

GIRIJANANDA CHOWDHURY UNIVERSITY, ASSAM
COURSE STRUCTURE
MASTER OF ARTS/PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

PROGRAMME OUTCOMES (POs):

1. Demonstrate a thorough understanding of foundational concepts and awareness of societal challenges.
2. Demonstrate procedural knowledge and skills in areas related to one's specialization and current developments, including a critical understanding of the latest developments in the area of specialization, and an ability to use established techniques of analysis and enquiry within the area of specialization.
3. Apply knowledge-based ideas and quantitative and qualitative approaches to address complex real-world concerns.
4. Develop research skills, identifying problems, reviewing literature, and analyzing issues efficiently.
5. Employ interdisciplinary approaches, explore various perspectives, and reach evidence-based conclusions.
6. Effectively communicate and use ICT in a variety of academic and professional settings.

7. Foster critical thinking, creativity, and innovation, as well as language literacy, for the goal of professional development and career advancement.
8. Incorporate moral standards, ethical ideals, and cultural sensitivity to promote diversity and empathy towards marginalized communities.
9. Promote environmental responsibility in support of sustainable development goals.
10. Pursue lifelong learning and foster a scientific mindset to generate new knowledge.

PROGRAMME-SPECIFIC OUTCOMES (PSOs):

1. Demonstrate an understanding of the basic concepts, theoretical frameworks and models of communication in order to explore various media-oriented perspectives in academic and professional settings.
2. Apply effective oral and written communicative skills to convey complex ideas with clarity and precision.
3. Integrate relevant skills, values and ethics of the profession in order to create engaging and insightful media content.

COURSE STRUCTURE

SEMESTER 1

Sl. No.	Sub-Code	Subject	Hours per Week			Credits
			L	T	P	C
1		Communication Theories, Concepts and Process	4	0	0	4
2		Reporting, Editing & Production	0	0	8	4
3		Media, Law and Society	4	0	0	4
4		Media Landscape in The Northeast	2	0	4	4
5		Ethical Reporting on Gender & Children	2	0	4	4
6		IEC	3	0	0	3
TOTAL			15		12	23
Total Contact Hours per week: 27						
Total Credits: 23						

SEMESTER 2

Sl. No.	Sub-Code	Subject	Hours per Week			Credits
			L	T	P	C
1		Multimedia Content Creation	0	0	8	4
2		Community Media/SWAYAM or NPTEL*	2	0	4	4
3		Environmental Journalism	2	0	4	4

4		Reporting on Foreign Affairs	3	0	2	4
5		Long-Form & Feature Writing	0	0	8	4
6		SEC	3	0	0	3
TOTAL			10		21	23
Total Contact Hours per week: 31						
Total Credits: 23						

EXIT OPTION WITH DIPLOMA. However, such students who desire to exit after one year of study must undertake a vocational course (4 credits).

*Students may be allowed to opt for one SWAYAM or NPTEL course in their respective disciplines in lieu of one course in 2nd semester prescribed by the university.

* Students will be offered internship in the summer break between 2nd and 3rd semester, but the credits for internship will be added in the 3rd semester.

SEMESTER 3

Sl. No.	Sub-Code	Subject	Hours per Week			Credits
			L	T	P	C
1		Communication Research	2	0	4	4
2		Audio-Visual Production	1	0	6	4
3		Advertising & Public Relations	2	0	4	4
4		New Media/Data Journalism	2	0	4	4
5		Conflict & Peace Journalism/SWAYAM or NPTEL*	2	0	4	4
6		Visual Communication/Rural Communication	2	0	4	4

7		Internship				4
TOTAL			10		18	28
Total Contact Hours per week: 28						
Total Credits: 24						
* Students may be allowed to opt for one SWAYAM or NPTEL course in their respective disciplines in lieu of one DSE course in 3 rd semester prescribed by the university.						

SEMESTER 4

Sl. No.	Sub-Code	Subject	Hours per Week			Credits
			L	T	P	C
1		Fake News, Fact-Checking & Verification	2	0	4	4
2		Film Studies	2	0	4	4
3		Development Communication/Health Communication	2	0	4	4
4		Political Reporting/Sports Journalism	2	0	4	4
5		Dissertation	0	0	8	4
Total Contact Hours per week: 33						
Total Credits: 20						
