

Integrated Master of Journalism and Mass Communication

YEAR - 1		Semester 1
<p>1. Understanding the essentials of Journalism and Mass Communication</p> <ul style="list-style-type: none"> I. An introduction to journalism, mass communication and media II. History and future III. Understanding news IV. The he(art) of storytelling V. The communication theories 	<p>4. Mastering the skills - English writing for media</p> <ul style="list-style-type: none"> I. The language for mass communication II. Learning to write III. Multilingual skills – handling translation IV. Learning the art of editing 	
<p>2. Philosophy and the critical thinking</p> <ul style="list-style-type: none"> I. The purpose of Journalism and its role II. Thinking, not writing, is the primary skill III. The critical approach IV. Objectivity 	<p>5. Digital Storytelling and Articulation</p> <ul style="list-style-type: none"> I. Writing for the digital world – content, blogs, websites II. Publishing in social media III. Juggling with multiple mediums IV. Multimedia storytelling 	
<p>3. Know the mediums of communication</p> <ul style="list-style-type: none"> I. Digital II. Moving Pictures – Film, TV and documentaries III. Print IV. Radio V. Photography VI. Others 	<p>6. Writing and Research Project</p>	

YEAR - 1		Semester 2
<p>1. Great power, greater responsibility – Part I</p> <ul style="list-style-type: none"> I. Media responsibility II. Meeting expectations III. Ethics 	<p>4. The Perspective of Indian Journalism</p> <ul style="list-style-type: none"> I. History II. The language press III. The English press IV. Magazines V. Radio VI. TV VII. Digital 	
<p>2. The essential crafts of journalism</p> <ul style="list-style-type: none"> I. Research and Analysis II. News reporting and the art of interviewing III. Digital storytelling & articulation – advanced 	<p>5. Understanding human societies</p> <ul style="list-style-type: none"> I. Psychology II. Philosophy III. Economics IV. Artificial Intelligence and futuristic sciences V. Sociology VI. Political Science 	
<p>3. Mastering the skills – Audio, Visual and Writing</p> <ul style="list-style-type: none"> I. Professional writing for media – writing and editing II. Skill building – audio III. The visuals – photographs, cartoons, illustrations and info-graphics, IV. with software training V. The basics of TV journalism 	<p>6. Internship and project</p>	

YEAR - 2

Semester 3

<p>1. The Advanced Craft</p> <ul style="list-style-type: none"> I. Fact Check II. Data Journalism III. Advanced news reporting – Types/beats of reporting IV. Designing for media – page design for print and digital V. Visual Thinking and Planning 	<p>4. Mastering the skills - The visual media</p> <ul style="list-style-type: none"> I. Film making – short and others II. Videography for TV III. Videos for digital world IV. Primary script writing – film, tv and news V. Softwares and technical skills
<p>2. Great power, greater responsibility - Part-II</p> <ul style="list-style-type: none"> I. Media Laws II. Best practices in media III. General conduct in public IV. The business of journalism – the reality of power, clout and influence V. Guarding values in aggressive competition 	<p>5. Major Project</p> <p>Publishing news videos and short films</p>
<p>3. Becoming a media entrepreneur - Part-I</p> <ul style="list-style-type: none"> I. New Media - Marketing and selling content in digital space II. Legacy media – Advertisements and marketing, circulation, TRPs etc III. Understanding media business IV. Functioning of media organisations 	<p>6. Second Internship</p>

YEAR - 2

Semester 4

<p>1. Global Journalism</p> <ul style="list-style-type: none"> I. Global trends II. Wikileaks, Panama papers - birth of international III. collaborations and newer weapons of journalism 	<p>4. Becoming a media entrepreneur - Part-II</p> <ul style="list-style-type: none"> I. Setting up and running a media enterprise II. Wearing two hats – journalist and businessperson III. Creating a digital news or infotainment startup
<p>2. Mastering the mediums</p> <ul style="list-style-type: none"> I. Writing II. Audio III. Video IV. VR, AR and future technologies V. Editing 	<p>5. Communication professions</p> <p>The essence of: public relations, corporate communication, event management, advertisement copywriting, film and TV scripts, creative and literary writing.</p>
<p>3. Advanced editorial skills</p> <ul style="list-style-type: none"> I. Data Journalism II. Opinions, edits and views III. Columns IV. Features V. Reviews 	<p>6. Major Project and Dissertation</p> <p>Writing, editing and publishing project and Dissertation</p> <p>7. Final Internships and Training</p>

* AURO University reserves the right to make changes in the curriculum / course structure.