

Programme: MA in Journalism and Mass Communication (PGJM) New Syllabus
(New Programme: Effective from July 2026 Academic Session)

	Paper	Paper Code	Paper Type	TEE Full Marks	Assignment Full Marks	Full Marks
1 st Year	Principles of Communication	PGJM-IA	Theory	80	20	100
	History of Media	PGJM-IB	Theory	80	20	100
	Media Laws and Ethics	PGJM-IIA	Theory	80	20	100
	Print Journalism	PGJM-IIB	Theory	80	20	100
	Advertising	PGJM-IIIA	Theory	80	20	100
	Public Relations	PGJM-IIIB	Theory	80	20	100
	Media Management	PGJM-IVA	Theory	80	20	100
	Digital Media	PGJM-IVB	Theory+ Practical	50 (T) + 30 (P)	20	100
	Print Journalism (Practical)	PGJM-VA	Practical	100	0	100
	Advertising and Public Relations (Practical)	PGJM-VB	Practical	100	0	100
2 nd Year	Broadcast Journalism	PGJM-VIA	Theory	80	20	100
	International Communication/ International Relations (Any one)	PGJM - VIB/VIC Special Elective (Any one)	Theory	80	20	100
	Film Studies	PGJM-VIIA	Theory	80	20	100
	Development Communication	PGJM-VIIB	Theory	80	20	100
	Communication Research	PGJM-VIIIA	Theory	80	20	100
	Cultural Studies/ Environment Communication (Any One)	PGJM-VIIIB/VIIIC Special Elective (Any one)	Theory	80	20	100
	Photo Journalism	PGJM-IXA	Theory	80	20	100
	Artificial Intelligence and Media (Practical)	PGJM-IXB	Practical	100	0	100
	Broadcast Journalism (Field Work)	PGJM-XA	Practical	100	0	100
	Dissertation	PGJM-XB	Practical	100	0	100

PGJM IA Principles of Communication

Module -1	Conceptualizing Communication
Unit-1	Definitions of Communication, Inter, Intra, Group Communication, and Mass Communication
Unit-2	Verbal and Non Verbal Communication
Unit-3	Elements and Functions of Mass Communication
Unit-4	Impact of Mass Communication- Different media of Mass Communication and their characteristics
Module -2	Communication Theory -1
Unit-1	Importance of Communication Theory, two steps & multi step flow theory, individual difference theory
Unit-2	Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory
Unit-3	Authoritarian, libertarian, Communist media, social responsibility theory
Unit-4	Development media theory, democratic participation theory, communication convergence
Module-3	Communication Theory-2
Unit-1	Concept of communication model, liner & nonlinear model, Verbal models, iconic models, analog models
Unit-2	Aristotle Model, Lasswell model, Osgood model, Schramm model, Gerbner model-12
Unit-3	Berlo model, Shannon Weaver model, DeFleur model, Katz &Lazarfeld two step flow model
Unit-4	Newcomb model, Westley & Mclean model, Dance model
Module 4	Communication Effects Theory
Unit-1	Magic Bullet Theory, Uses and Gratification Theory
Unit-2	Spiral of Silence, Cognitive Dissonance Theory
Unit-3	Agenda Setting Theory, Communist Theory and related theories
Unit -4	Cultivation Analysis

PGJM 1B	History of Media
Module 1	History of Press in India
Unit-1	Development of typesetting and printing technologies and their impact- special reference to India
Unit-2	Early History of Press in India
Unit 3	Post 1857 developments
Unit 4	Role of Press in freedom struggle, Press since independence
Module 2	News Agencies
Unit-1	Development of News agency system- Havas, Reuters, AP etc.
Unit 2	Development of News Agencies in India
Module 3	Major trends after Independence
Unit-1	Radio, television, satellite TV. Internet

Unit-2	Press Commissions and Press Council of India
Unit -3	Indian Media and Globalization- Foreign Direct Investment in Indian media industry
Unit 4	Development of journalism and communication education with special reference to India
Module 4	History of Film
Unit 1	Historical development of Indian Films- major film production centres- Bombay, Chennai, Kolkata etc.
Unit 2	Major Film personalities- development after Independence
Unit 3	Film Censorship
Unit 4	Growth of Bengali films ; Popularity of Bengali films in the international market

PGJM IIA Media Laws and Ethics

Module 1	Media Ethics
Unit-1	Concept- Comparing media ethics and media laws- media freedom- media's social responsibility and accountability- self regulation
Unit -2	Media's ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections
Unit-3	Yellow journalism- cheque book journalism- Paid news –Fake News Plagiarism
Unit-4	Ethical issues related with ownership of media –Ombudsman--Press Council of India and its guidelines and codes—Guidelines and/or Codes suggested for media/press by other national and international organizations – Election Commission guidelines for media.
Module 2	History of press/media laws in India
Unit-1	Constitution of India-Fundamental rights – Freedom of speech and expression and their limits – Provisions of declaring emergency and their effects on media
Unit 2	Press and Registration of Books Act, 1867- Official Secrets Act, 1923-, Copyright Act,1957-
Unit-3	Provisions for legislature reporting; Parliamentary privileges - Contempt of parliament and journalistic defense;
Unit 4	Universal Declaration of Human Rights- relevant UNESCO initiatives;
Module 3	Press Laws and Media Laws
Unit 1	Defamation and journalistic defense – Contempt of court and journalistic defense -- --relevant provisions of Indian Penal Code with reference of sedition
Unit 2	Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986

Unit 3	WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act – Right to Information Act 2005- Whistle blower Protection Act (2011)
Unit 4	Cinematograph Act 1953 –Prasar Bharati Act --Regulation of Private TV Channels--Cable TV Regulations Act- Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan- Self-regulation of private TV channels;
Unit-5	Codes for advertising and Public relations.
Module 4	Cyber Laws
Unit 1	Press Freedom in the Digital Age
Unit 2	New Challenges; cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000
Unit 3	Wiki Leaks — challenges before free media. Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age

PGJM IIB	(Print Journalism)
Module 1	News Reporting
Unit- 1	Concept of News, Elements and structure of news reports, Types of news: Hard and Soft, News leads and their types, Inverted Pyramid style, feature style
Unit-2	Interpretative reporting, Investigative Reporting- Differences in reporting for different platforms- Narrative Journalism
Unit- 3	Reporting department in newspapers, magazines, function and qualities of a Reporter, Chief reporter and Bureau Chief
Unit 4	Role and importance of news sources- verification and attribution
Module -2	Specialized Reporting
Unit-1	Understanding Beats and their categories: City reporting: City and local news, Crime Reporting: Sources, reporting Political parties and politics, Legislative (covering Assembly and Parliament), legal reporting, specialised reporting: Health, Science & technology, Education , Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports etc.
Unit- 2	Interview: types and techniques, Feature Writing, Editorial, Op-ed page , Supplements
Unit-3	reviews (Books, Films), Review of Performing Arts, magazine reporting: Current trends, and style
Unit-4	News photography
Module 3	Editing

Unit-1	Editing – principles – different styles for different media –terminology – editing in the electronic age--- difference between daily and Sunday newspapers and magazines in (i) style, (ii) format, (iii) perspective and (iv) approaches.
Unit- 2	Challenges before editor: bias, slants and pressures
Unit -3	Editorial structure of a newspaper/magazines/news agencies- Functioning of News Desk
Unit-4	News Flow and editing: Role and Responsibility of Gatekeepers
Module 4	Editing process
Unit -1	News Selection : News value and other parameters
Unit- 2	Handling a News copy, planning and visualizing of News rewriting
Unit- 3	Headlines and Intro, Tools for editing- Proof reading
Unit- 4	Magazine editing

PGJM IIIA Advertising

Module -1	Advertising
Unit-1	Definitions and concepts – evaluation of advertising – relevance of advertising – types– with special reference to India
Unit-2	Advertising as an industry, current trends in India – the social and cultural extent of Indian advertising
Unit-3	International advertising – multinational companies, global marketing
Unit-4	Ad Agency
Module -2	Brand building & brand positioning –
Unit-1	Role of advertising in brand building – definition & concepts – brand Image- David Ogilvy-Brand Personality-
Unit-2	Brand Positioning– Strategies for brand Positioning-Case studies brand positioning.
Unit-3	Importance of research in advertising – pre and post testing of advertisement –
Unit-4	Use of AIDA, DAGMAR etc., other diagnostic tests – limitation of research strategies – advertising, planning and decision making
Module-3	Marketing communication
Unit-1	Need for integrated communication, the value chain system in marketing- consumer behaviour :environmental influences, personal influence, decision process – marketing strategies
Unit-2	Market segmentation, targeting, positioning – importance of marketing mix
Unit-3	Role of advertising in marketing, role of advertising in different product categories – consumer, industrial, corporate, service, financial, social marketing etc., lifestyle advertising
Unit-4	Segmentation and positioning strategies, media strategies, developing brand personality, preparing the advertising plan.
Module 4	Advertising creativity & Writing

Unit-1	Advertising Creativity- concept & definition- creative process- concept & definition
Unit-2	Writing for print- Copy writing- language & its significance in creativity Headlines; semiotics – use of appeals; copy and art- importance of visual thinking – guidelines for writing
Unit-3	Writing for radio and Television –story board
Unit-4	Online advertisements

PGJM IIIB Public Relations

Module 1	Public Relations
Unit-1	Concept And Scope –historical perspectives- development in India— Current Status
Unit-2	Principle Of Public Relations: - Nature, Role, Functions and definitions – Popular misconceptions – Image Projection –Ethics in Public Relations
Unit-3	Qualities of A Public Relations Professional Public Relations: How It Differs From: - A. Advertising B. Publicity C. Lobbying D. Propaganda E. Marketing.
Unit- 4	Public Relations Process: - Organizing a Campaign – RACE formulae – PR as a Marketing tool – PR tool for PSU and Private sector –
Module 2	Media Relations
Unit 1	Media Relations- The need for effective Media Relations. Co-operation and Collaboration- How to obtain better Coverage – Tools and Techniques.
Unit 2	Preparation/ Transmission/Language Specific/Issue Specific News Release: - Features, Interviews, Fact sheets, Backgrounders,
Unit 3	Media Conference, VNR, Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses.
Unit 4	Media Tours: Letters to the Editor: Rejoinder and Clarification
Module 3	Corporate Communication
Unit- 1	Definition, Concept, Scope of Corporate Communications: - Competitive Environment, Emerging Corporate India, Challenges of Public Relations in the changing Business Environment.
Unit-2	Corporate Communication: Their Importance to the organization and the need to have good relationship with the- Major areas of Corporate Communications– Current Trends– Public Relations in Crisis Management: - What are a Crisis- Manmade and Natural Crisis- Corporate Image in Crisis Situation- Crisis Management Plan and the role of PR Case Studies
Unit-3	Importance of internal PR- Responsibility for Employee Relations- tools for Employee Communication: Bulletin board, Open- House Meetings, seminars, Pay-slip Inserts, Communication from Employee to Management- Suggestion Boxes.- House Journal: - The need for House Journal and how to produce House Journal –Writing for House Journal and News Letter-
Unit-4	Event Management
Module 4	Corporate Social Responsibility
Unit 1	CSR: Concept, history
Unit 2	CSR in present times, modus operandi, case studies
Unit 3	Legalities of CSR

Unit 4	Best Practices in CSR: case studies
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PGJM IVA	(Media Management)
Module 1	Introduction to Media Management
Unit 1	Principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media
Unit 2	New media and its impact-- media economy with special reference to Indian market--
Unit 3	media as an industry and profession
Unit 4	Introduction to Media Economics.
Module 2	Administrations in Print Media Organisations
Unit 1	Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel.
Unit 2	Customer Relationship Management (CRM) in print
Unit 3	FDI in Media
Unit 4	Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments
Module 3	Administration in Broadcast Media Organisations
Unit 1	Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel.
Unit 2	Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes
Unit 3	FM radio in India. The market and the audiences, CBS; an analysis, issues of broadcast management. Management
Unit 4	Management of community radio –principles and scope.
Module 4	Media Marketing and Ethics
Unit 11	Penetration, Reach, Access and Exposure to media -
Unit 12	Selling and buying space and time on media.
Unit 13	Ethical issues related to Media - Intellectual Property Rights (IPR)
Unit 4	New Media - Security issues and New media.

PGJM IVB	Digital Media
Module 1	Introduction to New Media
Unit 1	Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, emerging trends in New Media, Impact of New Media on Journalism
Unit 2	New Media Technologies, Use of new media technologies in different fields, digital Video broadcasting, radio in a box concept, Internet radio, Digital Radio
Unit 3	Online Newspapers, characteristics, differences and similarities with other media, Online journalism : characteristics, difference between online journalism and traditional journalism, history of online journalism
Unit 4	Writing for websites, Search Engine Optimization and Keywords, Plagiarism,
Module 2	Social Media and Citizen Journalism

Unit 1	Social Media, features, use of social media in Journalism, social media and credibility, use of #tags and @ symbols in social media
Unit 2	Social collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing
Unit 3	Citizen Journalism: Concept, Case studies
Unit 4	Blogging, Bloggers as journalists
Module 3	Application of Technology
Unit 1	Computer and its different components- An Overview
Unit 2	Computer Operations and related topics, Operating Systems and Programming language – An Overview
Unit 3	What is Network and how it works – An overview, using Internet and searching through Internet, E-mail, F.T.P,
Unit 4	What is Web Page and how it is designed, Nonlinear Editing
Unit 5	Photo Editing with Photoshop, Sound Recording and Sound Editing,
Module 4	Practical
Unit 1	Write five reports for news websites and five blogs on any subject of your choice
Unit 2	Create a facebook page of a newspaper
Unit 3	Create your twitter account and tweet 5 news items
Unit 4	Convergence- Creating story –packages that integrate text, visuals and sound

PGJM VA Print Media Journalism (Practical) Total Marks- 100

1	Writing news report– lead, intro, headline
2	Editing agency copy/general copy
3	Editorial Writing
4	Caption Writing
5	Feature Writing
6	Reviews (Book, Film)
7	Rewriting

PGJM V B- Advertising and Public Relations – Practical Total Marks-100

Part- A (Advertising)- Marks 50

1. Creating Print Advertising Copy.
2. Script for television commercials using the story board format and the script format.
3. Script for radio advertisements
4. Ad- Jingles
5. Social Media Ad copy

Part-B (Public Relations) Marks 50

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues.
3. Press Rejoinder
4. Event Design

Second Year

PGJM VIA	Broadcast Journalism
Module 1	Radio I
Unit 1	History of Radio in brief. What is Electronic News? Programme in Akashvani- Vividh Bharati- Characteristics of Radio as a medium
Unit 2	Production overview, types of Programme including news & Current Affairs-news based programmes- Live programmes- News Oriented Interview
Unit 3	Microphones and their uses, sound effects and music
Unit 4	Ethics and Law- Akashvani code of conduct- Parthasarathi Committee- Chanda Committee- Verghese Committee
Module 2	Radio II
Unit 1	Field recording skills -studio chain; live studio broadcast with multiple sources News production.-using sound bites and actualities - formats of radio programmes – studio interviews – studio discussions – phone-in programmes –
Unit 2	-Listenership survey- Significance of radio during Riot- Significance of radio during Crime and atrocities over Women
Unit 3	Writing for radio: Spoken language writing – writing for programmes- News writing – structuring radio-copy-voice designing- effective use of voice – enunciation, flow, pronunciation, modulation.
Unit 4	Sound editing
Module 3	Television
Unit 1	TV as a tool of mass communication: its characteristics- evolution and growth- television for development (SITE)
Unit 2	Basic shots and camera movement
Unit 3	Fundamentals of TV News and Programme Production: Roles and responsibilities of Key persons
Unit 4	Different Format of Programmes- Entertainment, Talk-programme- News-Oriented Programme- Infotainment- live Programme- TV Documentary
Module 4	Production and Writing
Unit 1	Studio based production and Transmission (Terrestrial-Satellite-Cable-DTH-IP T.V)
Unit 2	Reporting for T.V
Unit 3	Writing for T.V –News writing – structuring T.V news copy- Anchoring
Unit 4	Audience Analysis- TRP –Viewers mood- TRIM-

PGJM VIB International Communication

Module 1	Concept & Scope of International Communication
Unit-1	What is international Communication- International Communication and Channels- International communication as a tool of equality and exploitation
Unit-2	International flow of Information-Imbalance in International news flow

Unit-3	Role of United Nations
Unit-4	Non-aligned news pool- its working, success, failure- SAARC, Bimstec
Module 2	Technological Approaches of International Communication
Unit-1	Debate on New International Information and Communication Order-- NIICO and New International Economic Order -
Unit-2	MacBride Commission's report –Efforts by the Non-aligned nations—
Unit-3	Defining International broadcasting, new media environment
Unit-4	Idealistic –Humanistic approach, international communication and conflict
Module 3	Issues related to International Communication
Unit 1	Democratization of information flow and media systems- professional standards; violence against media persons
Unit 2	Effects of globalisation on media systems and their functions, transnational media ownership, Post-globalisation Media
Unit-3	International intellectual property rights, international media institutions
Unit- 4	Professional organisations, code of conduct
Module 4	International information Communication
Unit 1	International news agencies- Agence France Presse, Associated Press, Reuters
Unit 2	The Press Association , Kyodo, ITAR-TASS
Unit-3	China news Service, Xinhua News Agency, United press International
Unit-4	International agencies for freedom of media and individual expression- Amnesty International

PGJM VI C	International Relations
Module 1	Global Issues
Unit 1	Emergence of Post-Cold War National Formations
Unit 2	New World Order
Unit 3	Significant Players – West Europe, USA, Russia, Africa, West Asia, South Asia, South-East Asia- Regional Associations
Module 2	Economics of geopolitics
Unit 1	Global Commons
Unit 2	Law of the Sea- 1982 ratified in 1997
Unit 3	Atmosphere- Montreal Summit and Kyoto Protocol- Paris Accord- UNESCO declared World Heritage Sites- Wetlands- Ramsar Convention
Unit 4	Issues concerning environment Energy and Water- its role in geopolitics- WTO-TRIPS-TRIMS
Module 3	Global and Regional Association
Unit 1	The global news agencies –Growing global monopolies and their Impact on news
Unit 2	International reporting Content co-creation by the readers- Reporting International Politics
Unit 3	Challenges to International Journalism
Unit 4	Problems of parachute journalism- the need for depth research operating in hostile conditions
Module 4	Changing Face of Digital World
Unit 1	Control over New Media

Unit 2	Security Surveillance and other related issues
Unit 3	Asian region and the need for greater connectivity- Immigration- demography- inter racial relations
Unit 4	Terrorism and its impact on International relations

PGJM VIIA	Film Studies
Module 1	History & Development of Cinema
Unit 1	Definition of Film, Cinema, fiction, and non-fiction- characteristics of film media- Language of cinema
Unit- 2	History & development of camera- still & Movie, Edison
Unit 3	The Silent era- Lumierra brothers, George Melies, Charlie Chaplin, Orson Wells, Development of Film technology, Studio Systems and Production Houses, talkies, Era Hollywood, Commercialization of Western Cinema, Edwin Potter
Unit 4	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making- Eizenstein (Montage & Misc en scene), Pudovkin, French Neo realistic & New Wave Cinema- Andrea, Francois Truffaut, Jean Luk Godard
Module 2	Indian Cinema
Unit 1	History of Indian Cinema- Hiralal Sen, Dadasaheb Phalke, Impact of commercial theatre on Cinema
Unit 2	Post-Colonial Indian cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood- Commercial Indian Cinema, Star System, Indian new Wave, Film movements in India
Unit 3	Visual Grammar- Fundamental of film appreciation, film criticism, review writing
Unit 4	Film Awards, Film festivals, Film bodies- NFDC
Module 3	Film production
Unit 1	Three major stages in Film Making- pre production, production, post-production
Unit 2	Shots, camera movements, Lighting, sets, VFX, Sound, Editing, Convergence of platforms, OTT
Unit 3	Directors, Actors, cameraman, editor, Sound engineer, choreographer, music composer
Unit 4	Film budget, Above-the-line, and below-the-line
Module 4	Film Theories and regional Cinema
Unit 1	Contemporary French film theory, Feminist, Apparatus Theory
Unit 2	Narrative – fictional and Non-Fictional, Significance and structural elements of narrative , story and plot, principle of plot construction, sub-plots
Unit 3	Film Genres- Film Noir , Romantic, horror, fiction, Animation, Documentary film making, Masala movie

Unit 4	Censorship in India, Beginning of films in Eastern India. Film industries in West Bengal. State's initiative to promote Bengali Cinema
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PGJM VIIB	Development Communication
Module 1	Development Communication : Concept
Unit 1	Meaning , Concept, and approaches to development, Indices of development
Unit 2	Dominant paradigm of development, the modernization and dependency approach
Unit 3	Scope and function: development Support Communication (DSC) IOWA model of Development Support Communication
Unit 4	Daniel Lerner's Prescription for modernization
Module 2	Nuances of Development
Unit 1	Concept of Rural development, tools of Rural development, Gandhian Model, Gram Swaraj.
Unit 2	Sustainable development, Human development approach, culture as a carrier of development
Unit 3	Participatory approach to development
Unit 4	Development as freedom; Millennium Development Goals, Sustainable Development goals
Module 3	Development Journalism
Unit 1	Concept, origin and development, Development Journalism: Origins of development journalism
Unit 2	Concept and types of Journalism, Duties and responsibilities of the journalist
Unit 3	Role and importance of development journalism: national and international perspectives
Unit 4	Development journalism in India- chhatra, gramyavani- experiment
Module 4	Communication for Development and Participatory Communication
Unit 1	Need and significance of participatory communication- Different approaches and levels of participation- Perspectives of Paulo Freire- Tools of Participatory Communication
Unit 2	Role of media in development-emerging perspectives; Communication for national building; Diffusion of Innovation
Unit 3	Strategies for development communications in India
Unit 4	Role of NGO's in development- Nature and Function of NGO

PGJM VIIIA	Communication Research
Module 1	Introduction to Communication Research & Research Ethics
Unit-1	Meaning of research, Definition of research, Objectives of research, Importance of research, Types of Research : Various Types of Research, Quantitative and Qualitative Research
Unit-2	Research Methods, Research Process, Meaning of communication research, Types of communication research
Unit-3	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research

Unit-4	Research Ethics: Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research
Module 2	Research Methods, Methodology and Research Plan, Design
Unit-1	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre-election and Exit poll
Unit-2	Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis, Difference between Method and Methodology, how to devise a robust methodology?
Unit-3	Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis
Unit-4	Meaning of research design, Need for research design, Features of a good design, concepts related to research design-
Module 3	Tools of Data Collection
Unit-1	observation, interview schedules, questionnaire, field studies, telephone surveys, online polls. Sampling methods
Unit-2	Attitude Measurement–Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement. Reliability and Validity Measurements.
Unit-3	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research
Unit-4	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations - Levels of Measurement- Nominal, ordinal, Interval, and Ratio
Module 4	Introduction to statistics , Thesis Writing, Areas of Communication Research
Unit-1	Measurement of central Tendency- Mean, median, Mode, Measures of dispersion- Minimum, Maximum, Range, Variance, Standard deviation, SPSS and its application in research
Unit-2	preparation of research reports/project reports/dissertations,
Unit-3	Referencing and Citation Style. Ethical perspectives of mass media research;
Unit-4	Applications of Mass Media Research-Research in Print Media, Electronic Media, Advertising and Public relations, Mass Media research and the Internet

PGJM VIIIB	Cultural Studies
Module 1	Understanding Cultural Studies
Unit 1	Origin and Development of Cultural Studies
Unit 2	Understanding of Cultural Studies
Unit 3	Cultural Studies in India
Unit 4	Culture and Communication
Module 2	Core Ideas in Cultural Studies

Unit 1	Cultural Industry
Unit 2	Public Sphere
Unit 3	Culture and Ideology
Unit 4	Discourse and Counter Discourse
Module 3	Media, Culture & Society
Unit 1	Mass Media and Society
Unit 2	Meaning, forms and functions of Media
Unit 3	Media Audience – Meaning and types
Unit 4	Public Opinion, News Framing and Agenda Setting
Module 4	Media Content
Unit 1	Gender and Media, women's movement in India, gender and question of honour
Unit 2	Media, Religious identity and contemporary politics.
Unit 3	Case studies

PGJM VIIC Environment Communication

Module 1	Foundations of Environment Communication
Unit 1:	Concept, Nature and Scope of Environment Communication- Meaning and importance of environment communication - Relationship between environment, society and media - Development communication and environmental awareness -Need for environmental literacy in contemporary society
Unit 2:	Environment, Communication and Sustainable Development- Basic concepts of ecology and environment -Sustainable development and communication -Environmental citizenship and public responsibility -Communication as a tool for behaviour change
Unit 3:	Environmental Thought and Public Awareness in India- Evolution of environmental consciousness in India -Environmental movements and their communicative impact -Role of media in shaping public opinion on environmental issues -Environmental campaigns and civic participation
Unit 4:	Environmental Issues in West Bengal- Air, water and noise pollution in urban and semi-urban Bengal -Solid waste and plastic-related concerns -Wetlands, rivers and ecological stress -Climate vulnerability in coastal West Bengal and the Sundarbans.
Module 2: Media and Environmental Reporting	
Unit 1	Environmental Journalism- Meaning and functions of environmental journalism -Reporting environmental crises, disasters and policy issues Sources for environmental reporting - Challenges in covering science and environment stories

Unit 2	Print Media Coverage of Environmental Issues -News, feature, editorial and interpretative writing on environment -Writing on pollution, deforestation, waste and climate -Use of data, reports and field-based observations -Local reporting with reference to West Bengal
Unit 3	Audio-Visual and Digital Communication on Environment -Role of radio, television and documentary in environmental awareness - Environmental storytelling through digital media -Social media campaigns on sustainability and conservation -Visual communication for public awareness
Unit 4	Risk, Crisis and Disaster Communication -Concepts of risk and crisis communication -Communicating floods, cyclones, heat, erosion and displacement -Media communication during environmental emergencies -Case orientation: cyclones, coastal vulnerability and Sundarbans region
Module 3: Environmental Campaigns, Community and Policy Communication	
Unit 1	Community Communication and Environmental Awareness -Community media and participatory communication -Role of local knowledge in environmental communication -Folk media, local communication practices and awareness building -Communication for rural and marginal communities in West Bengal
Unit 2	Environmental Campaign Planning -Planning awareness campaigns on local environmental issues -Audience identification and message design -Selection of media channels and communication tools -Evaluation of campaign effectiveness
Unit 3	Public Relations, Advocacy and Environmental Communication -Role of PR in environmental education and advocacy -Communication by government, NGOs and civil society organisations -Public information, green campaigns and citizen outreach -Institutional communication on waste, health, climate and conservation
Unit 4	Environmental Laws, Policies and Governance Communication -Communicating environmental rights and responsibilities -Public understanding of environmental laws and regulations -Role of government agencies and regulatory bodies - Communicating policy issues to common citizens

Module 4: Applied Environment Communication with West Bengal Focus	
Unit 1	Biodiversity, Forests and Wildlife Communication -Biodiversity communication and nature awareness -Forests, mangroves and wildlife protection -Communicating conservation in local and regional contexts -Bengal-specific ecological themes and storytelling
Unit 2	Water, Wetlands and River Communication -Communication around water conservation -Wetland protection and public participation -Rivers, embankments and water-related conflicts - Environmental awareness regarding Bengal's wetland and river systems
Unit 3	Urban Environment Communication in West Bengal -Communication issues in Kolkata and expanding urban centres -Air quality, waste disposal, traffic, noise and public health -Civic communication and urban sustainability -Role of media in shaping urban ecological behaviour
Unit 4	Practical Communication Models and Content Development -Writing environmental news reports, features and campaign messages Preparing awareness posters, scripts and social media content Designing communication for local environmental problems
PGJM IXA	Photo Journalism
Module I	Nature, Scope and History of Photo Journalism
Unit 1	Photo Journalism. Definition, Nature , Scope
Unit 2	History of Photography and elements of Visual news story telling
Unit 3	Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. Communicating with the desk, briefing and debriefing
Unit 4	Types of news stories - Qualifications and Responsibilities of Photo Journalists
Module II	News Photography
Unit 1	News Photographers and News Value, Types and Sources- Principles and Ethics and of photojournalism.
Unit 2	Digital Technology – Digital Camera– Its Application and its future
Unit 3	Editing and Printing – Selection and Criteria of News Photographs- Channel of News pictures – Wire , Satellite - Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists.
Unit 4	Agency, Stock, Picture library, Photo Editing, Caption Writing

Module III	Technicality of Photo Journalism
Unit 1	Types and Components of Camera -apertures, shutter speeds, focus, and focal lengths
Unit 2	Camera & its accessories
Unit 3	Lighting, Composition
Unit 4	Introduction to photo-editing software such as Adobe Photoshop Elements, Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern
Module IV	Fields of Photojournalism
Unit 1	Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime.
Unit 2	Photographs for photo features, photo stories and photo essays.
Unit 3	Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, etc.
Unit 4	Photography for specialized, niche publications.
Practical	Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

PGJM IX B : Artificial Intelligence and Media

MODULE 1:	Foundations of Artificial Intelligence in Media
Unit 1:	Introduction to Artificial Intelligence: Definition, history, and evolution of AI -Types of AI: Narrow AI, General AI, Generative AI , Agentic AI -AI vs Machine Learning vs Deep Learning
Unit 2:	How AI Language Models Work: How AI tools generate text and responses- Training Data, Tokens, probability and prediction-AI tools vs search engines- Understanding strengths and limitations of language models in professional use.
Unit 3:	AI in the Media Ecosystem: AI adoption in journalism, advertising, PR, and entertainment -Role of AI in newsrooms and digital platforms -Case studies of AI-driven media organizations
Unit 4:	Key AI Technologies: Natural Language Processing (NLP) - Computer Vision in media -Speech recognition and synthesis - Recommendation algorithms
Unit 5	Prompting Skills for Media Professionals: Text generation: ChatGPT, Gemini -Writing assistants: Grammarly -Research tools: Perplexity AI Image tools: CANVA– (AI tools to be

	discussed ChatGPT, Google Gemini, Microsoft Copilot, Claude, Perplexity AI, Grok, and Gamma
MODULE 2: AI in Journalism and Content Creation	
Unit 1	Automated Journalism: Algorithmic news writing -Data journalism and AI -Use of bots in reporting (e.g., financial and sports news)
Unit 2	AI in Content Creation: Drafting articles, explainers, press releases, scripts, blog generation, newsletters, captions and headlines- Converting notes, interviews, and transcripts into publishable content-AI-assisted copywriting and SEO optimization -Content personalization
Unit 3	Multimedia Production with AI: AI tools for generating images, AI in video editing and production -AI-generated voiceovers and podcasts -Speech-to-text tools for transcription in English and Indian languages -Tools for converting speech into text and subtitles- captioning, transcription.
Unit 4	AI in content scheduling and optimization -Trend analysis and social listening -Influencer analytics –
MODULE 3: AI for Media Analytics, Audience Engagement, and Business	
Unit 1	AI in Audience Analytics: User behavior tracking and predictive analytics -Personalization algorithms (Netflix, Amazon prime, YouTube models) –Case Studies of successful AI-driven audience engagement models-Ethical considerations in audience targeting and personalisation.
Unit 2	AI in Digital Marketing and Advertising: -AI-based ad targeting and segmentation -Chatbots and conversational marketing .
Unit 3	AI in News Distribution: News recommendation systems -AI in content curation and aggregation -Role of algorithms in shaping public opinion
MODULE 4: Ethics, Law, and Future of AI in Media	
Unit 1	Ethical Issues in AI: Bias, transparency, accountability and fairness in AI -algorithmic discrimination -AI and newsroom ethics
Unit 2	Misinformation, Deepfakes, and AI Risks: Fake news amplification -Tools for detecting misinformation-Deepfake technology and detection – Reverse image search and verification tools--Media literacy in AI era (Deepware Scanner)
Unit 3	Legal and Regulatory Framework: Copyright issues in AI-generated content -Data privacy and surveillance -Global and Indian regulatory perspectives
Unit 4	Unit 4: Future Trends in AI and Media: AI in immersive media (AR/VR) -Human-AI collaboration in journalism -Future newsroom models

Practical Components

- AI-assisted news article writing
- Creating AI-generated multimedia content
- Social media campaign using AI tools
- Case study analysis of AI in media organizations

Learners shall complete structured practical assignments from home using accessible AI tools.

Illustrative practical exercises may include:

- AI-assisted news article writing
- headline and caption generation
- podcast transcription
- social media campaign design
- AI-generated image and video content

misinformation and deepfake verification

PGJM XA Broadcast Journalism (Practical) Total Marks -100

	<i>Part A (Marks 50): FIELDWORK BASED</i>
	Making of audio programme in micro- groups. Marks are allotted as follows: 1. Audio Interview 10 minutes (Live & Recorded) 20 marks 2. Audio Story 10 minutes 20 marks 3. Audio Commentary 10 marks
	<i>Part B (Marks 50): FIELDWORK BASED</i>
	Making of audio-visual programme in micro- groups.
	1 TV News package (3 mints) 20 marks 2. Commercials of Social Campaign 20 marks 3. TV Documentary 10 marks

PGJM XB	(Dissertation) Viva-Voce Total Marks- 100 (Content – 30 Marks + Presentation 40 Marks + Viva 30 Marks)
	To be eligible for a PGJMC degree, every student will have to submit a dissertation in any area of mass communication detailed in the curriculum under the guidance of a supervisor.