

Curriculum of Masters of Communication and Journalism  
Centre for Journalism and Mass Communication  
Visva-Bharati  
2018  
(For five batches of masters' from 2018)

**Name of the Course:** Masters in Communication & Journalism

**Bhavana:** VidyaBhavana, Visva-Bharati

**Centre:** Centre for Journalism & Mass Communication

**Duration:** 2 years

**Number of Semesters:** 4

**Total Marks:** 2400 Marks

**Marks Per Semester:** 600 Marks

**First Three semesters:** 6 Papers Per Semester/ 100 marks each/ 4 credits each

**Pass marks per paper of 100 marks:** 40 marks (Composite Course structure)[Theory, internal assessment and practical together]

**Last Semester:** 4 papers (3 in major specialization & 1 in minor specialization) 150 marks each/6 credits each

**Pass Marks per paper of 150marks:** 60 marks (Composite Course Structure)[ Theory and internal assessment together in Theory paper, Practical/internship report/dissertation assessment in other major specialisation papers, Term paper assessment in minor specialisation ]

**Course character:** Taught & self-learnt.

**Credit pattern:** @weekly theory class 1 hour for course duration= 1 credit

@weekly tutorial 1 hour for course duration= 1 credit

@weekly practical 2 hours for course duration= 1 credit

@weekly guided field work 2 hours for course duration= 1 credit

The Nature of Credit Transfer: This credit system gives a student of CJMC a chance to undertake a specialization major and minor in fourth semester from either within CJMC or from Kalabhavana/ SilpaSadana/Department of Rural Studies/any other Bhavana/ any faculty if offered by the respective Bhavana/Department. This curriculum would also offer the possibility of credit transfer between Visva-Bharati and any masters' degree programme in India and abroad. That credit transfer would be for an entire semester, but not more than two semesters in a full 4-semester programme. For CJMC students, 1<sup>st</sup> semester and second semester won't be open for credit transfer from any other university as first two semesters aim at developing core competence in communication and journalism through Visva-Bharati experience.

### Vision

The Centre for Journalism and Mass Communication (CJMC) was established by Visva-Bharati, a central university and an Institute of National Importance in India in April 29, 2000, with a PG Diploma Course in Journalism and Mass Communication. In 2017, Executive Council of the University has taken decision to upgrade CJMC as Department of Communication and Journalism after obtaining consent of the Visitor of the university.

This unit of Visva-Bharati is to fulfill the objectives of the university (section 5A of Visva-Bharati Act 1951) “to study the mind of man in its realization of different aspects of truth from diverse points of view;” and “to seek to realize in a common fellowship of study the meeting of the East and the West and thus ultimately to strengthen the fundamental condition of world peace through the establishment of free communication of ideas between the two hemispheres”. These objectives were among the objects for which Gurudev Rabindranath Tagore founded Visva-Bharati at Santiniketan in 1921.

### **Mission**

In 2003-04, the landmark year of the Centre, a full-fledged two-year MA course was introduced, which was intended to keep up with the then present global trends in the art, social science and science of communication discipline in making. However, in keeping up with the changing times, the syllabus is now getting restructured to incorporate a lot of new aspects. The salient traits of the curriculum are:-

- Training for young minds in harnessing the trans-disciplinary phenomenon of communication
- A to and fro movement among field experience, practical and theoretical learning
- A to-and-fro movement between holistic and reductionist pedagogy to realize the interdependence and connectedness among various constituent vocations and avocations informed by communication and media field.
- Skill and integrated personality building exercises
- Developing a society responsive and industry improving inertia among learners.
- Preparing for working towards “establishment of free communication of ideas between the two hemispheres” as desired from Visva-Bharati by Her founder.

**1<sup>st</sup> Year  
Semester I**

Code	Course Title	Contact Hours Per Week			Credit	
		Lecture	Tutorial	Consultation/Practical/Fieldwork	Full	
	Communication Theory and Practice	2	1	2	5	4
	Media Literacy & Mediagraphy	3	-	2	5	4
	Fundamentals of Journalism	2	-	4	6	4
	Media Organization Management	2	1	2	5	4
	Media Technology I (Print and Cyber)	1	1	4	6	4
	Personality Development	1	1	4	6	4
		11	4	18	33	24

**Semester II**

Code	Course Title	Contact Hours Per Week			Credit	
		Lecture	Tutorial	Consultation/Practical/Fieldwork	Full	
	Media Laws, Ethics & Evolution	3	1		4	4
	Communication Research I	3	1		4	4
	Print and Cyber Journalism I	3		2	5	4
	Audio Visual Production I	2		4	6	4
	Media Technology II(Audio-Visual Post Production & Research)	1		6	7	4
	Indian Culture & Heritage	3	1		4	4
		15	3	12	30	24

**2<sup>nd</sup> Year  
Semester III**

Code	Course Title	Contact Hours Per Week			Full	Credit
		Lecture	Tutorial	Consultation/Practical		
	Print and Cyber Media II		1	6	7	4
	Audio Visual Production II	3		4	7	4
	Communication Research II		1	6	7	4
	Corporate Communication and Event Management	2		4	6	4
	Development Communication	2		4	6	4
	Advertising	2		4	6	4
		9	2	28	39	24

**Semester IV**

Code	Course Title	Contact Hours Per Week			Full	Credit
		Lecture	Tutorial	Consultationon Project/ Term Paper/ Dissertation		
	Specialization Major I Theory	2	2	2	6	6
	Specialization Major II (Theory/Practical)	2	2	2	6	6
	Specialization Major III	0	0	6	6	6
	Specialization Minor	0	0	6	6	6
		8/4	4/3	12/17	24	24

# Semester Break-Up Overview

## Semester I

### Semester Objective

The first semester has been designed for critical exposure to the trans-disciplinary, universal and cultural-relativist reality of communication, its theorization, its various media and their techniques of persuading audience, various aspects of their utilization. The core objectives of the first semester are shaping the personality of the students for vocation and avocations in the field, and skill development for print and cyber journalism towards preparing them for the profession.

**Paper I:** Communication Theory and Practice ( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper II:** Media Literacy & Mediagraphy ( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper III:** Fundamentals of Journalism ( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper IV:** Media Organization Management( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper V:**Media Technology I (**Print and Cyber**) ( Practical 100)

**Paper VI:** Personality Development( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

## Semester II

### Semester Objective

The second semester introduces the students to the various theoretical and practical aspects necessary for them to be equipped for the requirement of the industry within the legal and cultural framework of the country.

**Paper VII:** Media: Laws, Ethics & Evolution( Credit 4, Int. Assessment 20 marks, End-sem written 80)

**Paper VIII:** Communication Research I( Credit 4, Int. Assessment 20 marks, End-sem written 80)

**Paper IX:** Print and Cyber Journalism I( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper X:** Audio Visual Production I( Credit 4, Int. Assessment 20 marks, End-sem written 80)

**Paper XI:**Media Technology II (**Audio-Visual Post Production & Research**) ( Credit 4, Practical 100)

**Paper XII:** Indian Culture & Heritage( Credit 4, Int. Assessment 20 marks, End-sem written 80)

### **Semester III**

#### **Semester Objective**

The third semester takes the students a step ahead in the direction of research and field work alongside honing their skills in online journalism, advertising and corporate communication. They will be introduced to advertising and CC tools. Thus, during second and third semester, they will be given enough exposure to various practices and theoretical areas so that by the end of third semester they are able to choose the specialization in area of their natural liking and core competence.

**Paper XIII:**Print and Cyber Media II( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper XIV:**Audio Visual Production II( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper XV:** Communication Research II( Credit 4, Practical 100)

**Paper XVI:**Corporate Communication and Event Management( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

**Paper XVII:** Development Communication( Credit 4, Int. Assessment 20 marks, End-sem written 80)

**Paper XVIII:** Advertising ( Credit 4, Int. Assessment 20 marks, End-sem written 30, Practical 50)

### **Semester IV**

#### **Semester Objective**

A Masters' graduate needs to stand out from the crowd of skilled professionals in media and communication in his/her thoroughness in practice and perspective beyond practice. He/she should be able to plan communication strategy and media execution. A major specialization with three papers in theory, practical assignment and research in the fourth semester is aimed at achieving this objective of differentiating a better professional from the rest. Self-driven minor specialization aim at providing an opportunity to the students to work in another area of their liking. For theoretical study, first two months of the semester will be utilized whereas the 3rd and 4th month will be for specialisation relevant field/industry/organizational engagement and dissertation /term paper completion.

(3 Papers in one major specialization and 1 paper in minor specialization)

**Set A:** (3 Papers in major specializations x 150 marks from any of the following specializations)



- ✓ Communication Design
- ✓ Communication and Media Aesthetics
- ✓ Rural Communication
- ✓ Gender and Media
- ✓ Indian Communication Thought & Practice
- ✓ Advance Media Organization Management
- ✓ Film Appreciation
- ✓ Health Communication
- ✓ Science Communication
- ✓ Advanced Audio-Visual Production
- ✓ Advance Cyber Communication and Journalism

**Major Paper I: Specialization Theory**

(6 credit, End semester written 120+ internal assessment-30)

**Major Paper II: Theory/Project in Major Specialization**

(6 credit, End semester written 120+ internal assessment-30/End semester reporting and interview 150) Depending upon the paper requirement

**Major Paper III: Dissertation/ Project (Live/industry) in Major Specialization**

(End semester evaluation of dissertation by guide & one external expert for 150 marks)

- **Set B: Minor Paper:** Self-initiated (Organizational Engagement/ Field Project / Term Paper)(150 marks)

The minor paper chosen is to be related to the major, the reason being both the papers will together offer the necessary edge for job/further research/entrepreneurship to the pass-out.

Self-initiated Organizational Engagement/Field Project (Project Report/ Organizational Engagement Report/ Term Paper to be submitted for assessment and discussion by guide and one external expert for 150marks)

- ✓ Design process
- ✓ Community Radio
- ✓ Folk media
- ✓ Indigenous Communication
- ✓ Caste, Gender & Communication
- ✓ Asian Communication Thoughts
- ✓ Communication & Art
- ✓ Political Communication
- ✓ Religion & Communication

- ✓ Environment Communication
- ✓ Film making (documentary/short feature)
- ✓ Communication for sanitation & hygiene
- ✓ Social media
- ✓ Media Entrepreneurship
- ✓ Citizen Journalism
- ✓ Branding
- ✓ Communication for peace & Conflict resolving
- ✓ Advocacy
- ✓ Social Marketing
- ✓ Corporate Social Responsibility
- ✓ Mindful Communication
- ✓ Digital Marketing