

Kurukshetra University, Kurukshetra

(Established by the State Legislature Act-XII of 1956)

("A++" Grade, NAAC Accredited)



Scheme of Examination for Post Graduate Programme

M.A. Journalism & Mass Communication

as per NEP 2020

Curriculum and Credit Framework for Postgraduate Programme

With Multiple Entry-Exit, Internship and CBCS-LOCF

With effect from the session 2024-25 (in phased manner)

Institute of Mass Communication and Media Technology

Faculty of commerce and management

Kurukshetra University, Kurukshetra, 136119

Haryana, India

Programme Learning Outcomes (PLOs) of M.A. Journalism & Mass Communication
Programme as per NEP-2020

PLOs	M.A. Journalism & Mass Communication
	After the completion of Master degree in Journalism & Mass Communication the student will be able to:
PLO-1: Knowledge and Understanding	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques related to Journalism and Mass Communication.
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Journalism and Mass Communication.
PLO-3: Technical/ Professional Skills	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks in different domains of Journalism and Mass Communication.
PLO-4: Communication Skills	Effectively communicate the attained skills of Journalism and Mass Communication in well-structured and productive manner to the society at large.
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Journalism and Mass Communication or otherwise.
PLO-6: Critical thinking and Research Aptitude	Attain the capability of critical thinking in intra/inter-disciplinary areas of Journalism and Mass Communication enabling to formulate, synthesize, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
PLO-7: Constitutional, Humanistic, Moral Values and Ethics	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
PLO-8: Capabilities/qualities and mindset	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.
PLO-9: Employability and job-ready skills	Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.

3	CC-7	M24-JMC-301	Development Communication	T	4	22	4	0	0	4	30	70	100	3
	CC-8	M24-JMC-302	Advertising and Public Relations	T	4		4	0	0	4	30	70	100	3
	DEC-1 (Choose any one out of M24-JMC-303 to M24-JMC-306)	M24-JMC-303	Photo Journalism	T	4		4	0	0	4	30	70	100	3
		M24-JMC-304	Media Management & Marketing	T	4		4	0	0	4	30	70	100	3
		M24-JMC-305	Data Journalism	T	4		4	0	0	4	30	70	100	3
		M24-JMC-306	MOOC course from Swayam Portal or other approved portals of equal credits											
		PC-5	M24-JMC-307	Ad & PR LAB	P		4	0	0	8	8	30	70	100
	PC-6	M24-JMC-308	Photography Portfolio	P	4		0	0	8	8	30	70	100	4
OEC	M24-OEC-325	Media literacy Skills (For students of other programmes)	T	2	2	0	0	2	15	35	50	3		
4	CC-9	M24-JMC-401	Communication Research	T	4	22	4	0	0	4	30	70	100	3
	CC-10	M24-JMC-402	Digital Journalism	T	4		4	0	0	4	30	70	100	3
	DEC-2 (Choose any one out of M24-JMC-403 to M24-JMC-406)	M24-JMC-403	Health & Science Communication	T	4		4	0	0	4	30	70	100	3
		M24-JMC-404	Media and Gender	T	4		4	0	0	4	30	70	100	3
		M24-JMC-405	Regional Journalism	T	4		4	0	0	4	30	70	100	3
		M24-JMC-406	MOOC course from Swayam Portal or other approved portals of equal credits											
	PC-7	M24-JMC-407	Newspaper Designing and Production	P	4		0	0	8	8	30	70	100	4
	PC-8	M24-JMC-408	Electronic Media Production	P	4		0	0	8	8	30	70	100	4
EEC	M24-JMC-409	Employment Opportunities & Entrepreneurship in Media	T	2	2	0	0	2	15	35	50	3		

OR DISSERTATION/ PROJECT WORK

NOTE: IF A CANDIDATE OPTS FOR DISSERTATION/ PROJECT WORK @12 CREDITS IN 4TH SEMESTER, HE/SHE WILL STUDY CC-9, DEC-2 AND EEC COURSES ALONGWITH DISSERTATION/ PROJECT WORK

4	CC-9	M24-JMC-401	Communication Research	T	4	22	4	0	0	4	30	70	100	3
	DEC-2 (Choose any one out of M24-JMC-403 to M24-JMC-406)	M24-JMC-403	Health & Science Communication	T	4		4	0	0	4	30	70	100	3
		M24-JMC-404	Media and Gender	T	4		4	0	0	4	30	70	100	3
		M24-JMC-405	Regional Journalism	T	4		4	0	0	4	30	70	100	3
		M24-JMC-406	MOOC course from Swayam Portal or other approved portals of equal credits											
	EEC	M24-JMC-409	Employment Opportunities and Entrepreneurship in Media	T	2		2	0	0	2	15	35	50	3
	Dissertation / Project Work	M24-JMC-410	Dissertation/ Project Work	D	12		0	0	0	12	0	300	300	

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Syllabus for Post Graduate Programme

M.A. Journalism & Mass Communication

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Haryana, India

Session: 2024-25**Part A – Introduction**

Name of Programme	M.A. Journalism & Mass Communication		
Semester	1		
Name of the Course	Communication : Theory and Practice		
Course Code	M24-JMC-101		
Course Type	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	101.1: Understand the concept of communication and its various dimensions. 101.2: Develop understanding of communication process through models. 101.3: Develop knowledge of theoretical aspects of human communication 101.4: Understand media theories and their applications.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Communication: meaning and functions. Forms of communication: Verbal, Non-verbal, Visual. Levels of communication: intrapersonal, interpersonal, group, mass, interactive communication. Indian concept of communication. Communication and culture, Intercultural Communication Challenges, Cultural Convergence, Cultural Intrusion and Media Imperialism, Critical Thinking in the Communication Process, Listening and Responding	15
II	Models of Communication: Definition, types, functions and limitations. Aristotle model, S-R model, SMR model, SMCR model, Berlo model, Lasswell formula, Shannon and Weaver's Mathematical Model, Schramm's Field of Experience model, Osgood & Schramm's circular model; Dance, Gerbner, Newcomb, Westley & MacLean, Gate-keeping and convergent models. Sadharnikaran model of communication. Comparison of Eastern and Western models	15
III	Communication theory: Concept, classification by McQuail. Process of inquiry in communication (basic model), Discourse Analysis & Rhetoric, Theory of Truth and Rhetoric, Semiotics, Burke's theory of identification, Heider's attribution theory, Elaboration likelihood theory, Theories of selectivity, Cognitive dissonance theory, Coordinated Management of Meaning (CMM),	15

	Relational theory, Transactional Analysis, Functional theory		
IV	Normative theories of media, Critical media theories (McQuail's classification) Lasswell's Propaganda model, Walter Lippmann's Public Opinion, Herman and Chomsky's Propaganda Theory; Public Sphere and Jürgen Habermas, Two-step and multi-step flow, Diffusion of innovations Media Effect Theories: Bullet theory, Cultivation, Agenda-setting, Framing, Priming , Media dependency, Spiral of silence Uses and Gratifications theory; Audience: Concept and Research, Audience as public, Audience as Market. Message Interpretation, Theoretical foundations of Media Literacy, Postmodern Theory: Media and Hyper reality	15	
Total Contact Hours			60
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
<ul style="list-style-type: none"> • Baran, S. J., and Davis, D. K. (2013). Mass Communication Theory: Foundations, Ferment, and Future (7th Ed). London:Wadsworth Publishing Co. • McQuail, D. (2010). McQuail's Mass Communication Theory (6th Ed). London, New Delhi, Singapore: Sage Publications. • McQuail, D and Windahl, S.(1993). Communication Models For the Study of Mass Communications, London: Longman. • Andal, N. (2005). Communication Theories and Models. Bangalore: Himalaya Publishing House. • Narula, U. (2006). Handbook of Communication: Models, Perspectives and Strategies. New Delhi: Atlantic Publications. • West, R., and Turner, L. H. (2010). Introducing Communication Theory: Analysis and Application. New York: McGraw Hill • Littlejohn, S.W., and Foss, K.A. (2011). Theories of Human Communication, Illinois: Long Grove. • Duck, S. and McMahan. D.T. (2011). Communication in Everyday Life. London: Sage Publications • Silverblatt, A., Yadav, A. and Kundu, V.(2022). Media Literacy: Key to Interpreting Media Messages, New Delhi: Kanishka Publishers. • Madhudeep (2018). Media : Plurality and Diversity , Gracions Book, D.K. Fine Art Press • Kumar, P. (2019) Media Literacy-Doosri Parampara (Hindi), Panchkula: Haryana Granth Academy.ss 			

Session: 2024-25			
Part A – Introduction			
Name of Programme	M.A. Journalism & Mass Communication		
Semester	1		
Name of the Course	Writing Skills		
Course Code	M24-JMC-102		
Course Type	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	102.1: Understand the fundamentals of writing. 102.2: Understand differences between various kinds of writing. 102. 3: Get acquainted themselves with different formats of media writing. 102. 4: Understand the current trends in media writing.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Fundamentals of Writing, Introduction to writing for media Understanding audience and purpose of writing, Research and interviewing techniques Writing styles and tone, Difference between journalistic writing and creative writing and other forms of writing like professional writing, content writing etc.		15
II	Writing for Print Media: concept and characteristics, News Story structure, News writing style Writing features, profiles, articles, editorials, columns, middle letter to editor, news analysis and backgrounds. Headline and sub headline writing. Writing intros/leads. Writing features and articles for magazines, freelancing. Photo caption writing. Writing book and film reviews.		15
III	Writing for Broadcast Media: concept and characteristics Principles of broadcast media writing Difference between writing for print and broadcast Writing for Radio: radio news, radio talks Writing for TV: news script for television		15
IV	Writing for Digital Media Essentials of digital writing, Writing for Online News Portals Art of Writing Headlines and Captions, creating Hash-tags Writing for social media: blogs, creating compelling & scannable Online Content SEO (Search Engine Optimization) best practices: Use relevant key words and optimize meta tags.		15
Total Contact Hours			60

Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today's media; McGraw Hill Publications 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An introduction to Journalism, Blackwell Publishing, 2006.
- Mencher, Melvin, News Reporting and Writing. MC Graw Hill, NY. 2003
- Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008.
- Raman, U. Writing for the Media, Oxford University Press, 2009.
- Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016.
- अली, आबिद व कुमार, संदीप, लेखन कला: सृजनात्मक एवं जनसंचार लेखन विधि, निर्मल प्रकाशन कुरुक्षेत्र, 2019
- मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013

Session: 2024-25**Part A- Introduction**

Name of Programme	M.A. Journalism & Mass Communication		
Semester	1		
Name of the Course	Growth and Development of Media		
Course Code	M24-JMC-103		
Course Type	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	103.1: Understand the role of press in Indian freedom struggle. 103. 2: Know the origin and development of news agencies 103.3: Have a perspective of growth and development of radio in India. 103.4: Understand the growth and development of television in India.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Origin of printing press, Origin of press in India, Indian Press in Colonial Period, early efforts to publish newspapers (both English language and Indian language) in different parts of India- Hicky – Raja Rammohan Roy, Harish Chandra Mukherjee. Repressive press laws by the colonial rulers- Censorship of the Press Act, 1799, Licensing Regulations 1823, Metcalfe’s Press Act 1835, Licensing Act of 1857. Post-1857 developments, Role of Vernacular Press, Vernacular Press Act 1878, The Indian Newspaper Act, 1908, The Indian Press Act 1910, Defence of India Act 1915, The India Press (Emergency) Act 1931	15
II	Role of National Press during freedom struggle; social, political and economic issues and the Indian press – conflict with colonial rule-- important personalities of Indian journalism (both English and Indian language)--major Indian newspapers. Status of press in post independence era (1947-1975, 1975-1990, 1990 to present), Challenges of Digital Media and Indian Press, new trends in print media. Origin and development of news agencies in India, PTI, UNI, Univarta, Bhasha, and prominent global news agencies – AFP, TASS, AP, Reuters, Xinhua, Kyodo.	15
III	Evolution and growth of radio in India, Recommendations of different Committees including Chanda Committee 1966 – Verghese Working Group 1978 – Joshi Working Group 1983 – Vardan Committee 1992 – Paswan Committee 1996 – Sengupta Committee 1996. Public service broadcasting, Commercial broadcasting, prominent Private FM radio channels, Community Radio,	15

	New Trends in Radio industry.		
IV	Origin and development of television in India, Role of Doordarshan as public service broadcaster, SITE, KHEDA Projects, Growth of Private television channels in India, New trends in Indian Television industry. Origin of cinema, History of Hindi cinema and development of Haryanavi cinema.		15
Total Contact Hours			60
Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
<ul style="list-style-type: none"> • Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press • Chopra, Kusum Lata . Gandhi: The Master Communicator. New Delhi: Kanishka Publishers. • Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman. Allahabad: Sahitya Sangam • Chaupra, Dhananjay, Patrakarita Tab Se Ab Tak, Lucknow: Uttar Pradesh Hindi Sansthan. • • Natrajan, J. History of the Press in India. Delhi: Asia Publishing House. • Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan. • Sahu, RN and Pandey, K.S. The Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication 			
<p>Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press</p> <ul style="list-style-type: none"> • Natarajan, J. (2000) History of Indian Journalism. Publication Division • Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications. Press in India: Perspective in Development and Relevance. New Delhi: Kanishka Publishers. • Sarkar, NN. Art and Print Production. Oxford University Press. • Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan 			

Session: 2024-25			
Part A – Introduction			
Name of Programme	M. A Journalism & Mass Communication		
Semester	1		
Name of the Course	News Writing		
Course Code	M24-JMC-104		
Course Type	PC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	104. 1: Demonstrate proficiency in writing hard news, soft news, feature articles, and broadcast news scripts 104. 2: Apply news writing principles, formats etc. to produce high-quality content 104. 3: Create effective headlines, leads, intros, and outros for different media platforms 104. 4: Develop a comprehensive portfolio showcasing their writing skills and versatility in different media writing styles and formats.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		
Part B-Contents of the Course			
Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, showcasing skills and versatility in different media writing styles and formats.			
	Practical Assignments		Contact Hours

<ol style="list-style-type: none"> 1. Write 5 hard news stories (150-200 words) in inverted pyramid format. 2. Write 5 soft stories in narrative style. 3. Compile at least four new stories (250-300 words) on local city events during semester, applying news writing style/format and incorporating news values. 5. Rewriting 5 press releases with a compelling headline that fit to news standards. 6. Conduct and write interview with an expert/source on a selected topic, applying research and interviewing techniques. 7. Write headlines (at least 10 news stories) on local city major happenings during current semester. 8. Write attention-grabbing headlines for three-three different national and international news stories. 9. Write a feature article (400-500 words) on a human-interest story, applying article structures and formats. 10. Write a magazine article (500-600 words) on a selected topic, applying writing styles and tone suitable for a magazine audience. 11. Write a column for magazine (400-500 words) 12. Write a radio news script (1-2 minutes) on a current event, applying principles of broadcast news writing. 13. An assignment exclusively on radio news headlines (at least 5). 14. Write a TV news script (1-2 minutes) on a current events (at least 5), applying principles of broadcast news writing and crafting leads, intros, and outros (winding up the story). 15. Write Punch lines for TV news including local, regional, national and International issues. 17. Write a news story (250-300 words) for an online news portal, applying essentials of digital writing and SEO best practices. 18. Write social media posts (Facebook, Twitter, Instagram) on a selected topic, applying writing styles and tone suitable for each platform. 19. Write a blog post (400-500 words) on a selected topic, applying writing styles and tone suitable for a blog audience. 20. Write news stories to the word limit of X post. 	120	
Total Contact Hours		120
Suggested Evaluation Methods		
Practicum		
Practicum		Practicum 70 Portfolio, Lab record, Viva-Voce, write-up and execution of the practical
Internal Assessment: 30		
• Class Participation:	5	
• Demonstration/ presentation/assignment/lab work:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS: <ul style="list-style-type: none"> • Bruce D. Itule and Douglas A. Anderson. News Writing and reporting for today’s media; McGraw Hill Publications 2000. • M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer’s Handbook: An introduction to Journalism, Blackwell Publishing, 2006. • Mencher, Melvin, News Reporting and Writing.MC Graw Hill, NY. 2003 		

- Arnold, George T. Media Writer's Handbook: A Guide to Common Writing and Editing Problems, MC Graw Hill, NY, 2008.
- Raman, U. Writing for the Media, Oxford University Press, 2009.
- Kuehn Scott A. and Lingwall, J.A. The Basics of Media Writing: A Strategic Approach, CQ Press, 2016.
- अली, आबिद व कुमार, संदीप, लेखन कला: सृजनात्मक एवं जनसंचार लेखन विधि, निर्मल प्रकाशन कुरुक्षेत्र, 2019
- मोहन सुमित, मीडिया लेखन, वाणी प्रकाशन, 2013

Session: 2024-25			
Part A – Introduction			
Name of the Programme	M.A. Journalism & Mass Communication		
Semester	1		
Name of the Course	Computer Applications in Journalism		
Course Code	M24-JMC-105		
Course Type	PC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	105.1: Understand basics of computer system. 105.2: Know about the functioning of different parts of computer. 105.3: Learn the use of MS-Office in Journalism 105.4: Learn the use of internet applications.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		
Part B- Contents of the Course			
Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, showcasing applications of computer in journalism.			
Practical Assignments			Contact Hours
<ol style="list-style-type: none"> 1. Introduction of Computer and its uses in Journalism. 2. Parts of Computer. 3. Use of different accessories of Computer. 4. Basic use of computer. 5. Use of MS-Word in Journalism to prepare a document. 6. Use of MS-Excel for data analysis in Journalism. 7. Use of MS- Power Point in Journalism to make effective presentation of your work. 8. Prepare your own Bio-Data. 9. Prepare Time-Table of your class. 10. Prepare a document by using of Header-Footer, Page Number, and watermark. 11. Prepare a document by using of different color, shapes, and picture. 12. Prepare an interactive Power-Point containing at least 15 slides about your programme or Institute or any subject by using of different features/properties of power-point. 			120

	13. Prepare a worksheet in MS-Excel using of data related to any topic. 14. Create a chart in MS-Excel of a report. 15. Create a worksheet using basic arithmetic formulas. 16. Practice of Hindi/English Typing. 17. Use of Internet, create an email, compose and sending an email. 18. Prepare a message of an email and attachment of file.	
Total Contact Hours		120
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Demonstration/Presentation/ Lab Work:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Microsoft Office 2016 Step by Step: MS Office 2016 Step by S_p1, By Joan Lambert, Curtis Frye • Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, <u>BPB Publications, 6th Edition</u> • Help files from Apache Open Office, <u>https://wiki.openoffice.org/wiki/Documentation</u> • Channelle Andy, “Beginning Open Office 3: From Novice to Professional”, a Press Publications • <u>Beginning Open Office 3: From Novice to Professional, Andi channele, A press.</u> • Getting Started with Libre Office 5.0, Friends of Open Documents Inc., <u>Http://friendsofopendocument.com</u> • Documentation from Libre Office, <u>https://documentation.libreoffice.org/en/english-documentation</u> 		

Session: 2024-25**Part A – Introduction**

Name of the Programme	M.A. Journalism & Mass Communication
Semester	1
Name of the Course	Seminar
Course Code	M24- JMC-106
Course Type	Seminar
Level of the course	400-499
Pre-requisite for the course (if any)	-
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	106.1: Exhibit understanding of the concepts, theories and issues related to Journalism and Mass Communication. 106. 2: Develop analytical ability about the issues related to the domain. 106.3: Refine communication skills- both verbal and non-verbal. 106.4: Learn the art of questioning and giving satisfactory answers to the queries of the audience.
Credits	Seminar
	2
Teaching Hours per week	2
Max. Marks	50
Internal Assessment Marks	0
End Term Exam Marks	50
Examination Time	1 hour

Instructions for Examiner: Evaluation of the seminar will be done by the internal examiner (s) on the parameters as decided by staff council of the department/ institute. There will be no external examination/viva-voce examination.

Session: 2024-25**Part A – Introduction**

Name of Programme	M. A. Journalism & Mass communication		
Semester	2		
Name of the Course	Media Laws and Ethics		
Course Code	M24 –JMC-201		
Course Type	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	201.1: Understand meaning of law and ethics and media laws. 202. 2: Study laws pertaining to print, electronic and digital media. 202.3: Study different types of organizations and their codes of ethics. 202.4: Understand ethical issues related to media.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to Ethics and Law Principles of Ethical Journalism Freedom of speech and expression Libel and Law of Defamation (with amendment in context of Bhartiya Nayaya Sanhita) Contempt of court and legislature	14
II	Press and books registration act 1867 (Press and registration of periodicals - 2024), Official secrets act 1923 Cinematograph act 1952 Copy right act 1957 Cable TV networks regulation act 1995 Prasar Bharti Act 1997 Information technology Act 2000 Right to information Act 2005 Digital India Act-2023	16
III	First and Second Press Commission Report and recommendations Code of conduct for Journalists by Press Council of India and media houses Code of ethics by Editor's Guild of India SPJ (Society of Professional Journalists) Code of Ethics	15

	Working Journalist Act AIR and DD code	
IV	Wages Board Regulation of media content Plurality, diversity and objectivity in media Accountability and credibility of media Battling fake news and media manipulation	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • M. Neelamalar, Media Law and Ethics, PHI Learning Pvt. Ltd., 3 Nov 2009 • Nanda, Vartika, Media Law and Ethics , 2018 • Basu, Durgadas: Law of the Press in India, Prentice Hall, London, 1980. • Nayar, B. S: Law of Contempt of Court in India, , Atlantic New Delhi, 2004 • Iyer, Venkat, Mass media Law and Regulation in India AMIC publication, 2000 • Venkateswaran, K.S: Mass Media law and Regulations in India, AMIC Publication, 1993 • Myneni, S.R; Media Law, Aisa Law House, 2017 • Chaturvedi, B.K: Media Management, Global Vision Publishing House, 2009 • Phadke, S.P, Media and Journalism Ethics, ABD Publication, 2008 • Thakurta Pranajoy Guha, Media Ethics, Oxford University Press, 2011 • Frankena, William K. Ethics (Prentice Hall India, 2002). • Singh, P.P. et. al. Media, Ethics and Laws (Anmol, 1998). • Lillie, William. Introduction to Ethics (Allied Publishers, 2003). • Prabhakar, M. et. al. A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) 		

Session: 2024-25**Part A – Introduction**

Name of Programme	M. A. Journalism & Mass communication		
Semester	2		
Name of the Course	Reporting and Editing		
Course Code	M24 -JMC-202		
Course Type	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	202.1: Learn basics of reporting and understand beat reporting using case studies. 202.2: Learn specialized reporting using case studies. 202.3: Understand basics of editing and editing techniques 202.4: Learn requirements of digital media editing.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Reporting: meaning and concept, principles and techniques of good reporting News : meaning, definition and concept , Elements of News , News values, news story structure, news sources, cultivating the sources Organization of reporting staff in a daily newspaper, qualities of a reporter Definition and Importance of Beat Reporting Types of Beats, Key Skills for Beat Reporters-developing sources, conducting interviews, writing on deadline etc. Best Practices for Covering a Beat- building relationships, staying organized, finding fresh angles etc. Case Studies: Successful Beat Reporting Examples	15
II	Types of Specialized Reporting - investigative, data-driven, feature writing Key Skills for Specialized Reporters- research techniques, data analysis, narrative writing etc. Best Practices for Specialized Reporting- finding unique stories, using multimedia elements, collaborating with other journalists etc. Case Studies: Successful Specialized Reporting Examples Advanced Reporting Techniques: Data-Driven Reporting, Multimedia Storytelling, Long-Form and Narrative Reporting Ethics and fairness in reporting	15

III	Meaning and Concept of Editing ,Principles of Editing Organization and operation of the newsroom of a daily newspaper, duties of Sub editor, News editor, chief sub editor, editor and editor in chief Copy Editing and Proofreading Techniques Editing for Tone and Style Using Style Guides, Translation Selection and editing photos Cropping and caption writing Editing and designing on computer Working on editing software	16
IV	Digital Media and Editing – editing online stories, functioning of news portals Content Management Systems (CMS) and Workflow Social Media Management and Promotion Data-Driven Editing and Visualization Print and Digital News Package	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Kumar, Keval J.; Mass Communication in India, Jaico Publishing House, Fourth edition 2010 2. • Shrivastava, K.M: News Reporting and Editing, Sterling publishers Pvt. Ltd, New Delhi, 2003. • Kamath M.V: Professional Journalism, Vikas publishing House, New Delhi.1980. • Dahiya, S. and Sahu, S. Beat Reporting and Editing: Journalism in the Digital Age, Sage Publications 2022 • Joseph M.K: Outline of Editing, Anmol Publications, New Delhi, 2002. • Hodgson, F.W: Subediting: A Handbook of Modern Newspaper Editing& Production, Focal Press, 1987 • Sarkar, N.N, Art and Production, Oxford publication, 2013 • Click & Baird, Magazine Editing & Production, WCB Brown & Benchmark, 1994 • Hicks &Homes, Sub-editing for Journalists, Routledge, 2001 • John, Marydasan, Editing Today: Rules, Tools and Styles, Media House, New Delhi, 2015 • George, TS, Editing, sterling publications, New Delhi, 2003 • Verma, M.K, News Reporting and Editing, APH Publication, 2009 • Prakash, The DBS Handbook of Reporting, DBS Publication, First Edition 2013 4. • Singh, Bhanu Pratap, News Writing, Anmol Publication, First Edition, 2011 • Saxena, Dr. Ambrish, Fundamentals of Reporting and Editing, Kanishka Publishers, First edition, 2007 • Saeed, Saima, (2013). • Singh, B. P., News Editing, Anmol Publication, 2011 • Aggarwal , V. Essentials Of Practical Journalism , Concept Publishing Company , New Delhi, 2006 • Dhiman , B. and Ali, abid. Drone Journalism (e-book) , Sankalp Publications, 2021. • Dhiman, B. and Ali, abid. Citizen Journalism , Lambert Publications, 2021 • कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 • डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 • डा. अभिनव हरियाणा में मीडिया और जनसम्पर्क संजय प्रकाशन नई दिल्ली। 2023 • डा.अभिनव हरियाणा में रीजनल मीडिया एवं शिक्षण अंतलाटिक पब्लिकेशन नई दिल्ली। 2024 		

Session: 2024-25**Part A – Introduction**

Name of Programme	M. A. Journalism & Mass communication		
Semester	2		
Name of the Course	Broadcast Journalism		
Course Code	M24 -JMC-203		
Course Type	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	203.1: Understand the development and significance of Broadcast Journalism. 203.2: Understand various dimensions of radio broadcasting. 203.3: Study television channels of various levels. 203.4: Understand innovative possibilities in Broadcast journalism.		
Credits	Theory	Practical	Total
	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Introduction to Radio and TV Journalism Overview of Broadcast Journalism Globally & in India Comparison with print and digital journalism Journalistic ethics and responsibilities in broadcast media. Understanding audience needs and preferences, Broadcast Journalism Skills, Role of Broadcast Journalism in Society, Impact of broadcast media on public opinion and policy	15
II	News Service Division of AIR Organizational structure, Different wings, External Broadcast Service Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR, Prasar Bharati - Code of ethics for Public Service Broadcast. News and private FM stations, community radio Internet Radio & Private FM Channels broadcast on Internet.	15
III	Major international TV news channels Major Indian Public and Private news channels Regional language Indian news channels: their role, importance and impact Local TV news operations; management of news channels Organizational structure of the news channel	15

IV	Current & Emerging Trends in Broadcast Journalism : Convergence: Need, nature and future of convergence. 24/7 news broadcast ,Mobile Technology, Social Media & Web Podcast News ,New Trends in Television news	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Broadcasting in India, G C Awasthy, Allied, Bombay, 1965 • Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985 • Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi. • Indian Broadcasting, H K Luthra, Publications Division, New Delhi, 1987. • The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 • Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020. • The work of television journalist, Tyrell, Rohat, New York: Communication arts books, 1972. • Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008. • Drone Journalism: Bird's eye view of storytelling, Dr.Bharat,Dr.Abid, Sankalp Publications, 2021 		
Journals and Web Sources		
<ul style="list-style-type: none"> • Broadcast and Cable Sat • www.allindiaradio.org • www.mib.gov.in • TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC, etc.) • www.indiatelevision.com • www.ddindia.com • www.ddnews.com 		

Session: 2024-25

Part A – Introduction

Name of Programme	M.A. Journalism & Mass Communication		
Semester	2		
Name of the Course	Current Affairs, Article, Feature and Editorial Writing		
Course Code	M24-JMC-204		
Course Type	PC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	204. 1:Develop research and writing skills for current affairs 204.2: Produce high-quality content that meets industry standards 204.3: Develop writing abilities to use current affairs for feature, article, and editorial. 204.4: Foster critical thinking, creativity, and originality in writing.		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		

Part B- Contents of the Course

Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, showcasing research and writing skills for current affairs.

	Practical Assignments	Contact Hours
	<ol style="list-style-type: none"> 1. Analyze recent global political events and their implications and make power point presentations.(at least 2) 2. Analyze recent national political events and make power point presentations. (at least 2) 3. Analyze recent regional/local political events and make power point presentations. (at least 2) 4. Make power point presentation on current social issues (at least 2) using credible sources. 5. Make power point presentation on any current economic issue (at least 1) using credible sources. 6. Make power point presentation on any current gender issue using credible sources. 7. Make power point presentation on any current issue related to health, science and technology or education using credible sources. 8. Newspaper reading/ discussion sessions assigned by the concerned teacher. 9. Writing engaging feature articles (at least 2) on current events (1,200-1,500 words) 10. Conducting in-depth interviews with experts and newsmakers 11. Using storytelling techniques to humanize current affairs (at least 2 write ups) 12. Writing informative articles on current trends and issues (800-1,000 words) for different formats (print, online, social media) using researching techniques. 13. Make a portfolio of different types of editorials. 14. Make a portfolio of different types of article and features related to current issues. 	120

	15. Writing persuasive editorials and opinion pieces on current issues (400-600 words)	
	16. Writing middles (at least 2)	
	17. Writing letters to the editor on current issues.	
	18. Conduct a case study on a current social/ political movement.	
	19. Conduct class-room debates and discussion on current issues.	
	20. Proposal for a community development project addressing a current social issue and its execution.	
Total Contact Hours		120
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum: 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Demonstration/ presentation/assignment/lab work:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Major Hindi and English newspapers available in Institute library • Websites of Major Hindi and English newspapers available in Institute library • Magazines-India Today, The Week, Frontline, Outlook, Yojana, Kurukshetra, Economic and Political Weekly, Down to Earth, Pratiyogita Darpan, Civil Services Times, Competition Success Review • Websites of Major international newspapers • Government Reports: • Union Budget documents • Economic Survey of India • Reports by Parliamentary Committees • Data from Ministry of Statistics and Programme Implementation 		

Session: 2024-25			
Part A – Introduction			
Name of the Programme	M.A. Journalism & Mass Communication		
Semester	2		
Name of the Course	Field Reporting		
Course Code	M24- JMC-205		
Course Type	PC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	205.1: Develop reporting skills for print, broadcasting, and new media. 205. 2: Understand the differences and similarities between various media platforms 205.3: Learn to adapt reporting techniques for different formats 205.4: Produce high-quality field reports for various media outlets		
Credits	Theory	Practical	Total
	0	4	4
Teaching Hours per week	0	8	8
Internal Assessment Marks	0	30	30
End Term Exam Marks	0	70	70
Max. Marks	0	100	100
Examination Time	4 hours		
Part B- Contents of the Course			
Instructions for Practical: Each student will develop a portfolio compiling the below given exercises for End term exam, skills for field reporting.			
Practical Assignments			Contact Hours
<ol style="list-style-type: none"> 1. Conduct an observation of a public place (market, park, etc.) and note details. 2. Observe a public event (fair, festival, etc.) and record key moments. 3. Conduct a street interview on a current topic (5-7 people). 4. Interview a local expert (e.g., shopkeeper, community leader). 5. Practice active listening in group discussions and take notes. 6. Write a descriptive report of a local cultural event. 7. Cover a press conference or public meeting. 8. Report on a local issue (e.g., traffic, condition of roads, sanitation, pollution etc.). 9. Field visit to local hospitals and making a report on issue assigned by the concerned teacher. 10. Field visit to local police stations and making a report on issue assigned by the concerned teacher. 11. Field visit to local educational institutions (other than own institution) and making a report on issue assigned by the concerned teacher. 12. Field visit to district administration office and making a report on issue assigned by the concerned teacher. 13. Semester Report of the Institutional events/news/activities 14. Capture 10 compelling street photos. 			120

15. Document a local event through photography. 16. Conduct an audio interview with an expert. 17. Record a short video report on a local issue. 18. Conduct a video interview with a local resident/ celebrity. 19. Mock exercises of live reporting and press conferences. 20. Fact-check a local news story. 21. Discuss ethical dilemmas in field reporting (e.g., privacy, bias etc. group discussion). Reflect on your own biases and how to overcome them.		
Total Contact Hours		120
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Practicum	30	➤ Practicum 70
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none"> • Dahiya, S. and Sahu, S. Beat Reporting and Editing: Journalism in the Digital Age, Sage Publications 2022 • Shrivastava, K.M: News Reporting and Editing, Sterling publishers Pvt. Ltd, New Delhi, 2003. • Kamath M.V: Professional Journalism, Vikas publishing House, New Delhi.1980. • Prakash, The DBS Handbook of Reporting, DBS Publication, First Edition 2013 4. • Singh, Bhanu Pratap, News Writing, Anmol Publication, First Edition, 2011 • Saxena, Dr. Ambrish, Fundamentals of Reporting and Editing, Kanishka Publishers, First edition, 2007 • Saeed, Saima, (2013). • कुमार अशोक। समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन नई दिल्ली। 2018 • डा.आबिद अली संदीप कुमार लेखन कला जनसंचार एवं ससृजानात्मक लेखन विविधयां। निर्मल पब्लिकेशन कुरुक्षेत्र। 2017 		

Session: 2024-25**Part A – Introduction**

Name of the Programme	Common to all PG Programmes		
Semester	2 nd		
Name of the Course	Constitutional, Human and Moral Values, and IPR		
Course Code	M24-CHM-201		
Course Type	CHM		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO-1: Learn the different Constitutional Values, Fundamental rights and duties enshrined in the India Constitution.</p> <p>CLO-2: Understand humanism, human virtues and values, and idea of International peace.</p> <p>CLO-3: Grasp the basic concepts of Moral Values and Professional Conduct which are required to become a part of the civil society and for developing professionalism.</p> <p>CLO-4: Understand concepts of Intellectual Property Rights, Copyright, Patent, Trademark etc., and about threats of Plagiarism.</p>		
Credits	Theory	Practical	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		

Part B-Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Constitutional Values: Historical Perspective of Indian Constitution; Basic Values enshrined in the Preamble of the Indian Constitution; Concept of Constitutional Morality; Patriotic Values and Ingredients Nation Building; Fundamental Rights and Duties ; Directive Principles of the State Policy.	8
II	Humanistic Values: Humanism, Human Virtues and Civic Sense; Social Responsibilities of Human	7

	Beings; Ethical ways to deal with human aspirations; Harmony with society and nature; Idea of International Peace and Brotherhood (VasudhaivKutumbkam).	
III	Moral Values and Professional Conduct Understanding Morality and Moral Values; Moral Education and Character Building; Ethics of Relations: Personal, Social and Professional; Introduction to Gender Sensitization; Affirmative approach towards Weaker Sections (SCs, STs, OBCs, EWS& DAs); Ethical Conduct in Higher Education Institutions; Professional Ethics.	8
IV	Intellectual Property Rights: Meaning, Origins and Nature of Intellectual Property Rights (IPRs); Different Kinds of IPRs – Copyright, Patent, Trademark, Trade Secret/Dress, Design, Traditional Knowledge; Infringement and Offences of IPRs – Remedies and Penalties; Basics of Plagiarism policy of UGC.	7
	Note: Scope of the syllabus shall be restricted to generic and introductory level of mentioned topics.	
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
Ahuja, V K. (2017). <i>Law relating to Intellectual Property Rights</i> , India, IN: Lexis Nexis.		
Bajpai, B. L., <i>Indian Ethos and Modern Management</i> , New Royal Book Co., Lucknow, 2004.		
Basu, D.D., <i>Introduction to the Constitution of India</i> (Students Edition) Prentice Hall of India Pvt. Ltd., New Delhi, 20th ed., 2008.		
Dhar, P.L. & R.R. Gaur, <i>Science and Humanism</i> , Commonwealth Publishers, New Delhi, 1990.		
George, Sussan, <i>How the Other Half Dies</i> , Penguin Press, 1976.		
Govindarajan, M., S. Natarajan, V.S. Sendilkumar (eds.), <i>Engineering Ethics (Including Human Values)</i> , Prentice Hall of India Private Ltd, New Delhi, 2004.		
Harries, Charles E., Michael S. Pritchard & Michael J. Robins, <i>Engineering Ethics</i> , Thompson Asia, New Delhi, 2003.		
Illich, Ivan, <i>Energy & Equity</i> , Trinity Press, Worcester, 1974.		
Meadows, Donella H., Dennis L. Meadows, Jorgen Randers & William W. Behrens, <i>Limits to Growth: Club of Rome's Report</i> , Universe Books, 1972.		
Myneni, S.R, Law of Intellectual Property, Asian Law House.		
Narayanan, P, <i>IPRs</i> .		
Neeraj, P., &Khusdeep, D. (2014). <i>Intellectual Property Rights</i> , India, IN: PHI learning Private Limited.		
Nithyananda, K V. (2019). <i>Intellectual Property Rights: Protection and Management</i> . India, IN: Cengage Learning India Private Limited.		
Palekar, Subhas, <i>How to practice Natural Farming</i> , Pracheen (Vaidik) KrishiTantraShodh, Amravati, 2000.		
Phaneesh, K.R., <i>Constitution of India and Professional Ethics</i> , New Delhi.		
Pylee, M.V., <i>An Introduction to Constitution of India</i> , Vikas Publishing, New Delhi, 2002.		
Raman, B.S., <i>Constitution of India</i> , New Delhi, 2002.		
Reddy, B., <i>Intellectual Property Rights and the Law</i> , Gogia Law Agency.		
Reddy, N.H., SantoshAjmera, <i>Ethics, Integrity and Aptitude</i> , McGraw Hill, New Delhi.		
Sharma, Brij Kishore, <i>Introduction to the Constitution of India</i> , New Delhi,		
Schumacher, E.F., <i>Small is Beautiful: A Study of Economics as if People Mattered</i> , Blond & Briggs, Britain,		

1973.

Singh, Shubham et. al., *Constitution of India and Professional Ethics*, Cengage Learning India Pvt. Ltd., Latest Edition, New Delhi, 2018.

Tripathy, A.N., *Human Values*, New Age International Publishers, New Delhi, 2003.

Wadehra, B.L., *Law relating to Intellectual Property*, Universal Law Publishing Co.

Relevant Websites, Movies and Documentaries:

Value Education Websites, <http://uhv.ac.in>, <http://www.uptu.ac.in>.

Story of Stuff, <http://www.storyofstuff.com>

Cell for IPR Promotion and Management: <http://cipam.gov.in/>.

World Intellectual Property Organization: <https://www.wipo.int/about-ip/en/>

Office of the Controller General of Patents, Designs & Trademarks: <http://www.ipindia.nic.in/>

Al Gore, *An Inconvenient Truth*, Paramount Classics, USA.

Charlie Chaplin, *Modern Times*, United Artists, USA.

Modern Technology – The Untold Story, IIT, Delhi.

A. Gandhi, *Right Here Right Now*, Cyclewala Productions.