



M.A in Journalism & Mass Communication

School of Journalism & Mass Communication

Aryabhatta Knowledge University

Mithapur, Patna-1

About School of Journalism & Mass Communication

The School of Journalism and Mass Communication (SJMC), has been established as a centre of excellence by the Government of Bihar at Aryabhata Knowledge University with the basic objectives of teaching, training and undertaking research in the areas of mass communication.

The rationale of SJMC is best captured in its mission:

“To nurture minds for critical thinking and innovation through media education, research, extension and training with a purpose to build an information and knowledge based society that contributes to human progress, empowerment and participatory democracy, anchored in pluralism, universal values & ethics and to attain and remain a Centre of Excellence.”

SJMC conducts M.A.in Journalism and Mass Communication. The Ph.D. programmes and other courses are in pipeline.



M.A. in Journalism & Mass Communication (MJMC)

Master of Arts in Journalism and Mass Communication is a postgraduate Mass Communication course. The course includes a comprehensive and thorough study of the constituents of mass media such as print, electronic, new media, public relations, advertising etc. In other words, the course is the academic study of various means of communication by which individuals and entities convey information to large segments of the population through mass media. It also generally involves teaching and hands-on regarding reporting, writing, editing, photographing, filming, research etc. The objective of the programme is to enable students to achieve a comprehensive understanding of the systems, processes, networks, cultures and information associated with mass media.

The Postgraduate degree course in Journalism & Mass Communication shall be of four semesters spread over two years' duration. The CBCS provides an opportunity for the students to choose courses from the prescribed list of courses comprising core, elective and ability enhancement courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system.

The M.A. Course shall consist of 19 papers spread over four semesters consisting of Core Courses (CC), Elective Courses (EC), Discipline Specific Elective Courses (DSE), Ability Enhancing Courses (AEC) and Ability Enhancing Compulsory Courses (AECC). There shall be five courses/papers in first semester, six courses/papers in second semester, six courses/papers in third semester and two courses/papers in fourth semester; each course carrying 100 marks except for the DSE or GE (Course End Project) in the fourth semester which will carry 200 marks. The entire curriculum shall be of 2000 marks taken together. However, the CGPA/class shall be awarded on the performance of the candidate on 15 papers which includes the 14 CC papers and one GE/DSE paper having an aggregate of 1600 marks.

Structure of the 2 yrs (Four Semesters) Post Graduate Degree course under CBCS:

<i>Semester</i>	<i>No of Course/ Papers</i>	<i>Credit per Course/ Paper</i>	<i>Total Credit</i>	<i>Minimum No. of Learning Hours #</i>	<i>No. of Core Course/ paper</i>	<i>No. of Elective Course/ paper</i>	<i>Code of Nature of Elective Course/ Paper</i>
<i>I</i>	<i>05</i>	<i>05</i>	<i>25</i>	<i>250</i>	<i>4</i>	<i>1</i>	<i>AECC-1</i>
<i>SEMESTER BREAK</i>							
<i>II</i>	<i>06</i>	<i>05</i>	<i>30</i>	<i>300</i>	<i>5</i>	<i>1</i>	<i>AEC-1</i>
<i>SEMESTER BREAK</i>							
<i>III</i>	<i>06</i>	<i>05</i>	<i>30</i>	<i>300</i>	<i>5</i>	<i>1</i>	<i>AECC-2</i>
<i>SEMESTER BREAK</i>							
<i>IV</i>	<i>02</i>	<i>05/10</i>	<i>15</i>	<i>150</i>	<i>0</i>	<i>2</i>	<i>EC-1* DSE-1 Or GE-1</i>
<i>Total</i>	<i>19</i>		<i>100</i>	<i>1000</i>	<i>14</i>	<i>5</i>	

Outline of syllabus of Master of Arts in Journalism and Mass Communication (M. J.M.C.)

SEMESTER-I

1	2	3	4	5	6	7
Code	Course Component	Name of the course	Credit	C.I.A.	End semester exam	Total Marks
				Marks		
CC-1	Core	Concepts and Theories of Mass Communication	5	30	70	100
CC-2	Core	Media – Culture and Society	5	30	70	100
CC-3	Core	Print Media	5	30	70	100
CC-4	Core	Photography	5	80	20	100
AECC-1	Elective	1. Bihar 2. Theatre 3. Creative Writing 4. SWAYAM course(s)	5	50	50	100

SEMESTER-II

1	2	3	4	5	6	7
Code	Course	Name of the Course	Credit	C.I.A.	End semester Exam	Total Marks
				Marks		
CC-5	Core	Development communication	5	30	70	100
CC-6	Core	Media Law & Ethics	5	30	70	100
CC-7	Core	Radio Production	5	30	70	100
CC-8	Core	Ad and PR	5	30	70	100
CC-9	Core	Research Methodology	5	30	70	100
AEC-1	Elective	1. Music for Media 2. Courses offered by other Centres 3. SWAYAM course(s)	5	50	50	100

Semester III

1	2	3	4	5	6	7
Code	Course component	Name of the course	Credit	C.I.A.	End semester Exam	Total marks
				Marks		
CC-10	Core	Film Studies	5	30	70	100
CC-11	Core	TV Production	5	30	70	100
CC-12	Core	Communication Research	5	30	70	100
CC-13	Core	Media Management & Entrepreneurship	5	30	70	100
CC-14	Core	Social Media	5	30	70	100
AECC-2	Elective	1. Graphics and Animation 2. DTP 3. Swayam course(s)	5	50	50	100

SEMESTER-IV

1	2	3	4	5	6	7
Code	Course Component	Name of the Course	Credit	C.I.A.	End Semester Exam	Total marks
				Marks		
EC-1	Elective	Documentary Film Production	5	80	20	100
Or						
		Science Communication	5	30	70	100
Choose Any one in two Elective papers (DSE – 1 or GE – 1)						
DSE – 1	Elective	Project on Film Production	10	Internal Evaluation		200
Or						
GE-1	Elective	Any Research Project	10	Internal Evaluation		200

Admission to M.A. Part-I (First Semester)

- A candidate seeking admission to M.A. degree must be a graduate having passed the Bachelor Degree (B.A.) with Honours in BA/B.Sc./B.Com degree of duration of three or more years such as degree in Medicine, Engineering, Agriculture etc. of Aryabhatta Knowledge University or its equivalent examination recognized by the University.
- Admission to M.A. Part-I (First Semester), shall be made in order of merit. The merit list shall be prepared on the basis of marks obtained by the applicant in the Entrance test.
- The intake to the said M.A. Programme shall be as notified from time to time.
- The admission to the M.A. Programme shall be governed by the provisions as laid down in the Admission Prospectus issued each year for admissions to the said Programme of SJMC.
- After the declaration of the admission test results, the admission to the M.A. Programme shall be monitored by the Admission Committee.
- Reservation rules as per the Bihar Government shall be applicable in admission to the M.A. Degree Programme.
- Seat reserved for SC/ST candidates lying vacant, if any, may be filled up as per the Bihar Government rules. In case in any one of the two categories, the required number of candidates for admission is not available (i.e., the list of respective category has been exhausted), the candidates belonging to the other category (General/OBC) shall be called for admission in order of merit so as to fill up the vacant seats.
- Similarly, if sufficient number of candidates are not available in OBC category (i.e., OBC category list has been exhausted), such vacant seats shall be transferred to the general category.
- Mere appearance in the admission test shall not entitle a candidate to be considered for admission to the programme unless she/he fulfils the eligibility conditions. Applicants must fully satisfy themselves about their eligibility before filling up the application form.
- Provisional admission shall be offered to the candidates in order of merit list and the availability of seat in the Programme on the date of admission.

- In case two or more candidates have equal marks obtained in the qualifying examination, the senior candidate on the basis of date of birth shall be given preference. However, in a case of tie in rank, if the result of qualifying examination of one candidate is declared then she/he will be given preference, provided she/he fulfils other eligibility conditions. In case of any dispute, the decision of the Chairman, Admission Committee, shall be final.
- If the result of the qualifying examination is not declared by the university/board till the date of admission, the mark-sheet of the qualifying examination by a candidate can be submitted on or before 30th September of the admission year. In exceptional cases, further extension may be given by the University, depending upon the situation.
- At the time of reporting for admission, the candidates are required to be present in person and bring the documents in original as well as a set of photocopies duly attested as notified by the Admission Committee from time to time.
- A candidate provisionally selected for admission shall be required to fill the prescribed form, submit the required documents, in the office of the School and pay the fees on or before a date fixed for the purpose; otherwise, the offer made to her/him will automatically stand cancelled.
- In case any provisionally selected candidate fails to deposit the fee by the date prescribed, her/his provisional admission shall be cancelled and the seat thus falling vacant shall be offered to the next candidate in order of merit under the specified category.
- A candidate who is qualified for admission shall not be admitted without the production of a leaving or transfer certificate and/or migration certificate (as the case may be) issued by the last college/university attended. However, in certain cases, if the candidates are not in position to submit the Transfer Certificate and/or Migration Certificate at the time of admission, they should submit the same as early as possible, but not later than 30th September of the year of admission in M.A. Programme failing which her/his admission shall stand cancelled. In exceptional cases, further extension may be given by the University on cogent reason(s). However, it may be noted that this clause cannot be extended to the candidate(s) whose result is being withheld or not declared by the university/board due to some specific reasons particularly related to the candidate(s).

- Wait-listed candidate shall be offered admissions strictly on the basis of ranking, provided there is a vacancy in the Programme. Such waitlisted candidates shall have to deposit their fees for the entire semester latest by the date fixed by the Admission Committee. However, no wait-listed candidate shall be admitted after one month from the date of starting classes for the Programme.
- The candidates enjoying employed status and selected for admission to M.A. Programme, are required to produce Leave Sanction/Relieving Order at the time of Admission from their employers for the duration of the Programme permitting them to pursue their studies at the SJMC failing which the offer of admission shall stand withdrawn. In case of any dispute, the decision of the University shall be final.
- The admission of any candidate is liable to be cancelled without giving any further notice forthwith or at any time during the period of the Programme of study, if it is detected that the candidate has/had produced fake/ forged certificate(s)/document(s), indulged in any act of misconduct/indiscipline and has/had concealed any other relevant information at the time of seeking admission. The concerned candidate shall be solely responsible for the cancellation of his/her admission and other punitive action/actions.
- The admission of the candidate to the M.A. Programme shall be subject to such ordinances, rules and regulations as may be framed from time to time by the University.
- In case of admission of foreign students, the rules laid down by Aryabhatta Knowledge University shall be followed.
- Only the High Court of Patna shall have jurisdiction in case of any dispute relating to the provisional admission in the Programme.

Number of Seats: 30

Eligibility Criteria

Passed the Bachelor degree (B.A.) with 45% marks in respective Honours subject/major subject/core course/subsidiary/any other course.

Admission to M.A. course will be taken on the basis of performance in entrance test.

Structure of the Entrance Test:

Questions shall be of multiple choice type with four options with a single correct answer as well as subjective. The duration of the test shall be of 2:30 hour. The total marks will be 200 marks. There shall be no negative marking. There shall be two parts in the question paper as mentioned in Table 2.

Table: Details of entrance test

<i>Part A</i>	<i>General Aptitude Test</i>	<i>50 marks</i>	<i>50 questions</i>	<i>1 mark for each question</i>
<i>Part B</i>	<i>Subjective test</i>	<i>100 marks</i>	<i>15 Questions</i>	<i>5 and 10 marks questions</i>
<i>Part C</i>	<i>Interview/Portfolio</i>	<i>50 marks</i>		

-The application fee for applying for admission to the M.A. course will be Rs. 1500/- only. This will include the fee for admission test.

- Any change in the number of seats in a particular subject shall be decided by the University in accordance with the guidelines received from the State Government from time to time.

- No applicant shall be admitted to the course who has not applied for admission within the notified time period.

- No such applicant shall be admitted who in the opinion of the Head of the Department and endorsed by the Vice Chancellor should not be admitted in the best interest of the School of Journalism and Mass Communication.

- During the tenure of the course, if it is found that any document/documents or submission made by a student in support of his/her admission to M.A course is/are forged or fake, his/her admission shall automatically stand cancelled. The concerned candidate shall be solely responsible for the cancellation of his/her admission and other punitive action/actions.

- The Vice Chancellor has the absolute right to reject/deny admission to any candidate without assigning any reason if he/she judges that this is in the best interest of the institution.

- No candidate shall be allowed to register for any other degree course in the same University or any other university/institution during the same academic session of his/her study of M.A.

Medium of Instruction/Teaching

Medium of instruction for teaching-learning and examination will be English and Hindi.

Fee Structure

Application Fee: Rs. 1500

First Semester: 30,380/-

Subsequent Semesters: 16,380/-

(Above Fee inclusive of Registration & Examination Fee)

Note: Additional fee may be charged in case of decision made by the competent authority.

Programme of Study

- The School shall offer M.A degree in Journalism & Mass Communication.
- The durations of M.A. (Semester System) course shall be of four semesters spread over two academic years. Each semester shall be of ninety teaching days.
- Each academic session shall consist of two semesters – I and III: from July to December and II and IV: from January to June.
- The M.A. Course shall consist of 19 papers spread over four semesters. There shall be five papers in first semester, six papers in second semester, six papers

in third semester and 2 papers in fourth semester carrying 100 marks in each paper except course end project (200 marks). The entire curriculum shall be of 2000 marks taken together. However, the class shall be awarded on the performance of the candidate on 15 papers including 14 CC and One DSE or GE paper having an aggregate of 1600 marks.

- In each semester each elective paper shall carry 100 marks. The four elective papers – one AEC, two AECC and one EC will be qualifying in nature. A student shall not be considered pass and eligible for award of the final degree unless he/she obtains minimum qualifying marks in these four papers. A complete description of papers is given in Table 1.
- Along with the elective courses prescribed for the M.A. Degree Programme by the SJMC, a student is allowed to register herself/himself in a maximum of two elective courses (10 credits) under the M.A./M.Sc. programme(s) run by other Centres/Schools of Excellence within the premises of Aryabhatta Knowledge University.
- The student may also choose online elective courses relevant to his/her interest from UGC-SWAYAM or similar portal. For choosing such a course in a semester, the SWAYAM coordinator in SJMC shall provide necessary guidance. However, the result/grade report for such course shall be collected by the student, and submitted to the office of Controller of Examinations, Aryabhatta Knowledge University for preparation of final result.
- A student shall have the option of choosing an elective course from other Centres/Schools of Excellence established within the premises of Aryabhatta Knowledge University irrespective of the semester in which the course is offered, other things being the same. For example; a student of odd/even Semester can opt for an elective course of other Centre/School offered in any odd/even semester respectively.
- The distribution of papers like theory, practical, fieldwork, project, internship, dissertation etc. with number of credits will be specified in each subject in the course structure of the subject concerned of the department.

- The term 'credit' means weightage given to a course in relation with the instructional hours assigned to it. One credit will generally consist of ten hours of instruction. The M.A. (Mass Communication) course shall be of one hundred credits divided as 25 credit in first semester, 30 credit in second semester, 30 credit in third semester and 15 credit in fourth semester. The number of credit for each paper of the Master's degree programme shall be specified in the course structure of the subject concerned.

Evaluation of Performance Under Semester System

The performance of a student in each paper will be assessed on the basis of a Continuous Internal Assessment (CIA) of 30 marks and the End of Semester Examination (ESE) consisting of 70 marks except in certain papers mentioned otherwise.

The components of C.I.A. may be as follows or as decided by the faculty concerned:

Two mid-semester written tests of one hour duration each	15 marks
Seminar/Quiz	05 marks
Assignment	05 marks
Punctuality and conduct	05 marks
Total	30 marks

The performance of a student in the elective papers AEC and AECC in each semester shall be assessed on the basis of a Continuous Internal Assessment (CIA) of 50 marks and the End Semester Examination (ESE) consisting of 50 marks.

The components of C.I.A in these papers may be as follows:

One mid-semester written tests of one hour duration each	10 marks
Seminar/Quiz	10 marks
Assignment	15 marks
Project Report	15 marks
Total	50 marks

- The concerned teacher of the course/paper shall be responsible for conducting the mid-semester tests and other components of the CIA.
- The ESE will be written examination of three-hours duration conducted by the University.
- The evaluation of laboratory paper and field work, whether applicable will also be based on CIA and an end-semester practical examination.
- All such examination shall be as per the provisions of examination board and moderation board of the respective universities.
- Only those students who secured minimum qualifying marks of 45 % in the CIA shall be allowed to fill up the End Semester Examination form.

- The marks of CIA in each paper will be submitted by the Department along with the End semester Examination form failing which the student may not be issued admit card for the examination.

WHY SHOULD YOU APPLY FOR THE PROGRAMME?

- The face of Journalism and Mass Communication has undergone a drastic change in the recent years with the spread of New Media. A whole lot of new avenues are paving way for change at both national and International levels.
- Trained media professional get employment in sectors like media industry, IT industry, health sector, education sector, industry sector, community sectors, teaching, creative writing and content creation.
- On completion of this course, students may get jobs as a Journalist, Editor, News Reporter, Advertising & Public Relation professional, Content Creator, Filmmaker, Photographer among others.
- This course will also serve as a foundation course for students who wish to build their career in the field of media research.
- Students are encouraged to work on various assignments, undertake internships, participate in classroom and outdoor activities to enhance their skills.
- After the completion of the course, students may decide on continuing their academic education, research, work in the media Industry or freelance as a media professional or start a *Media house, Production setup, Photography Studio etc.*

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