

**AMRITA VISHWA VIDYAPEETHAM**

**POST GRADUATION DIPLOMA IN JOURNALISM**



**CURRICULUM STRUCTURE**

**First Semester Examination, November /December 2020**

**Second Semester Examination, March /April 2021**

**AMRITA VISHWA VIDYAPEETHAM**

**ETTIMADAI, COIMBATORE**

<b>Sl. No</b>	<b>Contents</b>	<b>Page No.</b>
<b>1.</b>	<b>Programme Outcome</b>	<b>03</b>
<b>2.</b>	<b>Curriculum Structure</b>	<b>04</b>
<b>3.</b>	<b>Evaluation Scheme and Grading System</b>	<b>06</b>
<b>4.</b>	<b>Syllabus</b>	<b>11</b>

### **Programme Outcome (Po)**

The students graduating from the Mass communication program will be able to:

**Po1 [Critical and integrative Thinking]** - Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

**Po2 [Effective written and oral communication]** - Clearly and coherently use spoken and written words for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

**Po3 [Societal and Environmental Awareness]** - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

**Po4 [Ethical Reasoning]** - Apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

**Po5 [Leadership]** – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

### **Programme Specific Outcome (Pso)**

PSOs will be measured on the basis of Bloom's level of learning. The students of the Mass communication program will be able to:

**Pso1 [Create]**- Comprehend, synthesize and employ Communication theories, perspectives, principles, and concepts to create and produce messages appropriate to the audience, purpose, and context.

**Pso2 [Evaluate]**- Demonstrate the skill and ability to justify their stand or decision and emerge as a leader and critique.

**Pso3 [Analyze]-** Demonstrate the ability to critically draw connections among ideas and analyze messages by comparing contrasting and organising view points.

**Pso4 [Apply]-** Apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues to execute, demonstrate or solve any problem.

**Pso5 [Understand]-** Demonstrate the ability to accomplish communicative goals (self-efficacy) and engage in Communication inquiry

**Pso6 [Remember]-** Recall and remember basic facts and concepts in the related area.

## POST GRADUATION DIPLOMA IN JOURNALISM

### CURRICULUM

#### SEMESTER I

S. No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	18CMJ501	Core Module	Media, Politics and Society	4 0 0	4
2.	18CMJ502	Core Module	Media Laws and Ethics: Issues and Debates	4 0 0	4
3.	18CMJ503	Core Module	Communication Research	4 0 0	4
4.	18CMJ504	Core Module	Film Studies: Theory and Analysis	2 0 2	3
5.	18CMJ505	Core Module	Contemporary Issues: I	1 0 0	1
6.	18CMJ506	Core Module	Environment and Social Issues: Global Media Perspectives	3 0 0	3
7.	18CMJ507	Core-Print Stream	Reporting and Editing for Print Media	2 0 6	4
8.	<b>18CMJ508</b>		<b>Quantitative Data Analysis for Social Science Research</b>	<b>0 0 2</b>	<b>1</b>
9.	<b>18CMJ509</b>		<b>Qualitative Data Analysis for Social Science Research</b>	<b>0 0 2</b>	<b>1</b>
10.	18CUL501		Cultural Education	2 0 0	P/F
<b>Total</b>					<b>25</b>

#### SEMESTER II

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	18CMJ511	Core Module	Critical Approach to Communication Theories	4 0 0	4
2.	18CMJ512	Core-Design Stream	Techniques of Graphic Communication	2 0 2	3

			and Visual Design		
3.	18CMJ513	Core Module	Advanced Research: Qualitative Approaches	4 0 0	4
4.	18CMJ514	Core- Broadcast Stream	Advanced Skills in Broadcast Journalism	2 0 4	4
5.	18CMJ515	Core Module	Contemporary Issues: II	1 0 0	1
6.	18CMJ516	Core- IMC Stream	Integrated Marketing Communications	3 1 0	4
7.		Elective	Elective Paper 1		4
8.	18AVP501		Amrita Value Programme	1 0 0	1
<b>Total</b>					<b>27</b>

**Total Credits for the programme:52**

#### ELECTIVE STREAMS (Any One)

S.No	Course Code	Structural Framework	Course Title	L T P	Credits
<b>Print Stream</b>					
1.	18CMJ616	Elective Paper 1	Advanced Reporting for Multimedia Platforms and Editing	1 1 6	4
<b>Broadcast Stream</b>					
1.	18CMJ518	Elective Paper 1	Writing, Reporting and Producing Television News	2 0 4	4
<b>IMC Stream</b>					
1.	18CMJ519	Elective Paper 1	Advertising Practice for Print, Web and Broadcast	3 0 2	4