

Post Graduate Curriculum Framework

With effect from the Academic Session 2026-27, the M.A. in Journalism & Mass Communication programme in the Universities of Bihar shall be offered in accordance with the UGC Curriculum and Credit Framework for Postgraduate Programmes (PGCF) and the provisions of the National Education Policy (NEP), 2020.

The programme provides flexibility to students to pursue either a Two-Year Master's Degree Programme or a One-Year Master's Degree Programme for candidates who have completed a four-year undergraduate degree with the requisite credits and qualifications as prescribed by UGC.

The curriculum is designed under the Choice Based Credit System (CBCS) and comprises a combination of Core Courses (CCs), Discipline Specific Electives (DSEs), Generic Electives (GEs), Skill Enhancement Courses (SECs), Ability Enhancement Courses (AECs), and Value Added Courses (VACs). The programme seeks to impart advanced theoretical knowledge, computational proficiency, research aptitude, and practical skills in Statistics and its applications.

Each academic year shall consist of two semesters. Students shall be required to successfully complete the prescribed combination of Core, Elective (Discipline/Generic/Open), Skill Enhancement, Ability Enhancement, and Value Added Courses in each semester to fulfil the credit requirements of the programme.

The curriculum incorporates contemporary developments in M.A. in Journalism & Mass Communication including Indian Knowledge System and Communication, Development Communication, Artificial Intelligence in Mass Communication, Cinema and Corporate Communication etc. The syllabus and reading materials shall be reviewed periodically to ensure alignment with emerging developments in academia, research, industry, and public policy.

Teaching-learning methodologies may include lectures, tutorials, seminars, laboratory sessions, statistical computing exercises, case studies, project work, field-based applications, and research assignments. Practical training shall provide hands-on experience in the use of statistical software packages, data analysis techniques, computational tools, and real-world problem-solving.

Assessment shall be conducted through a combination of continuous evaluation and end-semester examinations, including assignments, presentations, practical examinations, projects, viva-voce examinations, and written tests, as prescribed by the authorities concerned from time to time.

Students shall have the opportunity to choose elective and generic courses in accordance with their academic interests, subject to the availability of courses and institutional regulations, thereby promoting interdisciplinary learning and specialization within the broad domain of Mass Communication.

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COURSE OF STUDIES

Programme Level	Master of Arts (MA)
Subject / Discipline	JOURNALISM AND MASS COMMUNICATION
Faculty	Faculty of Social Sciences
University	Universities of Bihar Established under the BSU AC 1976/PU Act 1976.
Duration	Two Years / Four Semesters
NHEQF Level	Level 6.5
Effective from	2026-27 onwards

A

PART A — PROGRAMME OVERVIEW & OBJECTIVES

A.1 Graduate Attributes (GAs)

The programme nurtures the following Graduate Attributes in alignment with the National Higher Education Qualifications Framework (NHEQF) Level 6.5:

- Advanced Knowledge and Critical Interpreting
- Research and Inquiry Competence
- Professional and Technical Proficiency
- Problem Solving and Innovation
- Effective Communication and Leadership
- Ethical, Constitutional and Social Responsibility
- Lifelong Learning and Adaptability
- Employability, Entrepreneurship and Industry Readiness

A.2 Programme Outcomes (POs)

The Programme Educational Objectives describe the career and professional accomplishments that graduates are expected to attain within three to five years of graduation.

1. PEO 1 — Demonstrate Advanced Knowledge of Media and Communication
2. PEO 2 — Produce Professional Media Content
3. PEO 3 — Apply Research Skills in Media and Communication
4. PEO 4 — Analyze Media, Society and Public Discourse

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A.3 Programme Specific Outcomes (PSOs)

Upon successful completion of this programme, a student shall demonstrate the following learning outcomes:

5. PSO 1 – Disciplinary Knowledge: Analyze media systems, communication processes and the role of journalism in shaping public opinion, culture, and democratic discourse.
6. PSO 2 – Critical Thinking & Analysis: Apply critical and analytical skills to evaluate media content, communication practices and contemporary social-political- cultural issues.
7. PSO 3 – Research Competence: Design and conduct independent research in JOURNALISM AND MASS COMMUNICATION using appropriate research methods.

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8. PSO 4 – Communication: Communicate ideas, research findings and media messages effectively through professional written, oral, visual and digital communication formats.
9. PSO 5 – Ethics & Social Responsibility: Demonstrate ethical, legal and socially responsible practices in journalism, media production and public communication.

B

PART B — COURSE STRUCTURE (CBCS/NHEQF FRAMEWORK)

B.1 Semester-wise Course Structure

The following table presents the full four-semester course structure. Column headings: L = Lectures per week; T = Tutorials per week; P = Practicals per week; CC = Core Course; DSE = Discipline Specific Elective; GE/OE = Generic/Open Elective; SEC = Skill Enhancement Course; PROJ = Project/Dissertation.

S.No.	Paper Code	Title of the Course/Paper	L	T	P	Credits	Max. Marks	Type
SEMESTER I								
1	MAJMC-CC101	Introduction to Mass Communication	3	1	0	4	100	CC
2	MAJMC-CC102	Journalism In India	3	1	0	4	100	CC
3	MAJMC-CC103	Reporting and Editing for Print	3	1	0	4	100	CC
4	MAJMC-CC104	Writing For Mass Media	3	1	0	4	100	CC
5	MAJMC-GE105/MAJMC-GE106	Generic Elective I: (One course to be chosen from the basket I)	3	1	0	4	100	GE
6		VAC/AEC/SEC	2	0	0	2	100	VAC/AEC/SEC
		Total — Semester I	17	5	0	22	600	
SEMESTER II								
1	MAJMC-CC201	Radio Journalism	3	1	0	4	100	CC
2	MAJMC-CC202	Photography and Video Production	3	1	0	4	100	CC
3	MAJMC-CC203	Development Communication	3	1	0	4	100	CC
4	MAJMC-CC204	Cinema and Documentary	3	1	0	4	100	CC
5	MAJMC-GE205/MAJMC-GE206	Generic Elective I: (One course to be chosen from the basket I)	3	1	0	4	100	GE
6		VAC/AEC/SEC	2	0	0	2	100	VAC/AEC/SEC
		Total — Semester II	17	5	0	22	600	

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Particulars	Semester	Course Code	Course Title
Basket I	I	MAJMC-GE105	Environmental Communication
		MAJMC-GE106	Health Communication
Basket II	II	MAJMC-GE205	Event Management
		MAJMC-GE206	Corporate Communication

C

PART C — COURSES OF STUDIES

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC101
Title of the Paper	INTRODUCTION TO MASS COMMUNICATION
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	Introduce the basic concepts of communication.
COB 2	Understand elements and functions of communication
COB 3	To explore various communication barriers
COB 4	To interpret key models and theories
COB 5	To encourage practical application of IKS through creative projects.

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C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Interpret and explain the nature, scope and process of communication.
CLO 2	Identify and analyze different types of communication barriers
CLO 3	Interpret major communication models and media theories
CLO 4	Apply learned concepts in practical formats such as exhibitions, posters and presentations.

C.5 Syllabus — Unit-wise Breakdown

INTRODUCTION TO MASS COMMUNICATION		
Unit	Content	Suggested Lectures hours
I	Communication and Communication Barrier - Meaning, Definition, scope, Elements, Forms and Functions of Communication - Processes, Type of channels and Types of Communication, - Communication Barrier: Meaning, Definition and Categorization.	8-10
II	Models and Theories of Communication - Aristotle's model, SMCR Model, Harord Laswell's model, Shannon and Weaver Model, Charles E. Osgood's Model, - Theodore M. New Comb's Model, George Gerbner's Model, Hyper personal Model, Social Identity Model of De-individuation Effects. - Bullet Theory, Personal Influence Theory: Two step flow, multi-step flow, Diffusion of innovation, Normative Theories of Mass Communication, Development Communication Theory and Democratic Participant Theory.	12-14
III	Theories of Mass Communication - Sociological Theory of Mass Communication: Cultivation Theory, Agenda Setting Theory, the Uses and Gratification Theory, Dependency Theory. - Social Media Theory: Network Theory, Social Presence Theory, Media Richness Theory, Public Sphere Theory - Limited Effects Theory, Media Violence Theory, Cultural Studies Theory, Critical Theory, Spiral of Silence, Marshall McLuhans's Theory, Framing Theory.	15-16
IV	Indian Knowledge System and Communication - Definition and characteristics of Indian Knowledge Systems, Vedas as repositories of knowledge, Oral transmission, Upanishads and dialogic communication, Ramayana and Mahabharata, Puranas and storytelling tradition. - Folk music, dance, songs, Theatre, Paintings, Puppetry as means of communication. - Waqia Navis (News Reporter)/Event Chronicler and Introduction of Postal service during medieval time	12-14

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	Major Schools of Thought: Frankfurt, Birmingham, Chicago,	
V	Communication and AI - Introduction to Artificial Intelligence: Meaning, Nature and Scope, AI and Information Society, Major AI Platforms and Tools, Role of AI in Media and Communication. - AR, VR, Cloud based streaming, 3D	8-10
	Total Lectures (45 L+15 T)	60 (For 4 Credit Course)

C.6 Prescribed Textbooks

- Srivastava, M.(2011).*Suchana Sanchar Aur Samachar*. Lucknow: New Royal Book Company,
- McQuail,D.(2001).*McQuail's Mass Communication Theory*. New Delhi: Sage Publications.

C.7 Reference Books & Readings

Watson, J. (2003). *Media Communication: An Introduction to Theory and Process*. Palgrave

Narula, U. (1976). *Mass Communication Theory and Practice*. New Delhi.

McQuail, D and Windhal. *Communication Models*

Fiske, J. *Introduction to communication Studies*. Routledge, London

McQuail, D. (1993). *Media Performance*. Sage, London,

McQuail, D. (2005). *Mass Communication Theory*. Sage, New Delhi,

Berlo, D. (1960). *The Process of Communication*. London.

Griffin, E.A. (1997). *A First Look at Communication Theory*. McGraw-Hill, 3rd Edition,

Baran,S.J.and Devis, D.K.(2024). *Mass Communication Theory: Foundation, Ferment and Future*. London: Wodsworth Cengage Learning.

Joshi, U.(2002). *Text Book of Mass Communication and Media*. New Delhi: Anmol Publications Pvt. Ltd.

Rayadu, C.S.(2014). *Communication*. Mumbai: Himalaya Publishing House.

Kapil Kapoor (Ed.), (2005) *Indian Knowledge Systems: Vol. I & II.*, D.K. Print World, New Delhi

B.K. Mohanty, *Indian Knowledge System and Heritage*.

C.7 Suggested E-Resources / Digital Repositories

- SWAYAM / NPTEL - https://onlinecourses.nptel.ac.in/e-learning/preview/noc26_hs177
- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjKQ==>
- SHODHGANGA / Shodhgangotri — <https://shodhganga.inflibnet.ac.in/handle/10603/279613>
- NDL India (National Digital Library): https://www.ndl.gov.in/ndl_he
- <https://iksindia.org/>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6

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- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC102
Title of the Paper	JOURNALISM IN INDIA
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To provide a historical Interpreting of journalism with emphasis on Hindi and regional journalism.
COB 2	To engage students with the principles, scope and functions of print and electronic media journalism.
COB 3	To introduce the concept and role of alternative journalism in contemporary society.
COB 4	To promote experiential learning through practical assignments and creative presentations.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Explain the historical evolution of journalism in global and Indian contexts.

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CLO 2	Identify the characteristics and editorial roles in print and electronic journalism.
CLO 3	Interpret and critically analyze alternative journalism and its societal impact.
CLO 4	Apply theoretical knowledge through practical exhibitions, models and creative media projects.

C.5 Syllabus — Unit-wise Breakdown

JOURNALISM IN INDIA		
Unit	Content	Suggested Lectures hours
I	History of Journalism - Narad to AI: Evolution and Development of Journalism in World Scenario. - Evolution of Indian Journalism: From Hickey's Gadget to the Networked Society - Indian National Movement and Newspapers - From Print to Platforms: The changing landscape of Indian Journalism - Contribution of Bihar in Indian Journalism.	12-15
II	Print Media Journalism - Meaning, Definition and Scope of Print media. - Characteristics of Print Media. - Role and responsibilities of News Editors in Print Media. - Newspapers and Magazines - New Trends in Print Media.	12-15
III	Electronic Media Journalism - Meaning, Definition and Scope of Electronic Media. - Characteristics of Electronic Media. - Role and responsibilities of News Editors in Electronic Media. - Private Satellite channels and the competitive Media Market	12-15
IV	Alternative Journalism - Concept, Aim of Alternative Journalism - Print Media vs Alternative Journalism - Alternative Journalism via Electronic media - Citizen Journalism, Networked Journalism and Grassroots Journalism	12-15
V	Functional Relevance Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, workshops, Study Tour, Seminar, poster presentation and any other innovative format as suggested by the Faculty.	8-10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

C.6 Prescribed Textbooks

- Ramakrishnan, R. (2012). *Hindi Patrakarita ke vividh Ayam*. New Delhi: Prabhat.
- Parthsarthy, Rangaswami, *Journalism in India: From the Earliest Times to Present Day*, South Asia Books

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C.7 Reference Books & Readings

Chantler, P., & Stewart, P. (2003). Basic Radio Journalism. New Delhi: Focal Press.

Joshi, U. (2002). Text of Mass Communication & Media. New Delhi: Anmol Publication

Parthasarathi, R. (2009). Journalism in India. Sterling

Natrajan, J. (1997). History of Indian Journalism. New Delhi: Publication Division, Ministry of Information & Broadcasting

Bhatti, S. C. Indian Press since 1955. New Delhi: Publication Division, Ministry of Information & Broadcasting, Govt of India.

Keeble, R. (2005). *Print Journalism: A Critical Introduction*. London: Routledge.

Vaidik, V. P. (2006). *Hindi Patrakarita : vividh Ayam*. Delhi: Hindi Book Centre.

Mehta, A. (2008). *Patrakarita ki laxman Rekha*. New Delhi: Samyik Prakashan.

Singh, A., R. (2024) Beyond The Hashtag: A Decade of Twitter Activism in India, Vitasta Publishing Pvt.Ltd, New Delhi

Kumar, M. (2025), Local is Global: The story of Small Hindi newspapers in India, Pralek Prakashan, Ghaziabad.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>
- <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>
- <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>
- NDL India (National Digital Library): https://www.ndl.gov.in/ndl_he

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10×2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4×5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3×10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC103
Title of the Paper	REPORTING AND EDITING FOR PRINT
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	Core Course (CC)
L - T - P	3 - 1 - 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

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C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To develop foundational skills in news writing and reporting across various formats.
COB 2	To engage students with different forms of journalistic writing including features, interviews and magazine articles.
COB 3	To introduce students to the structure and functions of a newsroom and editorial responsibilities.
COB 4	To equip students with the skills required for specialized and beat reporting.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Demonstrate the ability to write accurate and engaging news stories using journalistic structures and styles.
CLO 2	Distinguish between different forms of journalistic writing and apply them appropriately.
CLO 3	Interpret newsroom functioning and the editorial workflow in print journalism.
CLO 4	Apply principles of specialized reporting through field-based assignments and practical activities.

C.5 Syllabus — Unit-wise Breakdown

REPORTING AND EDITING FOR PRINT		
Unit	Content	Suggested Lectures hours
I	Basics of News and reporting • Components of A News Story, 5 W And H • Structure Of News Story Inverted Pyramid and other styles & formats • Leads, Types of Leaves Leads • Qualities And Responsibilities of a Reporter	12-15

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	• General assignment reporting/beat reporting • Functions of Chief of Bureau, Correspondents • Difficulties and problems in Reporting	
II	Different forms of Writing • Writing a regular story – from preparation the event to the print reader • Writing special story • Interviews, Feature stories etc. • Writing for magazines – articles etc • Importance of research in News Writing	12–15
III	The Newsroom and Editorial • Newsroom, organizational setup of a newspaper, Editorial department • Introduction to editing: editing symbols, functions, headlines, role of sub-editor, news editor, Editor • Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader • Opinion pieces, Op Ed page • AI and News	12–15
IV	Specialized Reporting • Beat Reporting - Meaning, Definition and Scope Of Specialized Writing • Crime and Court Reporting • Political Reporting • Educational And Sports Reporting • Development And Business Reporting • Investigative Reporting	12–15
V	Industry Interface • Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, Seminar, Workshops, Study Tour,, poster presentation and any other innovative format as suggested by the Faculty.	8–10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

C.6 Prescribed Textbooks

- Keeble,R.(2025). *Print Journalism: A Critical Introduction*. London: Routledge.
- Kamath, M. V.(2009). *The Journalists Handbook*. New Delhi: Vikas.

C.7 Reference Books & Readings

- Keeble,R.(20015). *Print Journalism: A Critical Introduction*. London : Routledge.
- Keeble,R.(2022). *Ethics for Journalists*. London: Routledge.

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- McKay, J. (2013). *The Magazines Handbook*. London: Routledge.
- Franklin, B. (2022). *Pulling Newspapers Apart: Analysing Print Journalism*. London: Routledge
- Mckane, A. (2014). *Journalism: A Career Handbook*. London: A&C Black Publishers.
- Mckane, A. (2016). *News Writing*. New York: Sage.
- Harrower, T. and Elman, J.M. (2012). *Newspaper Designer's Handbook*. New York: McGraw Hill.
- Mehta, A. (2008). *Patrakarita ki laxman Rekha*. New Delhi: Samyik P rakashan.
- Kamath, M. V. (2009). *The Journalists Handbook*. New Delhi: Vikas.
- Parthasarthy, Rangaswami, *Journalism in India: From the Earliest Times to Present Day*, South Asia Books
- Harcup, Tony, *A Dictionary of Journalism*, Oxford University Press.
- Parthasarthy, Rangaswamy, *Basic Journalism*, Macmillan Publishers India.
- Aggarwal, Vir Bala, *Essentials of Practical Journalism*, Concept Publishing Company, New Delhi

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjKQ==>
- NDL India (National Digital Library): https://www.ndl.gov.in/ndl_he
- <https://www.youtube.com/watch?v=BQSYRKV4hWY&list=PLzJRRtzUb1GtHMnfbv-1wDgWvhhFQJbhT>
- https://youtu.be/4RUDaU9sp-Y?si=z4i8Q7up_RRiuF6M

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

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C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC104
Title of the Paper	WRITING FOR MASS MEDIA
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To introduce students to the principles and techniques of writing for various media platforms- print, radio, television, and web.
COB 2	To develop the ability to craft media content tailored to the style and format of each medium.
COB 3	To encourage adaptability in writing across platforms with attention to audience, style and medium-specific constraints.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Demonstrate effective writing skills for print journalism, including articles, interviews and features.
CLO 2	Apply radio-specific writing techniques for different program formats such as talks, dramas and

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CLO 3	Create scripts for television with an Interpreting of visual storytelling and format requirements.
CLO 4	Produce web content that incorporates multimedia elements and digital storytelling techniques.

C.5 Syllabus — Unit-wise Breakdown

WRITING FOR MASS MEDIA		
Unit	Content	Suggested Lectures hours
I	Writing for Print • Writing a regular story- from preparation to the print. • Writing a special story. • Interviews, Feature stories etc. • Writing for magazines- articles etc.	12-15
II	Writing for Radio • Writing for the radio • Radio Talk • Interview and discussion • Feature and Documentary • Drama and Serial • Musical Programmes • Chat Show • Radio Commercial- Types, Copy Writing, Slogans	12-15
III	Writing for TV • The language of visuals • TV news script formats • News writing for TV – Basic principles of News Writing • Types of stories, Interview, Serial, Talk Show, Documentary • Use of graphics for news.	12-15
IV	Writing for Web • Writing news stories, features and articles. • Interview and chats on the web as news source. • Online Versions: E-papers, E-magazines and Blogging. • Mobile digital news formats • Meaning and concept of creativity. • Creative freedom in different mediums. • Use of AI in writing for different media	12-15
V	Industry Interface • Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, Seminar, Workshops, Study Tour, poster presentation and any other innovative format as suggested by the Faculty.	8-10

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C.6 Prescribed Textbooks

S.G.James(2008), Writing For the Mass Media, Dorling Kindersley (India) Pvt. Ltd.

M. Melvin(1992), Basic Media Writing, McGraw-Hill.

C.7 Reference Books & Readings

1. Swan, D.V. and Swan, J. R.(2015). *Film Script writing-A Practical Manual*. New York: Focal Press.
2. Fossard, E.De. and Ribber, J.(2005). *Writing and Producing for Television and Film*. New York: Sage.
3. Ahuja, B.N(2005). *Audio Visual Journalism*, Delhi: Surjeet Publications.
4. Field, S.(1989). *Selling Screenplay: The Screenwriter's Guide to Hollywood*. New York: Dell Publishing.
5. Meyer,W.(1989) *Screen Writing for narrative film and TV*. London: Columbus Books
6. Gothams Writers Workshop Faculty (2006)*Writing Movies*. New York: Bloomberg.
7. Belavadi,V.(2013) *Video Production*. London: Oxford.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==>
- NDL India (National Digital Library): https://www.ndl.gov.in/ndl_he
- https://youtu.be/H_3mpTJpyc0?si=u0x1XCu1PrC0jQvZ
- <https://youtu.be/O2MOP-gJsbE?si=eEI8AqGmBcwESLOv>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

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C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-GE105
Title of the Paper	ENVIRONMENTAL COMMUNICATION
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	General Elective (GE)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To interpret the relationship between the environment and media
COB 2	To examine the role of media in promoting environmental awareness and conservation.
COB 3	To study the impact of environmental issues such as pollution and biodiversity loss on media discourse.
COB 4	To analyze the role of media in disaster management and its influence on human welfare.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Interpret the concept and scope of the environment and the importance of environmental communication.
CLO 2	Recognize the role of media in addressing ecological and environmental concerns, including resource conservation.

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CLO 3	Analyze the various threats to biodiversity and the role of media in biodiversity conservation.
CLO 4	Evaluate the impact of environmental disasters and the role of media in mitigating their effects.

C.5 Syllabus — Unit-wise Breakdown

ENVIRONMENTAL COMMUNICATION		
Unit	Content	Suggested Lectures hours
I	Environment and Media - Environment: Definition, Scope and Importance - Environment Communication: Definition, Concept and Need for Public Awareness - Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources) - Role of Individual and Media in Conservation of Natural Resources	12-15
II	Ecosystem and Media - Ecosystem: Concept, Structure and Functions - Ecological Succession: Types and Stages - Biodiversity: Definition and Concept - Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts - Endangered and Endemic Species of India - Role of Multi- Media in Sensitising Masses towards Ecosystem	12-15
III	Environmental Disaster and Media - Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards - Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment - Disaster Management: Concept, Need and Importance; Role of NDMA Media Intervention in Disaster Management	12-15
IV	Environment and Human Welfare - Industrialisation, Consumerism and Development - Global Warming and Climate Change: Shift to Alternate Sources of Energy - Environment and Social Movements: Chipko Movement, Narmada Bachao Andolan - Media, Environment and Human Welfare	12-15
V	Environment and Bihar Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, Seminar, Workshops, Study Tour, poster presentation and any other innovative format as suggested by the Faculty; with special reference to initiatives taken by Bihar Government	8-10

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	Total Lectures (45 L+15 T)	60 (For 4 Credit Course)
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C.6 Prescribed Textbooks

Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
 Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).

C.7 Reference Books & Readings

Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
 Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: [https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548Crj\[KO==](https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548Crj[KO==)
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- https://youtu.be/CsRbRngh_Jk?si=IRw7J5T9ubSfcGMe
- <https://youtu.be/FR8so6q9rq4?si=JxJ0TQFMe5hMRyKl>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-GE106
Title of the Paper	Health Communication
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester I
Nature of Course	General Elective (GE)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

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C.2 Marks Distribution

Component	Paper	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	This course is designed to provide an overview of concepts that lie at the intersection of mass communication and public health.
COB 2	Here we examine the potential impact of media content on public health outcomes, both as a product of individuals' everyday interaction with media and as a result of strategic use of media-based efforts to accomplish public health goals.
COB 3	The course explores different dimensions of health communication and throws light on its significance in the present day context.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Gain a clear perspective about the significance of health and health communication in society
CLO 2	Analyse effectively health campaigns and schemes of Government and nongovernmental agencies.
CLO 3	Analyse media content, advertisements related to health communication
CLO 4	To gain a basic understanding of related theoretical frameworks
CLO 5	Write and edit news stories related to health.

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C.5 Syllabus — Unit-wise Breakdown

HEALTH COMMUNICATION		
Unit	Content	Suggested Lectures hours
I	Health: Introduction Introduction to human health- physical, social, psychological, well-being of individuals;	12-15

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	- Overall health of a population is determined by income, education, gender, employment, housing etc, - Reduction of disparities, Vulnerable segments, Government and health care, Health literacy.	
II	Health Communication - Introduction to Health communication, - Significance of health communication in present day context, - Status of Health Problems in India, WHO, UN - Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs), Communication for Health (C4H), Persuasive health communication, Barriers in health communication.	12-15
III	Health Communication in Media - Media portrayal of health, Public health reporting through dissemination of health news, medical research and health policies - Role and duties of public health reporter: informing and educating people about health issues, Health news reporting and writing, Ethics, Health misinformation, - Health communication in digital era: new trends- health information and the internet, e-Health applications, Social media and health communication.	12-15
IV	Crisis communication in health Health communication during Crisis Situations – Special Reference to COVID-19, Bihar Floods, Pandemic, Disaster Management etc	12-15
V	Case studies Campaigns against Polio, AIDS/HIV, health misinformation products; Campaigns to build awareness on mental health	8-10
	Total Lectures (45 L+15 T)	60 (For 4 Credit Course)

C.6 Prescribed Textbooks

Mass Communication and Public Health: Complexities and Conflicts, Charles Atkin & Larry Wallack (Eds.)

Communicating about health: Current issues and perspectives, 4th ed. New York: Oxford University Press. du Pré, A. (2014).

Mass Media and Health Communication in India Paperback – 1 January 2017 by Mekam Maheshwar

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C.7 Reference Books & Readings

1. Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.
2. The Power of the Media in Health Communication By Valentina Marinescu 2016
3. Encyclopedia of Health Communication Three Volume Set Edited by: Teresa L. Thompson - University of Dayton, USA
4. Communicating Health Strategies for Health Promotion Edited by: Nova Corcoran - University of South Wales, UK
5. Media and Health Clive Seale - University of London, UK, Brunel University, UK
6. Working on Health Communication Nova Corcoran - University of South Wales, UK
7. Health Communication Edited by: Gary L Kreps - George Mason University, USA
8. Health Communication Message Design Theory and Practice Edited by: Hyunyi Cho
9. The Ohio State University, USA, Purdue University, USA
10. Shashikant Ahankari: A Crusader for Rural Healthcare by Kalyan Shankar, Ira Deulgaonkar, EPW, September 30, 2023.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- https://youtu.be/MFKsQIThUuo?si=_DPO4nal9XeXgA64
- https://youtu.be/JjFAliNCB-I?si=_Hhk-mqAxj7CHi3L
- https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg204

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10×2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4×5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3×10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC201
Title of the Paper	Radio Journalism
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	Core Course (CC)

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L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

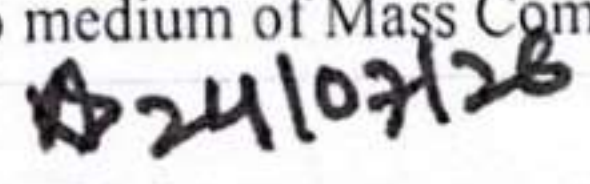
COB No.	Course Objectives
COB 1	To provide foundational knowledge about the radio medium, its history
COB 2	To provide foundational of formats and production techniques.
COB 3	To engage students with public service broadcasting, especially the structure and ethics of AIR and Prasar Bharti.
COB 4	To equip students with practical skills in radio production, scripting, sound recording and news bulletin creation.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Explain the evolution, types and uses of radio as a mass communication medium.
CLO 2	Demonstrate Interpreting of the structure and role of public service broadcasters like AIR.
CLO 3	Apply production techniques in radio programming, including field and studio recording.
CLO 4	Create and evaluate radio news bulletins and assess radio's role in the digital media landscape.

C.5 Syllabus — Unit-wise Breakdown

RADIO JOURNALISM		
Unit	Content	Suggested Lectures hours
I	Basics of Radio - Meaning, Definition and uses of Radio. - Characteristics of Audio medium of Mass Communication.	12–15


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	- History of Indian Radio. - FM, AM, SW, PSA Formats - Satellite Radio, Community Radio, Educational Radio, Web Radio, Ham Radio, Podcast	
II	Public Service Broadcast - Introduction to AIR and its mission. - Formation of Prasar Bharti and AIR. - Organizational Structure and working of AIR. - Ownership and Control of AIR. - Vividh Bharti and Commercials. - Code of Ethics of AIR.	12-15
III	Radio Production - Meaning and Techniques of Radio Production. - Features of Radio Production. - Radio Production Processes. - Techniques and Precautions of Sound Recording. - Types of Microphones and their uses. - Field Recording and skills. - Radio Program Formats-Studio Interviews, Discussions, Sports and Mega Events, Radio Drama	12-15
IV	Radio News Bulletins and Current Trends - Features of Radio News. - Types of News Bulletin - Foreign Broadcasting service - Relevance of Radio News in New Media Era - Future of Radio News - Relevance of Radio News in Era of AI - Relevant Software used in industry	12-15
V	Industry Interface Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, Study Tour, Seminar, Workshops, poster presentation and any other innovative format as suggested by the Faculty.	8-10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

C.6 Prescribed Textbooks

Chantler, P., & Stewart, P. (2003). *Basic Radio Journalism*. Taylor & Francis.

Hudson, G., & Rowlands, S. (2007). *The Broadcast Journalism Handbook*. Pearson Longman.

C.7 Reference Books & Readings

Boyd, A., Stewart, P., Alexander, R. (2012). *Broadcast Journalism: Techniques of Radio and Television News*. Taylor & Francis.

Stewart, P., & Alexander, R. (2016). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.

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C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC202
Title of the Paper	PHOTOGRAPHY & VIDEO PRODUCTION
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To introduce students to the fundamentals and evolution of photography and photojournalism.
COB 2	To introduce students to the evolution, structure, and functions of television media in India.
COB 3	To develop core skills in television news reporting, anchoring, and production techniques.
COB 4	To enable students to interpret the construction of media reality and the influence of television on public perception.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Explain the history, scope and ethics of photography and photojournalism.
CLO 2	Describe the history and characteristics of television in India, including organizational formats.

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Barnas, F., & White, T. (2013). *Broadcast News Writing, Reporting and Producing*. CRC Press.

H.R. Luthra (1986), *Indian Broadcasting*, Publication Division, Ministry of Information and Broadcasting, Govt. of India.

Hyde, S.W. (1998). *TV & Radio announcing*. Delhi: Kanishka Publishers.

C.7 Suggested E-Resources / Digital Repositories

- SHODHGANGA <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==>
- <https://shodhganga.inflibnet.ac.in/handle/10603/385284>
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- https://youtu.be/sfMl-umTz_8?si=aGUxqKjZjmBpMBTK
- <https://youtu.be/tqDRaS4PdNE?si=UxmOKjA8K6tkf6PN>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10×2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4×5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3×10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 mark

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CLO 3	Demonstrate skills in TV news anchoring
CLO 4	Execute TV production processes, including documentary and corporate video creation.
CLO 5	Critically evaluate how television constructs reality and influences societal views.

C.5 Syllabus — Unit-wise Breakdown

PHOTOGRAPHY & VIDEO PRODUCTION		
Unit	Content	Suggested Lectures hours
I	Basics of Photography - Photography: Nature, scope and Evolution - Function and Type of camera - Camera controls, Creative usage of camera controls - Lighting techniques, Three-point lighting	12–15
II	Techniques of Photography - Composing pictures, Elements of composition - Process and Precautions of photo editing - Photography for Newspapers, Magazine, Photo News, Photo Features, Photo-series and photo-essays, Photo Caption - Visual language and visual grammar - Impact of AI on Photo Journalism	12–15
III	Interpreting Television - Characteristics of the Audio – Visual Medium - History of Television – from Doordarshan to satellite and Private - Various types of Television Channels and their Organizational Structure - News for TV - The Camera movement and basic shots - Elements of a News Package	12–15
IV	Television Production and Programming formats - Basics of TV Production - The TV Production crew - Television Documentary Production, - Presenting reality – the news anchor, reporter and studio - TV news formats – News debate, Breaking News, Interviews - Relevant Software used in industry	12–15
V	Learning soft skills - Techniques of Anchoring – Studio Anchoring, Chat Show, Live Studio and Field Interviews, Moderating TV Studio Discussion. - Voice Modulation and recording Voice overs	8–10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

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C.6 Prescribed Textbooks

Drew, H.(2005). *The Fundamentals of Photography*, New York: AVA Publishing.

Zettl, H.(2006). *Handbook of television Production*. Wadsworth

C.7 Reference Books & Readings

- Hoy, F.P., (1993). *Photo journalism: The Visual Approach*. New York: Prentice Hall Books.
- Chapnick, H., (1994). *Truth Needs No Ally: Inside Photojournalism*. New York: University of Missouri Press.
- Parrish, F.S., (2001). *Photo journalism: An Introduction*. London :Wadsworth Publishing.
- Brill, B., (2001). *Photo Journalism: The Professionals' Approach*. New York: Focal Press.
- McCartney, S., (2001). *Mastering the Basics of Photography*, New York: Allworth Press
- Kobre, Kenneth (2010), *Photo journalism: The professionals 'Approach* ,Sixth Edition. Focal Press
- Chapman, J., & Kinsey, M. (2018). *Broadcast Journalism: A Critical Introduction*. Taylor & Francis.
- Ac, F., Jonge, D., & Hakemulder, J.R. (2018). *Broadcast Journalism*. New Delhi :Anmol Publications.
- Stewart, P., & Alexander, R. (2017). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
- Hudson, G., & Rowlands, S. (2007). *The Broadcast Journalism Handbook*. Pearson Longman.
- Thompson, R., & Malone, C. (2004). *The Broadcast Journalism Handbook: A Television News Survival Guide*. Rowman & Littlefield.
- Shrivastava, K.M. (2015). *Broadcast Journalism in the 21st Century*. New Dawn Press.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfkQ==>
- SHODHGANGA / Shodhgangotri — <https://shodhganga.inflibnet.ac.in/handle/10603/716369#>
- <https://youtu.be/UHqsbJa9lUA?si=jGPHPhCjwwPkJzSl>
- https://youtu.be/6nLRZ5codHU?si=p7rvBD9_nfARfXm
- NDL India (National Digital Library): <https://www.ndl.gov.in/>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

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C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC203
Title of the Paper	DEVELOPMENT COMMUNICATION
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To provide a foundational Interpreting of development and development communication.
COB 2	To examine various models and strategies used in development communication and journalism.
COB 3	To explore the role of media in addressing social, economic and cultural aspects of development.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Define and differentiate between growth, development and human development.
CLO 2	Analyze the role of media in development communication and policy implementation.
CLO 3	Explain key models and paradigms of development communication.
CLO 4	Demonstrate an Interpreting of development journalism and its relevance through case studies and practical application.

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C.5 Syllabus — Unit-wise Breakdown

DEVELOPMENT COMMUNICATION		
Unit	Content	Suggested Lectures hours
I	Basics of Development - Meaning and concept of Development - Growth V/s Development - Human Development	12-15
II	Development Communication - Meaning-concept-definition-philosophy process theories - Role of media in development communication strategies in development communication social cultural and economic barriers-development communication policy strategies and action plans democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels. - Inter-relation between development and development communication	12-15
III	Models of Development Communication - Dominant Paradigm Model - Participatory development model - Basic needs model - New paradigm of development - Communication for Development (C4D)	12-15
IV	Development Journalism - Concept of journalism and development journalism, historical background and significance. - Issues of development journalism: health, nutrition, social issues, literacy, agriculture and environment - Current scenario of Development Journalism - Case studies in Development Communication and Development Journalism - Case studies in Development Communication and Development Journalism – Khabar Lahariya, Gaon Connection and CG Net Swara	12-15
V	Development communication and Bihar Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, workshops, Study Tour, Seminar, poster presentation and any other innovative format as suggested by the Faculty, with Special reference to initiatives taken by Bihar Government.	8-10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

C.6 Prescribed Textbooks

Narula, U., 1994; Development Communication. Haiyan and Publications.

Melkote Srinivas: Communication for Development in the Third World-Theory and Practice, Prestice - Mall, New Delhi, 1991.

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C.7 Reference Books & Readings

- Ravindran, N., et al. 1993; Perspectives in Development Communication, Sage Publications, New Delhi.
- Raghavan, G.N.S., 1993; Development and Communication in India, Gian Publishing House, New Delhi.
- Hancock, A., 1980; Communication Planning for Development, UNESCO, Paris.
- Fernandes, Walter: Development with People, Indian Social Institute, New Delhi, 1988.
- Jayaweera N. & Amunugama S.: Rethinking Development Communication, AMIC, Singapore, 1988.
- Kumar, Keval J.: Communication and Development: Communication Research Trends, Vol. 9, No. 3, 1988.
- Hoogvelt Ankie: The Third World in Global Development, Macmillan, London, 1982
- Hornik, Robert C: Development Communication: Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==>
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- <https://www.youtube.com/live/h3yf8-YnU8c?si=vUUD49uU0LOqlyae>
- <https://youtu.be/oWC2JZLjBic?si=bbPUNehGQuE24kJ>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10×2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4×5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3×10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

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C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-CC204
Title of the Paper	CINEMA AND DOCUMENTARY
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	Core Course (CC)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To introduce students to the history, significance and evolution of cinema.
COB 2	To explore the different genres and global impact of cinema with a focus on Indian and regional cinema.
COB 3	To Interpret the concepts, types and stages of documentary filmmaking.
COB 4	To develop an appreciation for film aesthetics, grammar and the role of language in filmmaking.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Demonstrate a comprehensive Interpreting of cinema's history, genres and significance in both global and local contexts.

CLO 2	Examine the development of the OTT industry and its impact on filmmaking and editing platforms.
CLO 3	Analyze the documentary form, its history and key moments in its development, particularly in India.
CLO 4	Critically analyze films and documentaries, applying visual grammar and aesthetics to write informed film reviews.

C.5 Syllabus — Unit-wise Breakdown

CINEMA AND DOCUMENTARY		
Unit	Content	Suggested Lectures hours
I	Cinema • Introduction to Cinema: Characteristics and significance • History of Cinema: India and abroad • Introduction to Cinema Genres • The Rise of Hindi Cinema • Parallel cinema, Multiplex	12-15
II	Cinema: Global to Local • Regional Cinema: Special Reference to Bihar • OTT Entertainment Industry: Origin and development • Introduction and Background of Over the Top (OTT) in India • New Digital platforms for filmmaking and editing	12-15
III	Documentary • Key moments in the history of documentary • Different types of documentaries • History of the documentary form in India • Independent Indian documentaries • Different stages in the production of a documentary	12-15
IV	Film appreciation • Interpreting the medium • The Visual grammar and aesthetics • Language as a catalyst or barrier • Writing a film review • Basics of Screen Writing	12-15

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V	Industry Interface Students are required to exhibit their learning outcomes from all the Units above through Film Screening, Festivals, Study Tour exhibitions, Seminar, events, workshops, poster presentation and any other innovative format as suggested by the Faculty.	8-10
	Total Lectures (45 L+15 T)	60 (For 4 Credit Course)

C.6 Prescribed Textbooks

Smith, Geoffrey Nowell (Ed.)(1997). The Oxford History of World Cinema, New York: Oxford University Press

Monaco, J.(1981) How to Read a Film, New York: Oxford University Press

C.7 Reference Books & Readings

- Bordwell, D. Staiger, J. & Thompson, K. (1960). Classical Hollywood Cinema, Film Style and Mode of Production. London: Routledge
- Bordwell, D. (2003). Narration in Fiction Film. London: Routledge
- Eisenstein, S. (1977). Film Form. New York: A Harvest
- Eisenstein, S. (1957). Film Sense. New York: Meridian Books
- Hill, John and Gibson, Pamela C., (2000). Film Studies. New York: Oxford University Press
- Hood, John W. (2000) The Essential Mystery-The Major Film Makers of Indian Art Cinema, London: Orient Longman
- Ray, Satyajit, (2001) Our Films Their Films. London: Orient Black Swan
- Roberts, Graham & Wallis, H. (2001). Introducing Film, London: Bloomsbury

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- https://youtu.be/q-nff9O_Sxs?si=ACP2OD54ik9ru8uS
- <https://youtu.be/09E8qJM4gvQ?si=ZJNGjD7TpVfvx1Xf>

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

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Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-GE205
Title of the Paper	EVENT MANAGEMENT
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	General Elective (GE)
L – T – P	3 – 1 – 0
Credits	4
Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To interpret the fundamentals of event management and its significance as a communication and marketing tool.
COB 2	To explore the organizational structure and roles within event management companies.
COB 3	To learn the key steps involved in planning and managing successful events.
COB 4	To examine the evaluation, assessment and emerging trends in event management.

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C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Interpret the various types of events and their role in communication and marketing.
CLO 2	Recognize the key elements and responsibilities in event management.
CLO 3	Develop skills for planning, budgeting, and promoting events effectively.
CLO 4	Assess the impact of events and interpret emerging trends in the event management industry.

C.5 Syllabus — Unit-wise Breakdown

EVENT MANAGEMENT		
Unit	Content	Suggested Lectures hours
I	Event and Event Management - Event: Definition and Types - Event as a Communication and Marketing tool - Event Management: Definition and Elements 5C's of Event Management	12-15
II	Event Management Organisation - Organisational Structure of an Event Management company - Event Management Personnel: Role and Responsibility - Account Planners and Liaisoning - Business Operations and Accounting	12-15
III	Event Management Process - Event Proposal Planning: Licenses, Permissions and Legalities - Event Budget, Covering Cost and Methods of Revenue Generation - Event Promotion: Tools and Media Coordination - Risk Management and Insurance	12-15
IV	Evaluation, Assessment & Trends - Evaluation and Impact Assessment: Concept, Techniques and Application - Monitoring and Controlling the Event - Emerging Trends in Event Management - Career in Event Management	12-15
V	Functional Relevance Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, Seminar, poster	8-10

	presentation and any other innovative format as suggested by the Faculty.	
	Total Lectures (45 L+15 T)	60 (For 4 Credit Course)

C.6 Prescribed Textbooks

- K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
- Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.

C.7 Reference Books & Readings

- Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan& Distributors.
- Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
- Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
- K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
- www.wodonga.vic.gov.au/Event_management_planning_guide
- www.eventmanagement.com/planning

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfKQ==>
- NDL India : <https://www.ndl.gov.in/>
- https://youtu.be/_gcRAIkEric?si=HpLEtj6Y63r0Jp4-
- https://youtu.be/Pj4CHGZ0YrY?si=7_4OPwLdj5DmeU8o

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10 × 2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4 × 5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3 × 10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

C.1 Paper Identification

PAPER PROFILE	
Paper Code	MAJMC-GE206
Title of the Paper	CORPORATE COMMUNICATION
Programme / Subject	MA JOURNALISM AND MASS COMMUNICATION
Semester	Semester II
Nature of Course	GENERIC ELACTIVE (GE)
L – T – P	3 – 1 – 0
Credits	4

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Maximum Marks	100 (ESE: 70 + Internal Assessment: 30)
Duration of Examination	3 Hours

C.2 Marks Distribution

Component	Paper I	IA	Total (ESE+IA/ESE+PRAC)
End Semester Examination	70	—	70
Internal Assessment	—	30	30
Maximum Marks	70	30	100
Passing Marks	32	13	45 (45%)

Note: Internal Assessment shall be conducted on the basis of attendance, class tests, seminars, assignments and viva voce as provided in the regulation.

C.3 Course Objectives (COBs)

COB No.	Course Objectives
COB 1	To provide an overview of the contemporary corporate environment and its key components.
COB 2	To introduce the concepts and scope of corporate communication and its relationship with PR.
COB 3	To explore the practical application of corporate communication strategies in organizations.
COB 4	To examine the role of corporate communication in branding, crisis management, and media relations.

C.4 Course Outcomes (COs)

CLO No.	Course Learning Outcome
CLO 1	Understand the various facets of the corporate environment and their impact on communication strategies.
CLO 2	Analyze the concepts of brand identity, image, and reputation in corporate communication.
CLO 3	Develop strategies for effective corporate communication and brand management.
CLO 4	Learn to apply corporate communication tools in internal and external communication, as well as crisis management.

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C.5 Syllabus — Unit-wise Breakdown

CORPORATE COMMUNICATION		
Unit	Content	Suggested Lectures hours
I	Understanding Corporate Environment	12-15

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	- Contemporary Corporate Environment: an overview - Forms of Corporate Constituencies - Brand Identity, Brand Image and Brand Reputation - Corporate Philanthropy and Social Responsibility	
II	Introduction to Corporate Communication - Corporate Communication: Definition, Concept And Scope - Shift from PR to Corporate Communication - Structure and forms of Corporate Communication: Management, Marketing, Organizational Corporate - Communication as Branding strategy: Monolithic, Endorsed, Branded	12-15
III	Corporate Communication in Practice - Developing a Communication Strategy - Perspectives on Organizing Communication: Vertical, Horizontal and Lateral - Corporate Identity Audit: Concept And Steps - Corporate Advertising: Concept and Functions	12-15
IV	Application of Corporate Communication - Media Relations: Tools and Techniques, Media Monitoring and Research - Internal & External Communication: Concept and Tools - Guidelines and Ethics for Corporate Communication - Crisis Management: Concept and Case Studies (Infosys Crisis, Nestle Maggie & Dalhi Metro)	12-15
V	Industry Interface Students are required to exhibit their learning outcomes from all the Units above through exhibitions, events, working models, Seminar, poster presentation and any other innovative format as suggested by the Faculty.	8-10
Total Lectures (45 L+15 T)		60 (For 4 Credit Course)

C.6 Prescribed Textbooks

- Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
 Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.

C.7 Reference Books & Readings

- Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
 Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

C.7 Suggested E-Resources / Digital Repositories

- e-PG Pathshala: <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdTs6JFsJhGEa548CrjfkQ==>
- NDL India (National Digital Library): <https://www.ndl.gov.in/>
- <https://shodhganga.inflibnet.ac.in/browse?type=keyword&order=ASC&rpp=20&value=Propaganda+model>

- <https://shodhganga.inflibnet.ac.in/handle/10603/264495>
- https://www.youtube.com/live/ECDUOF_uOSU?si=RvY2AD6ByiFpvfls
- https://www.youtube.com/live/2bp4maGD7d4?si=egiRezAbu6U_xJj5

C.8 Assessment Pattern & Question Paper Design

The End-Semester shall be conducted as per the following question paper design:

- Section A: Short Answer Questions (10×2 marks = 20 marks) — Covering all units (mandatory)
- Section B: Medium Answer Questions (4×5 marks = 20 marks) — Attempt any 4 out of 6
- Section C: Long Answer / Essay Questions (3×10 marks = 30 marks) — Attempt 3 out of 5.

Internal Assessment (30 marks) breakdown:

- Written Test(s): 20 marks
- Seminar / Assignment / Project: 05 marks
- Attendance & Class Participation: 05 marks

Note: Generic/Open Elective-I (Course Code) and II (Course Code) courses in Semester- I and Generic/Open Elective-III (Course Code) and IV (Course Code) courses in Semester- II of 2 Year Postgraduate Programme may be offered by an institution based on student demand, academic interest, and the availability of qualified faculty members. These courses shall be open to students of the concerned discipline as well as students from other disciplines, with the objective of promoting multidisciplinary and interdisciplinary learning in accordance with the principles of the National Education Policy (NEP), 2020.

For fulfilment of the programme requirements, a student shall be required to successfully complete any one of the Generic Elective courses offered during the semester. The institution may decide to offer either or both of the Generic Elective courses, subject to academic feasibility, availability of faculty expertise, and student enrolment.

D

PART D — GENERAL REGULATIONS & PROVISIONS

D.1 Attendance & Eligibility

- A student must have a minimum of 75% attendance in each paper to be eligible to appear in the Semester / Annual Examination.
- Condonation of attendance deficiency shall be governed by the Regulation.
- A student detained due to shortage of attendance may appear to the examinations of same semester in the next academic session subject to payment of prescribed fees.

D.2 Examination & Promotion Rules

- A student is required to clear **at least** 60% (4 out of 6) papers of a particular Semester before being promoted to the succeeding Semester.
- Back / Ex-Student candidates shall be governed by the rules in force at the time of their original admission unless otherwise specifically notified.
- A candidate who fails in one or more papers shall be required to appear only in the failed paper(s) (Carry Forward System) in subsequent examinations of the same Semester.
- A candidate is required to clear all his papers within a maximum of **Five Years of duration** to qualify for the degree.

D.3 Grading System (CBCS)

Letter Grade	% Range	Grade Point	Performance Description	Remarks
O	≥90-100	10	Outstanding	Pass
A+	≥80<90	9	Excellent	Pass
A	≥70<80	8	Very Good	Pass
B+	≥60<70	7	Good	Pass
B	≥55<60	6	Above Average	Pass
C	≥50<55	5	Average	Pass
P	≥45<50	4	Pass	Pass
F	<45	0	Fail	Fail
Ab/M	0	0	Absent/Malpractice	Fail / Reappear

E

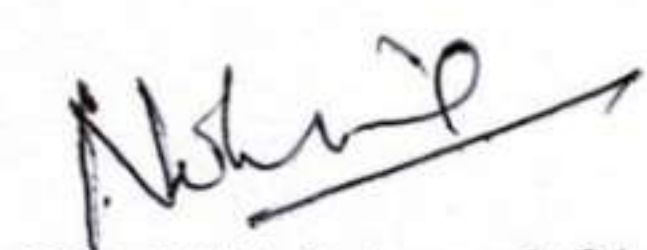
PART E — ABBREVIATIONS & AUTHENTICATION

E.1 List of Abbreviations

Abbr.	Expansion	Abbr.	Expansion
CC	Core Course	DSE	Discipline Specific Elective
GE	Generic Elective	OE	Open Elective
AEC	Ability Enhancement Course	VAC	Value Added Course
SEC	Skill Enhancement Course	IKS	Indian Knowledge System
L	Lecture (hours per week)	T	Tutorial (hours per week)
P	Practical (hours per week)	IA	Internal Assessment
CCA	Continuous & Comprehensive Assess.	CLO	Course Learning Outcome
PLO	Programme Learning Outcome	GA	Graduate Attribute
NHEQF	National HE Qualifications Framework	PROJ	Project / Dissertation

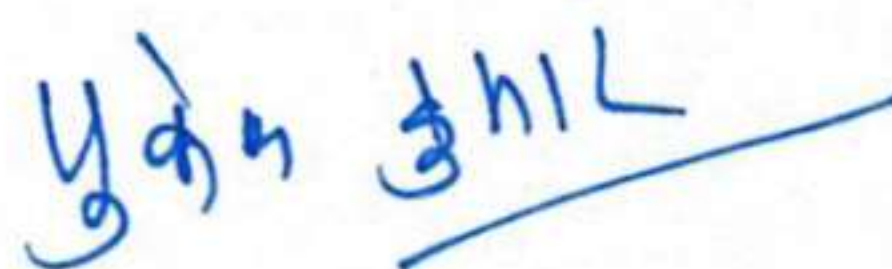
E.2 Authentication

Subject Expert-1



DR. Nikhil Anand Giri
Maulana Mazharul Haque Arabic & Persian
University, Patna
15.06. 2026

Subject Expert-2



DR. Mukesh Kumar
Maulana Mazharul Haque Arabic & Persian
University, Patna
15.06. 2026