



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

सहारा - सुवासी (बागलत), जिला: साबा 181143 जम्मू (जम्मू और कश्मीर)

Rahwa - Suwasni (Baghat), District: Samba 181143 Jammu (J&K)

CUJACAD/04-11/2024/05

7 October

Notification No. /प्रशिक्षण संख्या 03/2025

विषय Course Scheme and Syllabus as per NEP 2020 of 4th Semester of M.A. in Mass Communication and New Media w.e.f. Academic Batch 2023-25 – Reg

सभी संबंधितों की जानकारी के लिए यह भविष्यवर्ति किया जाता है कि 29.07.2024 को भर्षा में।
बीओएस की सिफारिश पर, भगने रकुल बोर्ड और अकादमिक परिषद की मजूरी की पराशा में मसम
प्राधिकारी ने जनसंचार एवं नव मीडिया में एमए के 4 सेमेस्टर की पाठ्यक्रम योजना और पाठ्यक्रम की
मजूरी दे दी है। यह पाठ्यक्रम योजना और पाठ्यक्रम शैक्षणिक बैच 2023-25 से नीचे विस्तृत विवरण
प्रभावी होगी

It is hereby notified for the information of all concerned that on the recommendation of
BoS of Mass Communication and New Media held on 29.07.2024, in anticipation of approval of
next School Board and Academic Council, the Comp. Ant. Authority has approved the Course
Scheme and Syllabus of 4th Semester of M.A. in Mass Communication and New Media w.e.f.
Academic Batch 2023-25 as detailed below

Semester- IV

Course Code	Course Title	Credits		L	T	P
		L	P			
MMCM2C003D	Dissertation	0	16	0	0	32
MMCM2C002I	Internship	0	2	0	0	4
MMCM2C001P	Major Media Project	0	8	0	0	16
Elective Courses						
#	Open Elective-XIV	0	2	0	0	4
	Open Elective-XV	0	2	0	0	4
Total		28	-	-	-	-

The student has to earn a minimum of 28 credits during the Semester-IV. Apart from
dissertation and Major Project the student has to earn 4 more credits (by pursuing Minor
Media Project- either " Media startup Idea" or "Review of Media Startup") among the Open
Elective basket offered by the Department.

कुलमंचित

हस्ताक्षर

REGISTRAR, CUJAMMU

सहसंचालक

म

विभागाध्यक्ष / Head

जनसंचार और न्यू मीडिया विभाग / Department of Mass Communication and New Media

प्रतिलिपि / Copy to:

परिेशा नियंत्रक / Controller of Examination

Semester 4

Semester 4

Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Dissertation (Part-2)	Compulsory Research Project	16	400
	Major Media Project	Skill-based Major Project	8	200
Minor Project (Any One)				
	Media Startup Idea	Skill-based Project	Minor 4	100
	Review of Media Startup			
Total			28	700

Course Title: Dissertation (Part-2)
Credits: 16

Course Objectives:

- To equip students with the skills needed to conduct research based on a dissertation proposal.
- To develop competence in conducting a comprehensive literature review
- To teach the design and implementation of appropriate research methodologies
- To enhance students' academic writing and argumentation skills
- To prepare students for the final submission and defence of their dissertation

Course Description:

Every student is required to work on a compulsory research project and write a dissertation under the supervision of an internal faculty member. This is intended to train students in implementing the theories and techniques of research methodology taught in semester 2 (core course) and semester 3 (in the form of research proposal) and sharpen their skills and ability in conducting independent research projects.

This course is designed to guide students through the process of scientific research, including literature review, collecting and analysing data, and writing a dissertation. Students will hone their skills as a professional researcher and academic writer. Students will work on the research proposal finalised in semester 3 under the continuous guidance of the allotted supervisor. The course provides structured support and feedback to help students produce a coherent and scholarly dissertation.

This course provides students with an opportunity to independently formulate research questions and address them by applying appropriate research approaches and methods. They will also learn how to critically evaluate review the body of literature in the field of media and communication.

The course will require continuous evaluation of the dissertation of the learners by the concerned research supervisor. The Supervisor will closely monitor, teach and supervise the dissertation work by the student. As part of the dissertation, it is essential that students generate some new insights and results on the selected research topic.

Each student is required to write a dissertation of 15000-20000 words on the chosen topic under the supervision of the assigned Supervisor and must submit the same before the end of the semester to the department for evaluation.

Encouragement for Publication

Students should be encouraged to publish their work/findings in a good peer-reviewed journal and present the same in an appropriate conference.

Evaluation: The dissertation will be evaluated for 16 credits (Max marks = 400).

Evaluation Pattern:

(1A by Supervisor (150 marks)

Mid-Semester Process and Presentation before Departmental Faculty (100 marks)

External Examiner and Viva (150 marks)

Course Title: Major Media Project
Credits: 8

Course Objectives:

- To apply theoretical and applied skills of different media genres and formats to create compelling media products of professional quality.
- To execute hands-on practical work for creating professional media content.
- To generate an innovative and create communication project idea and lend it to completion.
- To learn from feedback and improve on the final project.

Course Description and Evaluation:

This media project involves selecting a major project type from the given list below, and executing it from conception to completion. The project aims to develop practical skills in content creation, distribution, and audience engagement. Students will begin by conducting market research to identify their target audience and refine their project idea. Next, they will create a detailed project plan, including a content calendar, production schedule, and distribution strategy. Throughout the project, students will produce high-quality content tailored to their chosen format, ensuring it meets industry standards and engages the target audience. Students will work on the continuous supervision and monitoring of an assigned Supervisor, who check on regular progress and provide feedback to students for improvement, with emphasis on innovation and originality. The project will culminate in a final presentation and viva session, where students will showcase their work, discuss their creative process, and reflect on the outcomes and lessons learned.

Major Media Project types:

Students will choose one project type from the following list:

- Print Media Project
- Radio and Podcast Project
- AV Production Project
- Advertising Project
- Social Media Project

Students' work and progress will be evaluated continuously by the Supervisor, mid-semester and end-semester presentation and viva. By the semester end, they will prepare a detailed report on their project and defend it.

Evaluation: The Major Media Project will be evaluated for 8 credits (Max marks = 200).

Evaluation Pattern:

CIA by Supervisor (50 marks)
Mid-Semester Process and Presentation before Departmental Faculty (50 marks)
External Examiner and Viva (100 marks)

Course Title: Media Startup Idea
Credits: 4**Course Objectives:**

- To train students in identifying potential gaps in media industry suitable for building a startup.
- To understand emerging trends in media industry showing a promising market.
- To generate a media startup having a niche and a unique selling proposition.
- To conduct market research and execute the startup idea as a working business model.

Course Description and Evaluation:

Developing a startup idea involves identifying a market need or problem, brainstorming innovative solutions, and conducting market research to understand the target audience and competition. Define a clear value proposition that highlights what sets your idea apart. Create a basic prototype or minimum viable product (MVP) to test and refine the concept with real users. Develop a business model outlining revenue streams and prepare a business plan.

Students will be required to follow the necessary process of creating a viable media startup idea. While working on this project, students will be supervised and monitored by an assigned Supervisor. Students' work and progress will be evaluated by mid-semester and end-semester presentation and viva. Mid-semester progress carried 30 marks.

By the semester end, they will prepare a detailed report on their startup idea and defend it. Final presentation and viva will carry max 70 marks.

Course Title: Review of Media Startup
Credits: 4

Course Objectives:

- To orient students toward entrepreneurship through reviewing a media startup
- To develop skills for analysing and profiling a successful media startup
- To apply reviewing skills to understand the working business model of a startup
- To generate insights from reviewing a media startup for igniting future startup ideas.

Course Description and Evaluation:

This course aims to equip students with the skills and knowledge necessary to critically evaluate and review media startups. It covers aspects such as market analysis, value proposition assessment, business model viability, and presentation skills. Students will learn to identify potential strengths and weaknesses (SWOT analysis) in startup ideas and provide constructive feedback. This review will document the historical evolution of the chosen media startup, milestones, ups and downs, funding and support, marketing, user base, sales and business, current valuation and future directions.

Students will be required to follow the necessary process of reviewing the chosen media startup under the guidance of an assigned Supervisor. While working on this project, students will be supervised and monitored by an assigned Supervisor. Students' work and progress will be evaluated by mid-semester and end-semester presentation and viva. Mid-semester progress carried 30 marks.

By the semester end, they will prepare a detailed review report and defend it. Final presentation and viva will carry max 70 marks.