018-19 is attached as Annexure-A)

- 11.4 The members of the School Board has approved the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled for the next academic year 2020-21, as per below given details. Alery A Mubarki Alery A Mubarki Atta
 - Replacement of the existing core paper 'Print Media and Production' a. with new core paper titled as 'Reporting and Editing for Print Media' during IInd Semester.

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The two core papers titled as "Advertising and Public Relations" and b. 'Media Management' taught during fourth (IV) and fifth (V) semester has

been replaced with. "Public Relations" and "Advertising", which will be offered during fourth (IV) and fifth(V) semesters respectively.

- To change the title of the core paper of "Introduction to Communication C. & Media" as "Introduction to Mass Communication" offered during first (I) Semester.
- 11.5 The School Board members has approved to incorporate suggestions, minor corrections and updating of the papers of the revised syllabus of B.A. (Hons.) JMC for the students to be enrolled from next academic year 2020-21.

It has been decided that the faculty members of the respective subjects shall include the reference books which are available in the Central Library of the University.

The members of the School Board have recommended to include one credit to the subjects which have practical component. Accordingly it has been decided that the following papers of the B.A. (Hons.) JMC course should have one credit for practical as per details given below:

> *i. Introduction to Journalism (1st Semester) ii. Television Journalism (2nd Semester) iii.* Reporting and Editing for Print Media (3rd Semester) *iv.* Radio Production (4th Semester) v. Advertising (5th Semester) vi. Digital Media (6th Semester)

(The Course outline of B.A. (Hons.) JMC for students of 2020-21 is attached as Annexure-B)

The members of the School Board has approved about minor corrections and 11.6 updating of syllabus of M.A.(JMC) for the students to be enrolled for the next academic year 2020-21 and to replace one of the Discipline Specific paper tilted -'Translation for Print Media' with new paper titled 'Data Journalism ' offered during first semester of M.A.(JMC). It has been also decided that the faculty members of the respective subjects shall include the reference books which are available in the Central Library of the University.

(The Course outline of M.A. (JMC) of 2020-21 is attached as Annexure-C)

May Adubation available in the Central Library of the University. (The Course outline of PhD (JMC) for Annexure-D) Methods Bised Methods Bised The Set The members have approved the revised syllabus Ph.D. (JMC) course work for the students enrolling during 2020-21. It has been also decided that the faculty members of the respective subjects shall include the reference books which are

(The Course outline of PhD (JMC) for students of 2020-21 is attached as

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The School Board members has approved to add Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Attainment in courses of B.A. (Hon.) JMC, M.A.(JMC) and PhD(JMC).

Minutes of the 11th School Board Meeting, School of Mass Communication and Journalism Held on 12th March 2020

- 11.9 The members of the School Board has accorded post-facto approval of the title of the Ph.D Research Scholar - Ms. Rukaiya Naaz, as "Communication for Development: Public Service Advertisements (PSA) and their Effect on Muslims of Jaunpur, UP', as approved by DRC in its meeting held on 23rd February 2018 and 21st January 2019 and approved the DRC meeting minutes held on 20th February 2019, 24th May 2019, 22nd November 2019 and 07th February 2020.
- 11.10 The members of the School Board has acknowledged the contribution made by Mr. Satish Jacob to the Department and providing 218 valuable books related to different subjects including journalism to the Departmental Library.
- 11.11 The Chairman has placed the table agenda for inclusion of Educational Tour as part of the syllabus of the UG and PG courses. The Chairman informed the members that the University has discontinued to collect the Education Tour fee from the students and to give matching grant for the tour after academic year 2017. Therefor the committee members has decided that the Educational Tour of a duration of minimum 10 days is essential for the students and should be part of the syllabus of UG and PG course, so that students may get better insights and learning by exposing students to different media houses/organisation etc. and to meet eminent media personalities as well people from different walks of life. Hence, the members of the School Board have recommended to charge/collect an additional amount of Rs.2000/- at the time of Admission from the students of UG and PG courses from the academic year 2020-21. However, the extra expenditure related to Educational Tour may be met by the students during tour. The University shall not provide any matching grant for the fee deposited towards Educational Tour. Moreover, the DSW office may provide Railway Concession to eligible students. Further the members have recommended that the TA/DA of the staff members who are accompanying Educational Tour may be provided by the University as per rules.

Prof. Ehtesham Ahmad Khan Chairman, School Board, Dean, MCJ

Prof. B. Balaswamy, Dept. of Communication and Journalism, Osmania University, Hyderabad (Member, School Board, MCJ)

Mr. Satish Jacob Sr. Journalist &Correspondent, BBC (Member, School Board, MCJ)

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Prof. Abdul Wahid, Dean,School of CS & IT, MANUU (Member, School Board, MCJ)

Minutes of the 11th School Board Meeting, School of Mass Communication and Journalism Held on 12th March 2020 Prof. Siddique Mohd Mahmood Professor, Education & Training, MANUU (Member, School Board, MCJ)

Mr. Mustafa Ali Associate Prof. Dept. of MCJ

(Special Invitee)

Merzy A. Alubash.

Dr. Meraj Ahmed Mubaraki Asst. Professor, Dept. of MCJ (Member, School Board, MCJ)

Mr. Mohd. Tahir Qureshi Asst. Professor, Dept. of MCJ (Special Invitee)

Mary A: Mubashei

Prof. Mohammad Fariyad

Professor, Dept. of MCJ (Member, School Board, MCJ)

Mr. Syed Hussain Abbas Rizvi Asst. Professor, Dept. of MCJ (Special Invitee)

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Mr. Meraj Ahmad Asst. Professor, Dept. of MCJ (Special Invitee)

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Minutes of the 11th School Board Meeting, School of Mass Communication and Journalism

Syllabus of B.A. (Hons.) JMC (Revised) w.e.f. 2018-19

	Paper Code and			11-11-11-11-11-11-11-11-11-11-11-11-11-				20
0	Nature of Paper		Title of the Paper	Credi	its C	ass I	Duration in	1 Hours
]		Т	P
			Semester - I					
	BJMC101 (Core)		on to Communication & Media	6		5	1	0
_	BJMC102 (Core)		on to Journalism	6		5	1	0
	BJMC103 (Core)		ect of Choice (Urdu/Hindi/English	6		5	1	0
_			ersian/Sociology/Political Science)	2			0	0
	BJMC104 (AEC)	Ability E	inhancement Course (AEC)	2		2	. 0 .	.0
			Total	20		1		
	BJMC201 (Core)	Televisio	Semester – II n Journalism	6		5	1	0
	BJMC202 (Core)	Health Jo		6		5	1	0
	BJMC202 (Core)		ect of Choice (Urdu/Hindi/English	6		5	1	0
			ersian/Sociology/Political Science)	0				
-	BJMC204 (AEC)		Enhancement Course (AEC)	2		2	0	0
-			Total	20				1
N. L. S.			Semester - III					
	BJMC301(Core)	Print Med	lia & Production	6		5	1	0
	BJMC302 (Core)	Media Et	hics & Law	6		5	1	0
	BJMC303 (Core)		ect of Choice (Urdu/Hindi/ English	6		5	1	0
			ersian/Sociology/Political Science)					
	BJMC304 (SEC)	Skill Enh	ancement Courses	2		2	0	0
			Total	20				
			Semester - IV					
1	BJMC 401(Core)		ng & Public Relation	6		5	1	4
2	. ,	Radio Pro		6		5	1	0
3	BJMC 403 (Core)		ect of Choice (Urdu/Hindi/English	6		5	1	0
			ersian/Sociology/Political Science)					
1	BJMC 404 (SEC)	Skill En	nancement Courses	2		2	0	0
_	Textore 1.2 C	and of a	Total	20			(and they	
and	internship of one me	onin after fo	ourth Semester examination i.e. during	summe	r vacatio	ns (4 creaits)	and the second
110	BJMC501 (Core)		Semester V Communication for Development		6	5	1	0
_			Media Research			5		
	BJMC502 (Core) BJMC503 (Core)	-	Media Management		6	5	1	0
-	BJMC 503 (Core) BJMC 504 (DSE – 1)		Photography		6	5	1	0
100	DIMC 505 (DEE 2)	1 4	Introduction to Cinema Studies		6	5	1	0
_		} Any Two	National and International Affairs		6	5	1	0
5	BJMC 506 (DSE - 3)		National and international Attairs		~	5	1	0
5	BJMC 506 (DSE – 3) BJMC 507 (DSE – 4)				6			
5	BJMC 507 (DSE – 4) BJMC 508 (GE –1)		Basics of Video Documentary		6	5	1	0
5	BJMC 507 (DSE – 4) BJMC 508 (GE –1)	Any One	Basics of Video Documentary Visual Culture	ion		5	1	0
;	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2)	Anv One	Basics of Video Documentary	ion	6		-	
5	BJMC 507 (DSE – 4) BJMC 508 (GE –1)	Any One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses		6 6	5	1	0
5 5 7 3	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2)	Anv One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses		6 6 2	5	1	0
; ; ; ; ; ; ; ; ;	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC)	Any One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI		6 6 2 38	52	1	0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core)	Anv One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media		6 6 2 38 6	5 2 5	1 0	0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core)	Anv One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media		6 6 2 38 6 6	5 2 5 5	1 0 1 1	0 0 0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core)	Any One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Media Research Project		6 2 38 6 6 6 6 6 6 6	5 2 5 5 5 5	1 0	0 0 0 0 0 0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE – 1)		Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Media Research Project Graphic and Design		6 6 2 38 6 6	5 2 5 5 5 5 5 5	1 0 1 1	0 0 0 0 0 0 0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2)	Anv One	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media		6 - 6 - 38 - 6 - 6 - 6 - 6 - 6 - 6 - 6 - 6 - 6 - 6 -	5 2 5 5 5 5 5 5 5 5	1 0 1 1	0 0 0 0 0 0 0 0
4 5 7 8 9 0 1 2 3 4 5 5 7 7	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2) BJMC 604 (DSE – 3)		Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities		6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	5 2 5 5 5 5 5 5 5 5 5	1 0 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0
5 7 3 9 0 1 2 3 4 5 5 7 7 7 8 9 0 1 2 3 4 5 5 7 7 8 9 0 1 1 2 3 4 5 7 7 8 9 0 1 1 1 1 1 1 1 1 1 1 1 1 1	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2) BJMC 604 (DSE – 3) BJMC 604 (DSE – 4) BJMC 605 (GE –1)	} Any Two	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication		6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	5 2 5 5 5 5 5 5 5 5 5 5 5 5 5	1 0 1 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0 0 0 0 0
5 5 7 3 9 0 1 2 3 1 5 5	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2) BJMC 604 (DSE – 3) BJMC 604 (DSE – 4) BJMC 605 (GE –1)		Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media		6 2 38 6	5 2 5 5 5 5 5 5 5 5 5 5 5 5	1 0 1 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
5 7 7 7 7 7 7 7 7 7	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2) BJMC 604 (DSE – 3) BJMC 604 (DSE – 4) BJMC 605 (GE –1) BJMC 606 (GE –2)	} Any Two	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making		6 2 38 6	5 2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	1 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
	BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE – 1) BJMC 603 (DSE – 2) BJMC 604 (DSE – 3) BJMC 604 (DSE – 4) BJMC 605 (GE –1)	} Any Two	Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses T Semester VI Digital Media Urdu Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making Skill Enhancement Courses	Fotal	6 2 38 6	5 2 5 5 5 5 5 5 5 5 5 5 5 5	1 0 1 1 1 1 1 1 1 1 1 1	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

Mery A: M Revised Syllabus of B.A. (Hons.) JMC for students enrolled for academic year 2018-19 MANUU Department of Mass Communication and Journalism, School of MCJ

Course Outline of B.A. (Hons.) JMC (Revised) syllabus for students w.e.f. academic year 2020-21 Annexure - B

2020-21

No	Paper Code and Nature of Paper		Title of the Paper	Cred	lits	Class I	Duration in	n Hours
						L	Т	P
	-		Semester - 1					
1	BJMC101 (Core)		on to Mass Communication	6		5	1	0
2	BJMC102 (Core)		on to Journalism	6		4	1	1
3	BJMC103 (Core)		ect of Choice (Urdu/Hindi/English	6		5	- 1 -	0
4	DIMC104 (AEC)		rsian/Sociology/Political Science)	2		2	0	0
4	BJMC104 (AEC)	Ability E	nhancement Course (AEC)	2 1 20		2	0	0
			Total Semester – II-	20				
1	BJMC201 (Core)	Televisio	n Journalism	6		4	1	1
2	BJMC202 (Core)	Health Jor		6		5	1	0
3	BJMC203 (Core)		ect of Choice (Urdu/Hindi/English	6		5	1	0
			ersian/Sociology/Political Science)					
4	BJMC204 (AEC)		nhancement Course (AEC)	2		2	0	0
			Tota	1 20				
			Semester - III					
1	BJMC301(Core)	-	and Editing for Print Media	6		4	1	1
2	BJMC302 (Core)		nics & Law	6		5	1	0
3	BJMC303 (Core)		ect of Choice (Urdu/Hindi/ English	6		5	1	0
			ersian/Sociology/Political Science)			-		
4	BJMC304 (SEC)	Skill Enh	ancement Courses	2		2	0	0
Status and		The second second second	Tota	1 20	CONTRACTOR OF	Stat 1995 MARK		
1	DB (C 101/C)	D 11' D	Semester - IV					
1	BJMC 401(Core)	Public Re		(5	1	0
2	BJMC 402 (Core)	Radio Pro		(4	1	0
3	BJMC 403 (Core)		ect of Choice (Urdu/Hindi/English ersian/Sociology/Political Science)	(,	5	1	0
4	BJMC 404 (SEC)		nancement Courses		2	2	0	0
	Diffic for (SEC)	OKIII LIII	Tota		-			
1	Internship of one m	onth after	fourth Semester examination i.e. during		vaca	tions (4	credits)	
A.			Semester V					
1	BJMC501 (Core)		Communication for Development		6	5	1	0
			Media Research		6	5	1	
2	BJMC502 (Core)						1	0
23	BJMC502 (Core) BJMC503 (Core)		Advertising		6	4	1	0
		<u></u>			_	4 5		
3	BJMC503 (Core) BJMC 504 (DSE – 1) BIMC 505 (DSE – 2)	Any Two	Advertising		6		1	1
3 4	BJMC503 (Core) BJMC 504 (DSE – 1) BIMC 505 (DSE – 2)	Any Two	Advertising Photography		6 6	5	1	1
3 4 5	BJMC503 (Core) BJMC 504 (DSE – 1) BJMC 505 (DSE – 2)	Any Two	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary		6 6 6	5	1 1 1	1 0 0
3 4 5 6	BJMC503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE - 1)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture		6 6 6 6 6	5 5 5 5 5 5	1 1 1 1 . 1 .	1 0 0
3 4 5 6 7	BJMC503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2)	Any Two Any One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti	ion	6 6 6 6 6 6	5 5 5 5 5	1 1 1 1 1	1 0 0 0 0
3 4 5 6 7 8	BJMC503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture		6 6 6 6 6 6 6 2	5 5 5 5 5 5	1 1 1 1 . 1 .	1 0 0 0 0 .0
3 4 5 6 7 8 9	BJMC503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses	ion Total	6 6 6 6 6 6	5 5 5 5 5 5 5 5 5	1 1 1 1 1 1 1 1 1	1 0 0 0 0 0 0
3 4 5 6 7 8 9	BJMC503 (Core) BJMC 504 (DSE – 1) BJMC 505 (DSE – 2) BJMC 506 (DSE – 3) BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI		6 6 6 6 6 6 2 38	5 5 5 5 5 5 5 2	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10	BJMC503 (Core) BJMC 504 (DSE – 1) BJMC 505 (DSE – 2) BJMC 506 (DSE – 3) BJMC 507 (DSE – 4) BJMC 508 (GE –1) BJMC 509 (GE –2) BJMC 510 (SEC) BJMC 601 (Core)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media		6 6 6 6 6 2 38 6	5 5 5 5 5 5 5 2	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media		6 6 6 6 6 2 38 6 6	5 5 5 5 5 5 5 2 4 4 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3	BJMC503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project		6 6 6 6 6 2 38 6 6 6 6	5 5 5 5 5 5 5 2 2 4 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (Core) BJMC 603 (DSE - 1) DMC 604 (DSE - 1)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design		6 6 6 6 2 38 6 6 6 6 6	5 5 5 5 5 5 2 2 4 5 5 5 5 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2)		Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media		6 6 6 6 6 2 38 6 6 6 6 6 6 6	5 5 5 5 5 5 5 2 4 5 5 5 5 5 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Product Skill Enhancement Courses Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities		6 6 6 6 2 38 6 6 6 6 6 6 6 6 6	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 9 10 10 1 2 3 4 5 6 7	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 509 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Product Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication		6 6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 1	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 8	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 603 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media		6 6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 1	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 8 9 9	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1) BJMC 606 (GE -2) }	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making		6 6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6	5 5 5 5 5 5 5 2 4 4 5 5 5 5 5 5 5 5 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 8	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 603 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media	Total	6 6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 2	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 1	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 7 8 9 10	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 603 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1) BJMC 606 (GE -2) BJMC 607 (SEC)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making Skill Enhancement Courses	Total	6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 38	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 7 8 9 10	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 603 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1) BJMC 606 (GE -2) BJMC 607 (SEC)	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making Skill Enhancement Courses	Total	6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 38	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 1 1 1 1 1 1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
3 4 5 6 7 8 9 10 10 1 2 3 4 5 6 7 7 8 9 10	BJMC 503 (Core) BJMC 504 (DSE - 1) BJMC 505 (DSE - 2) BJMC 506 (DSE - 3) BJMC 507 (DSE - 4) BJMC 508 (GE -1) BJMC 509 (GE -2) BJMC 510 (SEC) BJMC 601 (Core) BJMC 602 (Core) BJMC 603 (DSE - 1) BJMC 603 (DSE - 1) BJMC 603 (DSE - 2) BJMC 604 (DSE - 3) BJMC 604 (DSE - 4) BJMC 605 (GE -1) BJMC 606 (GE -2) }	Anv One	Advertising Photography Introduction to Cinema Studies National and International Affairs Basics of Video Documentary Visual Culture Basics of Radio Documentary Producti Skill Enhancement Courses Semester VI Digital Media Urdu Media Media Research Project Graphic and Design Human Rights and Media Mediated Identities Science Communication Social Media Introduction to Film Making Skill Enhancement Courses	Total	6 6 6 6 2 38 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 38	5 5 5 5 5 5 2 2 4 4 5 5 5 5 5 5 5 5 5 5	1 0	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

Course Outline of M. A. (JMC) 2020-2021 Batch

51	Paper Code and Nature of	Title of the Paper	Cre	Class Duration in Hour		
No	Paper		dits	L	T	P
		Semester – I		L	1	r
1	MAJM101 (Core)	Introduction to Communication Theory	4	3	1	0
2	MAJM101 (Core) MAJM102 (Core)	History of Media	4	3	1	0
2	MAJM102 (Core)	Print Journalism	4	3	1	0
4	MAJM103 (Core) MAJM104 (Core)	Print Journalism (Practical's)	4	0	0	-
4	MAJM104 (Core) MAJM105 (Core)		4	3		.0
6	MAJM105 (Core) MAJM108 (DSE)	English Journalistic Skills Data Journalism	4	3	1	0
7	MAJM108 (DSE) } Any One MAJM109 (DSE)	Digital Photography	4	3	1	0
8	MAJM109 (DSE) MAJM106 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
9	MAJM100 (AEC) MAJM107 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
9	MAJMIO/ (SEC)			2	0	0
1.55		Total	28	7. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	Stor Head	
1	MAD (201)	Semester – II				
1	MAJM201 (Core)	Media Law and Society	4	3	1	0
2	MAJM202 (Core)	Radio Production	4	3	1	0
3	MAJM203 (Core)	Radio Production Practical's	4	0	0	8
4	MAJM204 (Core)	Television Journalism	4	3	1	0
5	MAJM205 (Core)	Television Journalism Practical's	4	0	0	8
6	MAJM209 (DSE) }Any One	Film Studies	4	3	1	0
7	MAJM210 (DSE)	Health Journalism	4	3	1	0
8	MAJM211 (GE)	Video Documentary Production*	4	3	. 1 .	0
9	MAJM206 (AEC)	Ability Enhancement Course (AEC)	2	2	0	0
10	MAJM207 (SEC)	Skill Enhancement Courses (SEC)	2	2	0	0
		Total	32*			_
		Semester – III				
1	MAJM301(Core)	Communication Research	4	3	1	0
2	MAJM302 (Core)	Online Journalism	4	3	1	0
3	MAJM303 (Core)	Television and Video Production	4	3	1	0
4	MAJM304 (Core)	Television and Video Production Practical'	s 4	0	0	8
5	MAJM305 (DSE) } Any One	Media Management	4	3	1	0
6	MAJM306 (DSE)	International and Inter Cultural Communication	4	3	1	0
7	MAJM307 (GE)	Basics of Photography*	4	3	1	0
		Tot	al 24'	k		
		Semester – IV				
1	MAJM 401(Core)	Graphics and Animation	4	3	1 .	0
2	MAJM 402 (Core)	Advertising and Market Research	4	3	1	0
3	MAJM 403 (Core)	Public Relation and Corporate Communication	4	3	1	0
4	MAJM 404 (Core)	Dissertation	4	3	1	0
5	MAJM 405 (GE)	Film Appreciation*	4	3	1	0
-		Total :	20*			

The student has to choose any two Generic Elective papers during II / III / IV Semesters of the Course Grand Total 28+32+24*+20+4= 104

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Meny A Stubart

Revised Syllabus of M.A. (JMC) for Students enrolled from academic year 2020-21 MANUU| Department of Mass Communication and Journalism, School of MCJ

SB - Meeting 12th March 2020

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ANNEXURE - D

Seria 1 No.	Paper Code and Nature of Paper	Title of the Paper	Credits	Class Duration in Hours		
I NU.	Nature of Paper			L	Т	P
		Semester – I				
1	PHJM101CCT	Research and Publication Ethics (Compulsory)	2	2	0	0
2	PHJM102CCT	Research Methodology (Compulsory)	4	3	1	0
3	РНЈМ103ССТ	Media Studies (Compulsory)	4	3	1	0
4	PHJM104CCT	Development Communication (Optional)	4	3	1	0
5	PHJM105CCT	Public Relations (Optional)	4	3	1	0
6	РНЈМ106ССТ	Advertising (Optional)	4	3	1	0
7	PHJM107.CCT	Television Studies (Optional)	4	3	1	0
8	PHJM108CCT	Film Studies (Optional)	4	3	1	0
		14				

Course Outline of Ph. D (JMC) 2020-2021 Batch

Merry A. Mubashi

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Revised Syllabus of Ph.D (JMC) – 2020-2021 Department of Mass Communication and Journalism, Maulana Azad National Urdu University, Gachibowli, Hyderabad