Syllabus
for

Four-Year UG Programme
in
Journalism and Mass Communication

NATIONAL EDUCATION POLICY–2020

Centre for Journalism and Mass Communication

School of Arts, Communication and Languages

Hemvati Nandan Bahuguna Garhwal University
(A Central University)

Srinagar (Garhwal) Uttarakhand-246174

Introduction :

In 21st century, the global media has evolved as a key component to influence all aspects of the socio-economic and political behavior of human beings. Information society especially after the emergence of the digital age has made media education an important field of inquiry and has received scholarly attention as well. The goal of the five-year Integrated Programme in Journalism and Mass Communication is to familiarize students with all elements of the field of communication. The learners would get a better understanding of the subject's theories and practices in general. The curriculum will prepare students to be "ready to be hired by employers in the field of journalism and mass communication."

Programme Objectives: The objectives of the four-year integrated Programme in Journalism and Mass Communication is: -

- To equip students with contemporary media skills
- To enhance the journalistic skills through practical work, assignments project reports, seminars, and workshops.
- To offer appropriate grounding on the issues, ideas, and challenges of the 21st century, thereby broadening the worldview of future communication practitioners.
- To Inculcate scientific temper and critical thinking aptitude among students.
- To teach students how to conduct communication research.
- To motivate the students to become successful communication professionals.
- To develop the multi-tasking skills required in the dynamic multi-media and convergent environment.

Learning Outcome: On the completion of the Programme .

- The students will be able to learn the competency and skills required by the media industry.
- The students will be able to produce content independently for the media.
- The students will be able to create digital content as part of multimedia communication.
- The students will be equipped with soft skills required for many of managerial and high-profile jobs.
- The students will be able to develop scripts, films, video and radio Programmes, books, slide sets etc.
- The student will be able to facilitate dialogue and eventually empower people by using the information in a practical and useful way.
- The students will be well-equipped to be media educators and researchers.

Need for Curriculum Development

The NEP 2020 Programme aims to develop a curriculum that will bring uniformity to students studying at various universities and institutes. The necessity for media education curriculum improvement arises for the following reasons: -

The Changing Media Environment: Multimedia, Photojournalism, Short Film Making, creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising, and Corporate Communications are just a few of the areas covered in the curriculum. The media industry's rapid growth necessitates the use of highly skilled human resources.

Transfer of Credit: The UGC and the government have allowed credit transfer, which permits students to transfer courses from their current university to a new UGC-accredited university.

Skill Enhancement: The new curriculum emphasizes hands-on training and internships, allowing students to improve their abilities. Its goal is to produce not only responsible communication professionals but also people who are compassionate in their daily lives. Papers such as Writing for the Media, Photojournalism, and Computer Applications for the Media, among others, aid in the development of students' skills.

Career Options: In recent times, the scope of Journalism and Mass Communication as a field has increased tremendously and there is no dearth of job opportunities. After the completion of the Programme , students can opt for the following career options: -

- Journalist
- News Anchor
- Digital Marketing Experts
- Radio Jockey
- Content Creator/Developer
- Graphics/web Designer
- Social Media Executive
- Public Relation Professionals
- Publicity/Advertising Expert
- Event Manager
- Professional Photographer
- Film/Television production Professional

Pedagogy

Journalism pedagogy is developed with the goal of imparting knowledge and skills and preparing professional skilled media and communication experts. It gives a wide variety of finely framed syllabi exposure.

Importance to Theories and Practices and their Application: The Journalism curriculum emphasizes cutting-edge theories and practices, preparing students to be full-fledged media

professionals. To ensure a successful teaching process, students should be organized into batches of not more than ten students each under the supervision of a teacher.

Utilization of ICT: The global media sector is looking for ICT-trained communication specialists. ICT tools are blended into teaching approaches such as research-led teaching, presentations through smart classrooms, and practical productions to increase critical and creative thinking among students.

Research-based and Research-led Teaching: Research Projects are included in the curriculum to help young researchers for a better understanding of research principles. According to the relevance of the profession, students are introduced to various aspects of communication research such as print, electronic, digital media, global, health, political communication, folk media, intercultural communication, and other development issues. Under the supervision of a research guide, students will do a research project/Dissertation on a topic of their own choice.

Critical Thinking: Group and individual conversations will be held with the students. This will assist students in developing and enhancing their critical and analytical thinking. It also aids their decision-making and crisis management capability, boosting their self-confidence as well.

Methods of Instruction: Typical methods of instruction may include: -
- Lecture
- Activity
- Discussion
- Interaction with experts
- Community Participation

Methods of Evaluation:
- Exams/Tests
- Class Participation
- Class Performance
- Lab Work
- Assignment
- Group Project
- Portfolios
- Research Projects

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Exit Options and Credit Requirements

A Certificate / Diploma/Bachelor's Degree or Honoursawarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree/ Honours/
Successful completion of the first year (two semesters) of the Four-year U G Programme	**Certificate in Multimedia Journalism and Content Development**
Successful completion of the second year (four semesters) of the Four-Year U G Programme	**Diploma in Journalism and Mass Communication**
Successful completion of the third year (six semesters) of the Four-Year U G Programme	**B.A. in Journalism and Mass Communication**
Successful completion of the fourth year (eight semesters) of the Four-Year U G Programme	**B.A. (Honours) in Journalism and Mass Communication**

COURSE STRUCTURE

<u>Certificate in Multimedia Journalism & Content Development</u>

Semester	Category	Course Code	Paper Title	Theory/Practical Marks		Credits
I	**Core Course-01**	CCJMC01	**Communication: Concepts and Processes**	Theory	100 (30+70)	4(3+1)
	Core Course-02	CCJMC02	**Photography: Concepts and Practices**	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Core Course-03	CCJMC03	**History of the Media**	Theory	100 (30+70)	4 (3+1)
	Multidisciplinary Course-01	MCJMC01	**Multimedia Communication**	Theory	100 (30+70)	4 (3+1)
	Skill course-01	SCJMC01	**Computing Skills for Media and Photo Editing Software Training**	Practical	100 (30+70)	2
	Extra-Curricular Course-01	VAC 1	**Life Skill and Personality Development**	Theory	100 (30+70)	2
Total Credits						**20**
II	**Core Course-04**	CCJMC04	**Journalism: Theories and Practices**	Theory	100 (30+70	6 (4+2)
				Practical	100 (30+70	
	Core Course-05	CCJMC05	**Mobile Journalism and Multimedia Production**	Theory	100 (30+70	6 (4+2)
				Practical	100 (30+70	
	Multidisciplinary Course-02	MCJMC02	**Creative Writing Skills**	Theory	100 (30+70)	4 (3+1)
	Skill course-02	SCJMC02	**Multimedia Tools and Web Designing (Lab-based Training)**	Practical	100 (30+70)	2
	Extra Curricular Course- 02	VAC 2	**Understanding and Connecting with Environment (University will prepare this course)**	Theory	100 (30+70)	2
Total						**20**

Diploma in Journalism & Mass Communication

Seme-ster	Category	Course Code	Paper Title	Theory/Practical	Marks	Credits
III	**Core Course-06**	CCJMC06	**News Reporting and Editing**	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Core Course-07	CCJMC07	**Advertising and Public Relations**	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Core Course-08	CCJMC08	**Media Laws and Ethics**	Theory	100 (30+70)	4 (3+1)
	Vocational Course -01	VCJMC01	**Radio Journalism and Production**	Theory	100 (30+70)	4(2+2)
				Practical	100 (30+70)	
	Skill course-03	SCJMC03	**Print and Audio Production Software Training**	Practical	100 (30+70)	2
	IKS-1	VAC 3	**Indian Knowledge System-I**	Theory	100 (30+70)	2
Total Credits						**20**
IV	**Core Course-09**	CCJMC09	**Media Management**	Theory	100 (30+70)	4 (3+1)
	Core Course-10	CCJMC10	**Television Journalism and Production**	Theory	100 (30+70	4 (2+2)
				Practical	100 (30+70	
	General Elective Course-01	GECJMC 01	**Political Communication**	Theory	100 (30+70)	4 (3+1)
	Additional Multi-Disciplinary	VCJMC0 2	**Forms of Journalism**	Theory	100 (30+70)	4 (3+1)
	Skill course-04	SCJMC04	**Software Training for Video Production and Graphic Design**	Practical	100 (30+70)	2
	Vocational Course -02	VAC 4	**Additional Multidisciplinary Skill Course (AMDSC): Any one of the following: 1. Nursery Training Course 2. Basic Yoga Practices**	Practical	100 (30+70)	2

			3. Health and Fitness Management			
			4. Folklores and their Cultural Context			
			5. Indian Traditional Music 6. Tour and Travel Operations			
	Total					**20**

B.A. in Journalism & Mass Communication

Seme-ster	Category	Course Code	Paper Title	Theory/Practical Marks		Credits
V	**Core Course-11**	CCJMC11	**Communication for Development and Social Change**	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Core Course-12	CCJMC12	**Documentary and Film Production**	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Core Course-13	CCJMC13	**Portfolio Preparation & Comprehensive Viva-Voce- I**	Practical	100 (30+70)	4
	DSE-1 (Minor)	DSCJMC01	**Folk and Community Media**	Theory	100 (30+70)	4(3+1)
	Extracurricular Courses/ Compulsory course	VAC 5	**Culture, traditions and moral values**	Theory	100 (30+70)	2
	Languages-I	LCJMC01	**Indian, Modern, Regional Language-I**	Theory	100 (30+70)	2
Total Credits						**20**
VI	**Core Course-14**	CCJMC09	**International and Intercultural Communication**	Theory	100 (30+70)	4(3+1)
	Core Course-15	CCJMC10	**Film Appreciation and Review**	Theory	100 (30+70)	4(3+1)
	DSE-2 (Major)	DSCJMC02	**Media Exposure and Internship (Four weeks Internship and Report Presentation)**	Practical	100	6
	DSE- 3 (Minor)	DSCJMC03	**Mass Media and Human Rights**	Theory	100 (30+70)	2

Communication skills/CC	VAC 6	Communication skill Course (Based on developing soft skills)	Theory	100 (30+70)	2
Languages-I	LCJMC02	Indian, Modern, Regional Language-II	Theory	100 (30+70)	2
Total Credits					20

B.A.(Honours) in Journalism & Mass Communication

Seme-ster	Category	Course Code	Paper Title	Theory/Practical	Marks	Credits
VII	Core Course-16	CCJMC16	Media and Information Literacy	Theory	100 (30+70)	4 (3+1)
	Core Course-17	CCJMC17	Media Culture and Society	Theory	100 (30+70)	4(3+1)
	DSE-4 (Major)	DSCJMC04	Corporate Communication	Theory	100 (30+70)	4 (3+1)
	Research Methodology	RMJMC01	Communication Research	Theory	100 (30+70)	6
	Research Writing and Ethics	RWEJMC01	Research Writing and Research Ethics	Theory	100 (30+70)	2
Total Credits						20
VIII	Core Course-18	CCJMC18	Contemporary Media Landscape	Theory	100 (30+70)	4(3+1)
	Core Course-19	CCJMC19	Statistical Software for Data Analysis	Theory	100 (30+70)	4(2+2)
				Practical	100 (30+70)	
	DSE-5(Major)	DSCJMC05	DSE-4: Health and Science Communication	Theory	100 (30+70)	4(3+1)
	Dissertation	DIJMC01	Dissertation	Theory	100 (30+70)	6
	Research Presentation Skills	RPSJMC01	Research Paper Presentation Skills (Oral and Poster)	Theory	100 (30+70)	2
	Total Credits					20

Semester - 1

Communication Concepts & Processes	
Year: I	**Semester: I**
Type of Paper: Core Course (4 Credits)	**Paper Code: CCJMC 01**

Course Objectives:
- To understand the meaning and concept of communication
- To identify and explain different types of communication.
- To create awareness about the process of communication, basic models and communication theories.
- To identify the basic characteristics of society and particularly with special reference to Indian society.
- To learn the impact of media on Indian culture and entire society.
- To help in improving the quality of communication. by making effective use of media.

Units	Topics	Lecture	Tutorial	Practical
I	**Communication:** Concept, Meaning and Definition, Elements, Process, Functions, Types of Communication, Evolution of human beings and human communication 7 Cs of Communication, Barriers of Communication.	10		
II	**Models of Communication:** Aristotle's Model, Berlo's SMCR Model, Laswell's Model, Shanon-Weaver Mathematical Model, Newcomb's ABX Model George Gerbner's Model, Osgood and Schramm's Model, Gate keeping Model	10	02	
III	**Theories of Communication:** Hypodermic Needle, Two Step / Multi Step Flow Populist theories of Media, Play Theory, Uses & Gratification Theory, Cultivation theory, Agenda setting theory, Cognitive Theory, Dissonance Theory, Social Learning Theory, Spiral of Silence	12	02	
IV	**Media, Society & Culture:** Society- Concept and Definition, Social Institutions, Family, Community, Social Groups, Specific features of Indian Political System, Normative Theories of Press, Types of Society and Communication: Ancient, Recent Past & Present, Culture- Concept and Definition, Various aspects of Indian Culture, Intercultural Communication, Indian concept of Communication, Narad as a Communicator, Indian Model of Communication with special reference to Sadharnikaran Model.	15	04	

Learning Outcomes: On the completion of the course students will be able: -

- To be conversant with the 7 Cs of effective communication.
- To understand various theories and models of communication.
- To assess the impact of communication on individual groups and society.
- To make effective use of media for their communication.
- To have a critical understanding of the human communication.
- To identify communication barriers and overcome them.

Scheme of Evaluation

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Klapper, Joseph T. 1960: The Effects of Mass Communication, The Free Press, New York.
- Schramm, Wilbur. 1971: The process and effects of Mass Communication.
- Kincaid, Lawrence D. 1988: Communication theory: Eastern and Western Perspectives, Academic Press.
- Berger, A.A. 1995: Essentials of Mass Communication Theory, Sage Publication, New Delhi.
- Ravindran, R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1stedt.)
- Campbell, Richard.2000: Media and Culture, New York, Bedford Publication, (2nd edit.)
- McQuail, Denis. 2000: Mass Communication Theory, Sage Publication, New Delhi.
- Sharma, R.S. 2002: Material Culture and Social Formation in Ancient India, New Delhi (1stedt.)
- Singh, J.K. 2002: Media Culture and Communication, Mangaldeep Publication, Jaipur (1stedt.)

Photography: Concepts & Practices	
Year: I	Semester: I
Type of Paper: Core Course (6Credits)	Paper Code: CCJMC 02
Course Objectives: To describe the characteristics and Importance of Visuals as a medium of mass communication and their limitations • To list basic inputs, equipment and their uses in Photography • To describe different Exposure Techniques in Photography • To make students understand visual language and composition • To make students aware of the uses and importance of photographs in the news	

Units	Topics	Lecture	Tutorial	Practical

I	Introduction to Photography: Definition, Concept and Origin, Human Eyes and Camera, Photographic Equipment, Camera and Types, Camera Lenses	10		04
II	Light and Exposure Techniques: Types of Lighting, Aperture, Shutter Speed, ISO, Exposure Triangle, Depth of Field, Reciprocity	10		04
III	Visual Composition: Shots and Angles, Visual Design, Elements of Visual Design, Principles of Visual Design, Rules of Composition.	15		08
I	Photojournalism and Genre of Photography: News Photographs, Caption Writing, Photo Features, Portrait and Landscape Photography, Nature Photography, Fashion Photography, Food Photography, Sports Photography.	15		08

Learning Outcomes: After the completion of the course, students will be able to;.
- Identify the fundamentals of photography
- Relate the medium's history.
- Recognize the principles of science and art in the context of photography.
- Learn the intricacies of visual composition.
- Design storytelling through this visual medium.
- Create projects having a Journalistic and business purpose.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings:
- Zakia, R. D., & Page, D. (2012). Photographic composition: A visual guide. Routledge.
- Langford, M. (2013). Basic photography. Routledge.
- Peterson, B. (2016). Understanding exposure: how to shoot great photographs with any camera. AmPhoto books.
- Langford Michael, Basic Photography, Plume; 5 edition (August 26, 2003)
- Peterson , Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition edition (10 August 2010)
- David Taylor,Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks,(Aug 18, 2015)
- Scott Kelby ,The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros,(Jun 7, 2019)

Practical

Photography: Concepts & Practice	
Year: I	Semester: I
Type of Paper: Core Course (6 Credits)	Paper Code: CCJMC 02
Objectives of the Course:	
To make students understand and practice the advanced Camera technique.	
To make students aware of basic inputs, equipment and their uses in Photography	
To practice different Exposure Techniques in Photography	
To make students understand visual language and composition by clicking photos	
To make students able to capture events and various forms of the photograph.	
To practice writing for the photographs.	
Description	
The Student will be assigned practical work related to the relevant contents of the above paper (CCJMC 02). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. **List of Practical Assignments** "5 yes, 5 no" challenge Exposure compensation Static and motion photographs Shadow and night photography Capture six shots to create a story Creating Photo Stories through street photography Shoot and Submit black and white photographs Shoot and Submit nature photos (5), news photos (5) portraits (5) Human interest photos (5) Writing for the visuals Making photo file (Hard Copy)	

Learning Outcomes: After the completion of the course, students will be able to;.
- Handle cameras and other equipment.
- Implement the principles of science and art in the context of photography.
- Apply the intricacies of visual composition.
- Design storytelling through this visual medium.
- Create projects having a Journalistic and business purpose.

Scheme of Evaluation(Practical)

Internal Assessment	Attendance	Assignment/Project	Exam/Test/ Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

History of the Media				
Year: I		**Semester: I**		
Type of Paper: Core Course, Credits: 4 (3+1)		**Paper code: CCJMC 02**		
Course Objectives:				
Describe Indian Journalism in a pluralistic society				
Understand the historical roots and evolution of different streams of mass media.				
Identify the contribution of press and broadcast in social communication.				
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	Evolution of Printing Press, Evolution of Press in USA, Great Britain and France, International News agencies History of Press in India, Role of Press in Indian Freedom Struggle, The Press since Independence, Origin and Development of Regional Language Press in India and their role in Indian Freedom Movement, News Agencies in India.	**10**	**03**	
II	The emergence of Radio Technology, Origin and Development of Radio in India, Evolution of AIR Programming, Autonomy of All India Radio, FM: Radio Privatization, Educational and Community Radio, Internet/Digital Radio.	**10**	**02**	
III	Origin and development of television in India, Formation of Doordarshan (DD) as separate entity, SITE. Historical perspective of television in India, Early experiments in Indian television network- SITE a Television and Development, Commercialization of TV, Doordarshan Code, Formation of Prasar Bharati —Composition and Functions of Prasar Bharati, New Information and Communication Technologies-- Optical Fiber, Cable television, Satellite Television, Direct to Home (DTH), Internet Protocol Television (IPTV), OTT Platform.	**15**	**03**	
IV	Films as a Mass Medium, Historical Development of Indian Cinema, Parallel Vs Commercial Cinema Traditional Folk Media in India, Evolution of Folk Media and its Future Prospects. Introduction to New Media Technology - Internet, its historical perspective - Information and Communication Technology - Basic understanding of the Internet from the viewpoint	**15**	**05**	

	of Communication. Development of New Media, Media Convergence.			

Learning Outcomes: On the completion of the course students will be able:

- To share the pride in the history of journalism and be inspired to adopt a role that aids democracy, national integrity and international peace.
- To have insight and challenges of Indian press pre-and post-independence.
- To have knowledge about the role played by the Indian press during Indian National movement.
- To have an in-depth knowledge of the evolution and development of all mass media till today.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- G.N.S Raghavan. 1987: Early years of PTI, PTI story: Origin and Growth of Indian Press, Press Trust of India, Mumbai.
- Chatterjee, P.C.1991: Broadcasting in India, Sage Publication, New Delhi.
- Sudarshan, K.N. et al. 1998: Electronic Media, Indian Publisher's Distributions.
- Bhatt, S.C. 2000: Indian Press since 1955. Publication Div., Ministry of I & B, Govt. of India,
- Natarajan, J. 2000: History of Indian Journalism (Publication Div. Ministry of I & B Govt. of India.
- Singh, J.K. 2002: Media Culture and Communication, Mangaldeep Publication, Jaipur (1stedt.)
- Melissa, Butcher. 2003: Transnational Television, Cultural Identity and Change, Sage Publication, New Delhi.
- Madhavrao, L .R. 2004: Assessing the Trends in Journalism, Sumit Enterprises, New Delhi.
- Uma 2006: Communication Models, Atlantic Publication, New Delhi.
- Uma 2006: Hand book of Communication, Atlantic Publication, New Delhi.
- Kumar, Keval J. 2007: Mass Communication in India, Jaico Publication, Mumbai (3rdedt.)
- McQuail, Denis 2008: Mass Communication Theory, Vistar Publication, New Delhi (5thedt.)
- Briggs, A and Burke, P.2010: Social History of Media: From Gutenberg to the Internet,

Polity Press.

<table>
<tr><td colspan="5" align="center">**Multimedia Communication**</td></tr>
<tr><td colspan="3">**Year: I**</td><td colspan="2">**Semester: I**</td></tr>
<tr><td colspan="3">**Type of Paper: Multidisciplinary Course (4 Credits)**</td><td colspan="2">**Paper code: MCJMC 01**</td></tr>
<tr><td colspan="5">**Course Objectives:**

- To understand the central concepts of Multimedia Communication.
- To explore the impact of digital media on traditional means of communication.
- To critically assess and synthesize digital media theories and approaches.
- To determine application of theories on the critical understanding and analysis of contemporary social issues and changes and everyday problems.
- To develop the abilities to contribute to debates regarding major trends brought by digital media that drive social change.</td></tr>
<tr><td>Units</td><td>Topics</td><td>Lectures</td><td>Tutorials</td><td>Practical</td></tr>
<tr><td>I</td><td>**Concept and Origin**: Definition, Meaning, scope and importance of multimedia, Evolution of Internet and Computer- mediated-Communication (CMC), web 1.0, web 2.0, web 3.0, semantic web, Technological Determinism, Multimedia Terminologies</td><td>**10**</td><td></td><td></td></tr>
<tr><td>II</td><td>**Traditional vs Digital Media**: Digital Media and Interactivity, Types of Digital Media, Difference between Traditional, Electronic & Digital Media, Impact of New/Digital Media on Old/Traditional Media, Media Convergence, Understanding social media, Social Media Optimization, Social Media Influencers, social media and Product Promotion, Social Media Strategies</td><td>**10**</td><td>**02**</td><td></td></tr>
<tr><td>III</td><td>**Digital Community and Public Sphere**: Public Sphere, Convergence and Impact, Digital Culture, Information Society, Networked Society, Virtual Community, Digital Media and Activism. E-Governance, Digital Divide</td><td>**12**</td><td>**02**</td><td></td></tr>
<tr><td>IV</td><td>**Digital Content**: Planning,Creating and Managing Social Media Content, Users Generated Communication, Writing Blog, Vlog, Reel, Writing for online media. Digital Storytelling, Creating Interactive Content.</td><td>**12**</td><td>**04**</td><td></td></tr>
</table>

Learning Outcomes: After the completion of the course, students will be able to;.
- Approach critically the central digital media theories and apply them to address and explain contemporary changes in society, politics, and economy.
- Describe the relations and interactions between society and technology.

- Compare the different digital media theories and understand their similarities and differences.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs,* Sage 2002
- Sunetra Sen Narayan, Shalini Narayan, *India Connected: Mapping The Impact of New Media*, Sage 2016
- Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
- Flew. Terry, *New Media*: An Introduction, Oxford Higher Education, 3rd, 2007
- Wendy Hui Kyong Chun, Thomas Keenan, '*New media, Old Media, A history and Theory reader,* Routledge, 2006
- Carolina McCarthy, *Facebook: Our targeted ads aren't creepy* , The Social-CNET news, June 18, 2009
- Frank Webster*, Theories of the Information Society*,Routledge, 3rd, 2006
- Levinson. Paul, *New New Media,* Allyn& Bacon, 2nd, 2012
- Lev Manovich, *The language of New Media, MIT Press, 2001*
- Ronal Dewolk, *Introduction to Online Journalism*, Allyn& Bacon
- John Vernon Pavlik, *New Media Technology*, Allyn& Bacon
- Michael M. Mirabito, *New Communication Technologies* : Application
- Barbara .Mogrenstorn, Policy & Impact, Focal Press, 4th edition
- Xtine Burrough, Paul Martin Lester, *Visual Communication on the Web*, Routledge, 2012
- Richard Kahn, Douglas Kellner, University of California, Los Angeles, USA*, 'New media and internet, activism: from the 'Battle of Seattle' to blogging'*, New Media and Society, Sage 2004.

Computing Skills for Media & Photo-editing Software	
Year: I	**Semester: I**
Type of Paper: Skill Course (2 Credits)	**Paper code:SCCJMC 01**
Course Objectives: - To introduce students to the basics of computer - To familiarize the students with the applications of computers in print and electronic journalism - To facilitate the students to learn the practical applications of computers at different levels in media - To expose the students to the world of the internet and its extensive use for interactivity - To familiarize the students with web-based broadcasting - To make students learn and practice the techniques of photo editing software.	

Units	Topics	Lectures	Tutorials	Practical
I	**Fundamentals of Computer:** Definition, History, Computer Generations, Hardware and Software, Components of Computer System, CPU, Input and Output Devices, Primary and Secondary Memory, Operating Systems.	05		05
II	**Operating Computer:** Connecting keyboard, mouse, monitor and printer to CPU, Checking power supply, Hindi and English Typing, Shortcut Keys, Internet Browsing. File and Directory Management			05
III	**Computer Applications:** MS Office i) Microsoft Word ii) Microsoft Excel iii) Microsoft Powerpoint, Adobe Photoshop and Lightroom.			15

Learning Outcomes: After the completion of the course, students will be able to;.
- Operate computers
- Work with the applications of computers in print and electronic journalism
- .Use the internet effectively for relevant information and data
- Apply the intricacies of photo editing.
- Design storytelling through this visual medium.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Key Readings:

- Nasib Singh Gill: Handbook of Computer Fundamentals, Khanna Books Publishing Co.(P) Ltd., New Delhi, 2016.
- P.K Sinha: Computer Fundamentals, BPB Publications.
- Nasib Singh Gill: Computing Fundamentals and Programme ming in C, Khanna Books Publishing Co.(P) Ltd., New Delhi.
- V. Rajaraman: Fundamentals of Computers, PHI
- Microsoft Office – Complete Reference – BPB Publication
- Norton Peter: Introduction to Computer, McGraw-Hill.
- Leon, Alexis & Leon, Mathews: Introduction to Computers, Leon Tech World.
- C.S. French: Data Processing and Information Technology, BPB Publications.

- Sunder, R,2000. *Computers Today* Ed.2, John Wiley
- Macintosh, *Advanced Adobe Photoshop*, Adobe Publishers.

Semester – 2

Journalism: Theories & Practices				
Year: I		Semester: **II**		
Type of Paper: Core Course, Credits: 6(4+2)		**Paper code: CCJMC 04**		
Course Objectives: 1. To know the basic principles, and characteristics of journalism and writing the news accordingly. 2. To get students introduced to the functioning of news media organizations. 3. To develop practical skills in reporting and writing for different media. 4. To familiarize the students with print and broadcast journalism.				
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**Journalism**: Meaning, Definition and Functions of Journalism, Fundamental values and principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice – Functions – Western and Eastern approaches – Various characteristics – Role of Journalism in democratic society. Journalism Education in India, Journalism as a Profession, Types of Journalism	**12**		
II	**Writing for Print Media:** Principles & Techniques. – Clarity, Brevity, Simplicity, Readability and Accuracy. Forms of Journalistic Writing - News Writing – Inverted Pyramid, Writing Columns, Articles, Features, Editorials, Letters to the Editor, Preparing Press Releases.	**12**		**05**
III	**Writing for Electronic Media:** Radio: Writing for Radio, Language and Grammar, Writing News Scripts, Preparing Ad Scripts, Radio Jockey Skills. Television: Basic Principles and Techniques of TV Writing, Elements of TV Scripting, Language and Grammar, Writing News Scripts. Writing for Social Media (Facebook, Twitter, LinkedIn, Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism	**15**		**10**
IV	Duties and Responsibilities of Journalists, Values and Ethics in Journalism, Reporting staff: News Bureau, Bureau Chief, Chief Reporter, Correspondent, Stringers, and freelancer.	**10**		

Learning Outcomes: On the completion of course, students will be able:

- To develop skills and techniques for writing for various mass media.

- To develop an understanding on the ethics in Journalism and mass media writing.
- To understand the concept of social development through journalism.
- To understand the importance of Journalism education.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Chatterjee, P.C.1991: Broadcasting in India, Sage Publication, New Delhi.
- Kessler, Lauren & McDonald, Duncan. 1996: When Words Collide: A Media Writer's Guide to Grammar and Style (Belmont, California: Wadsworth).
- Agarwala, VirBala. 2001: Handbook of Journalism & Mass Communication, Concept Publication.
- Burns, L.S .2002: Understanding Journalism, Vistaar, New Delhi.
- Lunsford, Andrea A. The St. Martin's Handbook: With 2003 MLA Update (Bedford/ St. Martin's, 2003).
- History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press.

Practical

Journalism: Theories & Practices
Year: I   **Semester: II**
Type of Paper: Core Course, Credits: 6   **Paper code: CCJMC 04**
Course Objectives: • To learn the basics of journalistic writing for print media.   • To learn the basics of journalistic writing for radio and television.   • To learn the writing techniques for new media and current trends in web journalism.
Description
The student will be assigned practical work related to relevant contents of the core course. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.   **List of Practical Assignments**   • Write a Feature.   • Prepare a News Script   • Prepare Radio Script.   • Create a Blog   • Letter to Editor   • Prepare a Press Release.

Learning Outcomes: After the completion of the course, students will be able to: -

- To develop skills and techniques for writing for various mass media.
- To write news articles and feature for print media.
- To prepare scripts for radio and television.
- To create content for web blogging independently.

Scheme of Evaluation   (Practical)

Internal Assessment	Attendance	Assignment/Project	Exam/Test/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Mobile Journalism & Multimedia Production					
Year: I		**Semester: II**			
Type of Paper: Core Course (6 Credits)		**Paper code: CCJMC05**			
Course Objectives:					

- To Understand the importance of the mobile phone as an important tool of new-age communication
- To define the meaning, concepts and practices of MOJO
- To make students aware of different MOJO Programme ming.
- To familiarise students with techniques of reporting for MOJO
- To make students learn about the importance and future of digital content
- To know the technicalities of multimedia production

Units	Topics	Lectures	Tutorials	Practical
I	**Understanding MOJO:**Mobile phone: a convergent technology, Smartphone culture and society, Concept and Evolution of Mobile Journalism, Advantages and Trends in MOJO, MOJO Equipment(**Tripod, Gimbal, Clip microphones, Wireless recording),** Handling theApps(for**Photography, Video Recording, E**diting	**10**		**02**
II	**MOJO Programme ming**: MoJo News Room, Types of News Programme and Packaging, handling Mobile Camera Shots and Angles, how to shoot press conference, mobile videography techniques, from stability and framing to sound and sequencing	**12**		**05**
III	Reporting for MOJO: PTC and its type, Qualities MOJO Journalist, Script Writing and Presentation skills multi-media content management, managing social media	**12**		**10**

IV	Multimedia Production: Photo Shooting and Editing, Video Recording, Video Editing, Audio Recording and Editing, Live streaming, Mobile documentary, Vlog, Reel.	10		10

Learning Outcomes: After the completion of the course, students will be able to;.
- Understand the Mobile phone as an effective tool for digital communication
- Identify the tools needed for mobile production
- Understand various digital content and their application
- Know the intricacies of digital storytelling.
- Critically assess the ethical use of MOJO

Scheme of Evaluation

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings:

Adornato, A. (2017). *Mobile and Social Media Journalism: A Practical Guide.* CQ Press
· Eldridge II, S., and Franklin, B. (2018). *The Routledge Handbook of Developments in Digital Journalism Studies.* Routledge
· Hjorth, L., Burgess, J., and Richardson, I. (2012). *Studying mobile media: Cultural technologies,*
- Mobile communication, and the iPhone. Routledge
- MOJO: The Mobile Journalism Handbook
- James G. Stovall Web Journalism: Practice and Promise of a New Medium
- Ronal Dewolk, Introduction to Online Journalism, Allyn& Bacon, 2001
- John Vernon Pavlik ,New Media Technology, Allyn& Bacon
- Cecilia Friend, Online Journalism Ethics: Traditions and Transitions, 2007
- Richardson, Allissa. "Mobile Journalism: A Model for the Future". Diverse Issues in Higher
- Education. Cox, Matthews and Associates, Inc. Retrieved January 9, 2013.
- http://www.mojo-manual.org/
- http://www.mojo-manual.org/understanding-mobile-journalism/
- http://vimojo.co/

Practical

Mobile Journalism & Multimedia Production	
Year: I	Semester: II
Type of Paper: Core Course (6 Credits)	Paper Code: CCJMC05
Objectives of the Course:	

- To make students understand and practice the techniques and tools of MOJO.

• To practice reporting with a mobile phone • To make students create stories using mobile • To make students able to create vlogs and mobile documentaries. • To practice writing for the digital content.	

Description
The student will be assigned practical work related to the relevant contents of the above paper (CCJMC05). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. **List of Practical Assignments** • Capture and submit photos clicked on mobile • Peace to camera for MOJO • Selfie Journalism • Writing scripts for MOJO • Creating Vlogs • Creating Reels • Creating Photo Stories • Developing interactive content • Going live

Learning Outcomes: After the completion of the course, students will be able to;.
- Use a Mobile phone as an effective tool of digital communication
- Work with the applications of MOJO
- Create digital content
- Apply the intricacies of digital storytelling.
- Plan design and share multimedia content.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Creative Writing Skills	
Year: I	**Semester: I**
Type of Paper: Multidisciplinary Course (4 Credits)	**Paper code: MCCJMC02**

Course Objectives:

- To acquaint the learners with ideas related to creative writing including the art, the craft and the basic skills required for a creative writer
- To help learners to understand the principles of creative writing and the distinction between the literary genres
- To explain the differences in writing for various literary and social media
- To hone the creative and critical faculties of learners
- To enable learners to put into practice the various forms of creative writing that they have studied through the course

Units	Topics	Lectures	Tutorials	Practical
I	**Fundamentals of Creative Writing:** Meaning and Significance of Creative Writing, Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms, Research for Creative Writing	**10**	**02**	
II	**Elements of Creative Writing:** Plot, Setting, Character, Dialogue, Point of View, Literary Devices and Figurative Language, Elements of Style, Grammar and the Structure of Language, Proof Reading and Editing	**12**	**04**	
III	**Traditional Forms of Creative Writing:** Fiction: short story, novella and novel, Poetry, Drama, Essay, Fable, Biography, Memoire and Autobiography, Travelogues, Diaries, Self-Narrative Writing	**10**	**05**	
IV	**New Trends in Creative Writing:** Web Content Writing and Blog Writing, Script Writing, Journalistic Writing, Copywriting, Graphic Novel, Flash Fiction	**10**	**05**	

Learning Outcomes: After the completion of the course, students will be able:

- Distinguish between the literary genres.

- Write for various literary and social media.
- Critically appreciate various forms of literature.
- Make innovative use of their creative and critical faculties.
- Seek employment in various creative fields.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Abrams, M.H. Glossary of Literary Terms. Boston: Wadsworth Publishing Company, 2005.
- Atwood, Margaret. Negotiating with the Dead: A Writer on Writing. Cambridge: CUP, 2002.
- Bell, James Scott. How to Write Dazzling Dialogue.CA: Compendium Press, 2014.
- Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.
- Berg, Carly. Writing Flash Fiction: How to Write Very Short Stories and Get Them Published. *Then Re-Publish Them All Together as a Book. Houston: Magic Lantern Press, 2015.
- Blackstone, Bernard. Practical English Prosody. Mumbai: Orient Longman, 1984.
- Clark, Roy Peter. Writing Tools.US: Brown and Company, 2008.
- Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007.
- Egri, Lajos. The Art of Dramatic Writing. NY: Simon and Schuster, 1960.
- Gardner, John. The Art of Fiction. New York: Vintage, 1991.
- Goldberg, Natalie. Writing Down the Bones. Boston and London: Shambhala, 1986. • Hamer, Enid. The Metres of English Poetry. Booksway, 2014.
- King, Stephen. On Writing: A Memoir of the Craft. London: Hodder and Stoughton, 2000. • Johnson, Jeannie. Why Write Poetry? US:F. D. Univ. Press, 2007.
- Mezo, Richard E. Fire i' the Blood: A Handbook of Figurative Language. USA: Universal Publishers/uPUBLISH.com, 1999.
- Sartre, Jean-Paul. What Is Literature? And Other Essays. Harvard: Harvard Univ. Press, 1988. • Show, Mark. Successful Writing for Design, Advertising and Marketing. New York: Laurence King, 2012.
- Strunk, William and White, E. B. The Elements of Style. London: Longman, 1999. 6
- Sugrman, Joseph .The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. New York: Wiley, 2009.
- Turabian, Kate L. A Manual for Writers. Chicago: Univ. of Chicago Press, 2007.
- Ueland, Brenda. If You Want to Write. India: General Press, 2019.

- Zinsser, William. On Writing Well. New York: Harper Collins, 2006.

Name of the Paper: Multimedia Tools & Web Designing				
Year: I		**Semester: II**		
Type of Paper:Skill Course (2 Credits)		**Paper code:SCJMC02**		

Objectives of the Course:

- To define the principle of Web page design
- To define the basics in web design
- To visualize the basic concept of HTML.
- To recognize the elements of HTML.
- To introduce basic concept of CSS.
- To develop the concept of web publishing

Units	Topics	Lectures	Tutorials	Practical
I	Basics in Web Design: What is World Wide Web, Why create a web site, Web Standards, Audience requirement. Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept.	05		05
II	Introduction to HTML: What is HTML, HTML Documents, Basic structure of an HTML document, creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks,HTML Tags. Elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls.	02		08
III	Web Publishing or Hosting: Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling, Creating the Web Site, Saving the site, Working on the web site, Creating web site structure, Creating Titles for web pages, Themes-Publishing web sites.			05
IV	Software for creating web page: Adobe Dreamweaver Software training and Practice, Photoshop functions and techniques specific to web page design			10

Learning Outcomes: After the completion of the course, students will be able:

- To identify the importance of web page.
- To categorise different types of websites.
- To design layout and design for web page.
- To Design and Publish websites.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Key Readings

- Arntson, A. E. (2007). *Graphic Design Basics* (5th Ed.). Thompson, Wadsworth
- Ambrose, G., and Harris, P. (2008). *The Production Manual: A Graphic Design Handbook.* AVAPublishing SA
- Visual Quick Start Guide—WordPress, PeachPit Press.
- HTML, XHTML, and CSS Bible 5ed, Steven M. Schafer, Wiley India
- HTML 5 in simple steps, Kogent Learning Solutions Inc., Dreamtech Press
- A beginner's guide to HTML, NCSA

Semester – 3

Reporting & Editing	
Year: **II**	Semester: **III**
Type of Paper: **Core Course(6 Credits)**	Paper code: **CCJMC 06**

Course Objective:

- To develop a thorough understanding of concept of the news.
- To cultivate necessary skills relevant to finding, choosing, gathering and presenting news.
- To learn about various types of reporting.
- To identify the challenges and issues related to news reporting.
- To get a basic understanding of structure and functioning of the newsroom.
- To learn the various editing methods, tools and techniques.

Units	Topics	Lectures	Tutorials	Practical
I	**News:** Concept, Definition Elements of news, Structure of news, News Values, Types of News, Different types of leads **Headlines –** Technique, style, kinds of headlines. News Source, Selection Process of News, 5W's and 1H, Inverted pyramid	10		02
II	**Types of Reporting-** Crime, Court, Civil, Society, Culture, Politics, Commerce & Business, Education, Development. **Features-** definitions, techniques and type of features; **Interviews-** Purpose, techniques and types.	10		04

III	**Newsroom:** Organizational Structure and Function. **Convergent Newsroom:** Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation)	10		
IV	**Editing:** Concept, Process and Significance, Principles and techniques of Editing, Magazine editing, layout, graphics. Editorial, feature and article writing for Magazine **Photo-Editing:** Concept, Process and Significance, Pictures: Sources of pictures; Selection and treatment of pictures; Caption writing **Proof Reading:** Meaning, Definition, Importance, Proof reading symbols, New Techniques of Proof readings. **Editorial Desk:** Structure and its Function	12		05
V	**Newspaper Design:** Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.	10		10

Learning Outcomes: On the completion of the course students will be able:
- To learn handling of newspaper text.
- To learn the vocabulary of design; application of design and principles in print layout
- To develop an understanding about different beats reporting and feature writing;
- To develop analytical and critical thinking ability through classroom interactions, reading, writing, and field assignments.
- To explain and acquaint the learners with newspaper page make up.

Scheme of Evaluation (Theory)

Internal	Attendance	Assignment/Presentation	Exam/Test	Total Marks

Assessment	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key   Readings

- Jones, John Paul.1970: Modern Reporter's Handbook, Greenwood Press Connecticut
- Taylor, Ron and Teel, 1985: Into the Newsroom, Leonard Ray Prentice Hall, New Jersey;
- Bruce D Itule and Douglas A Anderson. 1994: News Writing and Reporting for Today's Media, McGraw-Hill.
- Burns, L.S .2002: Understanding Journalism, Vistaar, New Delhi.
- Stein, M.L & S.F. Paterno (2003) The News writer's Handbook, Surjeet Publications, New Delhi.
- Contractor, H. 2004: The Art of Feature Writing, Icon Publishing, New Delhi.
- Kumar, J, Keval.2004: Mass Communication in India, Jaico Books, Mumbai.
- Friedlandeer, E.J & John Lee .2011: Feature Writing: The Pursuit of Excellence. PHI Learning Pvt. Ltd, New Delhi.

Practical

Reporting & Editing	
Year: II	Semester: III
Type of Paper: Core Course (6 Credits)	Paper code: CCJMC 06
Course Objectives:	

Course Objectives:
- To learn to handle the newspaper text.
- To learn the vocabulary of design and application of design and principles in print layout.
- To develop an understanding of different beats reporting and feature writing;
- To explain and acquaint the learners with newspaper page make-up.

Description

The student will be assigned practical work related to relevant contents of the core course. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

List of Practical Assignments
- Everyday Newspaper reading class and discussion on current issues
- Preparation questions for a specific interview.
- Rewriting news stories from newspapers converting them for magazine.
- Filing report on the basis of mock press conferences.
- Preparation of newspaper copy by using editing symbols.
- Editing features into a news story.
- Headlines writing exercises based on newspaper published stories.
- Writing caption/changing caption of the selected cartoons and photos.
- Writing two editorials.

Course Outcomes: On the completion of the course, students will be able: -
- To inculcate the habit of reading the newspaper daily.
- To stay updated with current issues.
- To write reports and features for newspapers and magazines.
- To prepare questionnaire for interview.
- To edit reports using editing symbols.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Advertising & Public Relations	
Year: II	Semester: III
Type of Paper: Core Course (6 Credits)	Paper code: CCJMC 07

Course Objectives:
- To acquaint the learners with the concepts of advertising and Public Relations with their historical origin and evolution.
- Comparison and the usage of Print, Electronic and New Media for advertising;
- To provide knowledge about creating advertising content and to provide a detailed understanding of the working of an advertising agency.
- To develop the basic understanding about PR and its tools.

Units	Topics	Lectures	Tutorials	Practical
I	**Advertising:** Concept, Definitions, Role and Functions of Advertising, Growth & Development of Advertising in India & World, Classification of Advertising, Types of Media for Advertising Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.	10		
II	**Models of Advertising Communication-** AIDA model, DAGMAR model, Maslow's Hierarchy Model, Theories of Advertising, Advertising Agency-Concept Role, Types, Structure & Functions. Advertising and Marketing Mix, Advertising and Marketing Research, Consumer Behaviour, Analysing Human Behaviour,	12		02

	Consumer in Economic Theory, Market Segmentation, The Mechanics of the Market, Brand Positioning, Brand Image. **Media Planning--** Significance of Media Planning, Media Plan and Media Schedule, Four types of media Factors, Media Planning decision making process			
III	**Creating Advertisements:(Ideation and Copywriting)--** Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting, Elements of an advertising copy, Copywriting Principle **(Illustration and Layout)--** Illustrating, Types of Illustrations, Guidelines for using Illustrations, Advertising Layout, Considerations for developing a print layout, Types of layouts **Television Advertisements--** Elements of a TV advertisement, Types of TV advertisements, Guidelines for creating TV advertisements **Digital and Social Media Advertising--** Role and scope of Digital media, Advertising on Digital Media, Evolution of Digital Media Advertising, Digital Advertising in India, Social Media in Brand Building, Some case studies	**10**		**10**
III	**Public Relations:** Concepts, Definition, Objectives and Functions. Publicity, Propaganda, Public opinion Public Affairs and lobbying, PR Communication and Process, PR Tools and Strategies, Internal and External Publics, Structure of PR department, Duties, responsibilities and qualities of a PRO **Media Relations--** Understanding Media relations, Benefits of Media Relations, Tools and Techniques of Media Relations, Organizing Press Conferences, Writing Press Releases	**10**		
V	**Community Relations and Corporate Social Responsibility--** Community expectations and need for Community Relations, Objectives of	**10**		**05**

	Community Relations, Techniques of maintaining community relations, Corporate Social Responsibility. **PR and Crisis Communication-**- Defining 'Crisis', Kinds of Crisis, Role of PR in Crisis Management and Communication, Preparing a Crisis Management Plan. **PR Agencies and Apex Bodies--** PR Agencies, Structure and Functions of PR Agency, Client Servicing, Apex bodies, IPRA, PRSI Community			

Learning Outcomes: On the completion of the course students will be able: -
- To know the survival skills needed for the world of advertising and PR.
- To understand the concept of brand image and position.
- To plan an ad-campaign.
- To employ PR effectively to create goodwill and convey a positive brand image.
- To employ PR for event management.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings
- Hart Norman.1950: Strategic Public Relation, Macmillan Press, London.
- Mehta, D.S. 1980: Handbook of Public Relations in India, Allied Publishers.
- Schudson, Michael. 1993: Routledge Advertising: The Uneasy Persuasion, London.
- Jethwaney, N Jaishree Verma, AK & Sarkar, NN.1994: Public Relation: Concepts Strategies and Tools, Sterling Publications, New Delhi.
- Jefkins, Frank.1995: Public Relation for Your Business, Excell Books, New Delhi.
- Gregory, Ann, Kogan page. 1996: Planning and Managing a Public Relation Campaign, London.
- Batra, Rajeev. 1996: Advertising Management; Al Prentice Hall, New Jersey.
- Valladares, June A. 2000: The Craft of Copywriting, Sage Publications.
- Ogilvy, David. 2001: Ogilvy on Advertising (Prion).
- Chunawalla, S A. 2001: Advertising Theory and Practice, Himalaya.
- Wright and Warnee. Advertising A McGraw Hill, New York.
- Wells, William. 2002: Advertising Principles and Practice, Prentice Hall, India.

Practical

Advertising & Public Relations	
Year: II	Semester: III
Type of Paper: Core Course (6 Credits)	Paper code: CCJMC 07
Course Objectives: • To provide hands on training in creating advertising content and to provide a detailed understanding of the working of an advertising agency. • The course intends to acquaint learners with the concepts of Public Relations, its historical origins and evolutionary role; • It will instil in the learner's essential journalism and communication skills to enable them to develop quality communication support material, and build unique identity.	
Description	
The student will be assigned practical work related to relevant contents of the core course. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. **List of Practical Assignments** Analyse 5 Print Advertisements. Critically evaluate print ads of competing brands two each from FMCG, Consumer Durables and Service Sector. Design display advertisement, classified & display classified (one each). Print advertising preparation – copy writing, designing, making posters, handbills. Writing radio spots and jingles. Writing TV commercials, developing script and story board. Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme. Write press note and press release PR campaign planning and evaluation. Organise press conference in the situation of crisis. Write speeches, memos and notices. Minute-to-minute planning of an event.	

Course Outcomes: On the completion of the course, students will be able to: -
- To plan, design and develop Advertising campaigns.
- To plan, design and implement PR tools effectively.
- To write press release, speeches, memos and notices.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Media Laws and Ethics				
Year: II		Semester: III		
Type of Paper: Core Course (6 Credits)		Paper code: CCJMC 08		
Course Objectives: • To define the freedom of the press as enshrined in article 19(1) (a) of the constitution. • To Identify the reasonable restrictions on freedom of the press. • To describe the salient features of the Press Council of India, its powers and functions. • To Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and Programmes of a sensitive nature. • To learn about coverage of judicial proceedings, parliament and state legislature sessions without attracting penal action.				
Units	Topics	Lectures	Tutorials	Practical
I	**Freedom of the press and the Constitution-** Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)2 reasonable restrictions to freedom of the press, Directive principles of state policy, Provisions of declaring emergency and their effect on freedom of media,	10	02	
II	History of Press Laws in India (Before and after Independence), First Press Commission and Second Press Commission after Independence, The Press Council: Composition, role, powers, guidelines and functions **Press laws:** Contempt of Courts Act 1971- civil and criminal law of defamation- relevant provisions of Indian Penal Code with reference to sedition, Official Secrets Act 1923, Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955, Role and functions of the Registrar of Newspapers, Intellectual Property Rights, Copyright Act 1957 Right to Information Act 2005. **Electronic and New Media Laws:** The AIR Code	10	02	

	Act, The Commercial Code of AIR & Doordarshan, Prasar Bharati Act, Cable Television Act and Rules, Cinematograph Act 1953, Information Technology Act 2000.			
III	Media laws and the State, Citizens, Judiciary, Legislature and Parliament: Sedition-incitement to violence (section 121 IPC) IPC 121 read with 511 inflammatory writing (IPC 353), Defamation (IPC (499) 500) civil and criminal defamation-libel, slander, Parliamentary privileges / Articles 105 (Parliament) Article 194 (State Legislation), Contempt of Court, Covering and reporting court proceedings (Article 361A). **Cyber Laws and Ethics**: Types of Cybercrimes and Regulatory Laws in India.	**10**	**02**	
IV	**Media Ethics:** Media Ethics- Why Media Ethics-truth-accuracy-balance-decency-human, rights-privacy, right to Reply, Ethical issues related with ownership of media and national, transnational monopoly. Code of Conduct for Journalists, Editors Guild of India, Advertising Council of India, PRSI, ASCI, NBA.	**10**	**02**	

Learning Outcome: On the completion of the course the student will be able: -
- To know the historical background of press laws in India.
- To have awareness about media ethics and the journalistic code of conduct.
- To have awareness about the representation of women in media ad laws related to them.
- To know about regulatory bodies of media, media debates on morality and accountability and cybercrimes.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Basu,D.D. 1996:Laws of the Press, D. Princeton Hall Publishers, New Delhi.
- Prabhakar, M. et. al.A Compendium of Codes of Conduct for Media Professional (University Book House, 1999) .
- William K. Ethics (Prentice Hall India, 2002). 2. Singh, P.P. et. al.Media, Ethics and Laws (Anmol, 1998).

- R.Lillie, William. Introduction to Ethics (Allied Publishers, 2003).
- Media Credibility by Aggarwal, S.K
- Mass Media: Laws and Regulations by Rayudu, C.S.
- History of Press, Press Laws and Communication by Ahuja, B.N.
- Press and Pressure by Mankakar, D.R.

Radio Journalism and Production	
Year: II	Semester:III
Type of Paper:Vocational Course (6 Credits)	Paper code:VCJMC01

Course Objectives:
- To describe the characteristics of radio as a medium of mass communication and its limitations
- To describe different formats of radio Programme s
- To list basic inputs, equipment and main elements of radio production
- To identify the right kind of music and sound effects for different formats of radio Programme s
- To acquaint students with different modes of transmission.

Units	Topics	Lectures	Tutorials	Practical
I	**Radio as a medium:** Radio: as a medium of mass communication, Characteristics, and Limitations. Types of radio stations: State, Private FMs, Community Radio. Modes of transmission: AM, SW and FM. AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast. Autonomy of All India Radio: Chanda Committee to Verghese Committee---- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.	10		
II	**Radio Formats and podcasting:** Simple announcements, Radio News, Radio talks, Radio features and documentaries, Radio plays, Radio ads, Phone in Programme s and Music Shows, Introduction to Podcasting, Radio vs Podcasting	10		
III	**Writing for the Ear:** Stages of Audio Production, Knowing your audience, Developing your style, Writing for different formats.	10		05
IV	**Audio Content Production:** Radio production: Introduction, Elements, Acoustics, Sound effects and Music. Podcasts Production and Promotion, Different types of microphones, Recording, Editing	10		10

Learning Outcomes: After the completion of the course, students will be able:

- To know the features and characteristics of the radio.

- To understand the use of various tools for radio Programme production.

- To understand the variety of sound and their usage.

- To explore various recording and editing techniques.

- To understand podcasting

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Gilmurray, Bob Media Students Guide To Radio Production
- Robert Mcleish Radio Production
- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
- Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010.
- Strunk & White, The Elements of Style, 4th edition, 2015, Mass Market Paperback.
- Jonathan Kern, Sound Reporting, The University of Chicago Press, 2008.
- J.Bjarnholdt Hansen, Writing for The Ear, Speechwriting in Our Time, journal, Texas A& M UniversityPress.
- Jesse Noyes, Companies, and podcasts, Havard Business Review, Dec. 9th 2014
- Thomson, Voice, and Personality, March 2014 New Scientist Plus Podcasts, TED-Talks, Hand-outs as indicated for each class.

Practical

Radio Journalism and Production	
Year: II	Semester: III
Type of Paper: Vocational Course (6 Credits)	Paper Code: VCJMC01

Objectives of the Course:

- To make students understand and practice the techniques and tools of radio production.
- To practice reporting for radio
- To make students produce various radio Programme s
- To make students able to create podcasts.

Description

The Student will be assigned practical work related to the relevant contents of the above paper (CCJMC 02). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.

List of Practical Assignments

- Record and edit content for radio
- Writing and reporting for radio news bulletins
- Writing and producing radio talks.
- Writing and producing radio features.
- Writing and creating radio jingles
- Writing and creating ads for radio.
- Writing and producing radio documentaries.
- Writing and producing radio dramas.
- Writing and creating podcasts.
- Creating digital radio.

Learning Outcomes: After the completion of the course, students will be able:

- To record and edit audio content.

- To Write scripts for various audio content.

- To produce several radio Programme s.

- To create and promote podcasts.

- To create a digital platform for audio content.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Print and Audio Production Software Training

Year: II		Semester: III	
Type of Paper: Skill Course (2 Credits)		Paper code: SCJMC 03	

Objectives of the Course:
- To describe the basics of page layout and design
- To make students familiar with font and colour schemes.
- To describe the various elements and principles of page layout
- To make students learn the software for page layout and design.
- To make students understand the use of software for audio editing and mixing.

Units	Topics	Lectures	Tutorials	Practical
I	Basics of Page Layouts: Introduction to layout- Newspapers, Magazines, leaflets, posters, pamphlets etc. basic need, importance, impact, future. Design Elements, Design Principles.	05		10
II	Typography and Quark Express Training: History of fonts, sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using the appropriate font. Quark Express Introduction and Demo, Practicing Quark Express, Making Page Layout.			10
III	Audio Recording and Editing Techniques: create quality audio recordings using current and evolving technologies. demonstrate correct microphone placement in studio and location recordings. perform complex audio production techniques. describe audio production software interface. demonstrate refined techniques for audio production using appropriate audio software. collect, create, analyze, and evaluate digital audio clips.			10

Learning Outcomes: After the completion of the course, students will be able:
- To implement elements and principles of page design.
- To proficiently use software for page design.
- To use software for sound editing and mixing.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Key Readings :
- Sarkar, N.N-.Art and Production
- Daryl & Moen- Newspaper Layout & Design: A Team Approach
- John Cruise and Kelly Kordes Anton- QuarkXPress 8: Essential Skills for Page Layout and Web Design
- David Karlins& Bruce K. Hopkins-Techmedia-BPB Publications - How Tos 100 essential techniques
- Izhaki, R. (2017). Mixing audio: Concepts, practices and tools, (3rd ed.). Routledge
- Alten, S. (2013). Audio in media, (10th ed.). Wadsworth.
- Pohlmann, K. (2011). Principles of digital audio, (6th ed.). McGraw-Hill.
- Huber, D. and Runstein, R. (2017). Modern recording techniques, (9th ed.). Routledge.

Semester – 4

Media Management			
Year: II		**Semester: IV**	
Type of Paper: Core Course (4 Credits)		**Paper code: CCJMC 09**	
Course Objectives: - - To make students aware about the responsibilities, structure and functioning and Responsibilities of an organization. - To analyse individual media businesses and understand the economic drivers of the media economy. - To have developed hands-on experience as content marketers using Journalistic and digital techniques. - To gain a perspective on the evolution of media on key current trends.			
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**Media Management**–Meaning and Scope; media as an Industry and Profession; Ownership Patterns of Mass media in India: sole proprietorship, partnership, Private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).	**10**		
II	**Media Industry: Issues & Challenges Media industry as manufacturers-** Manufacturing Consent, news and Content Management. Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing Ownership patterns	**10**	**02**	
III	Structure of News media organizations in India. Role responsibilities & Hierarchy, Workflow & Need of Management Shift Patterns, Circulation & Guidelines	**10**	**02**	
IV	Foreign Equity in Indian Media (including print	**10**	**04**	

media); Globalization: Economic, Social and Cultural effects on Mass Media; Global Competition.			

Course Outcomes: On the completion of the course students will be able:-

- To acquaint learners with the concepts of media management.
- To with the changing trends in the ownership and management of the Indian media and their implications for media performance.
- To learn the role of the various professional bodies in the professional growth of the Indian media.
- To get an insight into various ownership of media houses.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Reading

- Gulab Kothari. 1995: Newspaper Management, Intercultural Open Uni. Netherland.
- Virbala Aggarwal.2002: Handbook of Journalism & Mass Comm. Concept Pub. Co., New Delhi.
- Herbert Lee Williams.1978: Newspaper Organization& Management, Surjeet Pub., New Delhi.
- Frank M. Corrado. 1984: Media for Managers Published by Prentice Hall.
- Henry H. Albers. 1969: Principles of Management: A Modern Approach. Publisher Wiley.
- DibakarPanigrahy. 1993: Media Management in India. Kanishka Pub. House, New Delhi.
- Gulab Kothari. 1995: Newspaper Management in India. Published by Rajasthan Patrika Pvt Ltd.
- Dennis F. Henrick.2015: Media Management in the Age of Giants.
- Herbert Lee Williams.1955: Newspaper Organization and Management (5 edition)

Television Journalism and Production	
Year: II	Semester: IV
Type of Paper:Core Course (6 Credits)	Paper code: CCJMC 10
Course Objectives:-	

- To learn the salient features of TV as a mass medium
- To understand the process of gathering news and reporting for TV format.

		Lectures	Tutorials	Practical
	• To have the basic understanding of handling video camera. • To identify the genre of Television Programme mes. • To identify the steps involved in editing of a video.			
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**TV as a Mass Medium:** Nature and Language of TV, Formats and types for TV Programme mes, TV News script format, Scripting for Fiction/Non Fiction. **Fundamentals of TV Reporting** – Reporting skills, Ethics for TV reporting, Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures, establishing the scene, cut away) **Interview** – Types of news interview, Art of conducting a good Interview	**12**		**04**
II	**Basic Understanding of Video Camera-** Different types of Shots, Shutter, Aperture and Iris, Rule of the Third, 180 degree rule, Camera movements and angles. **Genre of Television Programme mes--** Talk Shows, News Shows, Reality Shows, Soap Operas **Lighting for Production--** Importance of lights in production, Lighting Techniques, Three Point Lighting, Types of television lights	**10**		**04**
III	**Stages of television Production--** Pre-production, Production, Post production: **Scripting for television--** Process of scriptwriting, Scripting formats, Writing for television Programme s **Single camera vs Multi camera production--** Importance of single or multi-camera production, Live coverage, Recorded Programme s **Television production crew--** Producers and Directors, Script writers, Floor Managers, Talents, Technical Directors	**10**		**04**
IV	**Sound for Television--** Usefulness of sound in production, Techniques of sound recording, Location sound and Sound Dubbing, Ambience, Noise and Sound effects. **Television studio--** The Studio Setup, The studio equipment, Planning for studio Production Unit **Outdoor Productions--** Electronic News Gathering, Electronic Field Production, Location Ambience	**10**		**04**
V	**Editing Process Online vs Offline Production--** Usefulness of online and offline productions, Online production setup, Off line production setup **Editing-** Basics concepts of editing, Online editing vs Offline editing, Linear vs Non-Linear editing. **Editing software--** Importance of editing, non-	**08**		**06**

	linear editing software, Sound editing software			

Course Outcomes: On the completion of the course, students will be able : -

- To write news bulletins for Television.
- To have knowledge of different formats Television.
- To handle TV/Video production independently.
- To optimally understand the skills of visual production and journalism.
- To develop employable skills on a par with industry standard.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Zettl, H. (2006). Handbook of Television Production. Wadsworth.
- Shelley, S.L. (1999). A Practical Guide to Stage Lighting. Focal Press.
- Ronald J Compesi et.al. Video Field Production and Editing (Allyn& Bacon, 1997).
- Stuart Hyde. Television and Radio Announcing (Houghton Mifflin, 2001).
- Masani, Mehra. Broadcasting and the People. National Book Trust, Mumbai.
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers, New Delhi.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall, New Delhi.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House, Mumbai.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

Practical

Television Journalism and Production	
Year: II	Semester: IV
Type of Paper: Core Course (6 Credits)	Paper code: CCJMC 10
Course Objectives: • To have knowledge of different formats of Television. • To handle TV/Video production independently. • To have the basic understanding of handling video camera. • To identify the genre of Television Programme mes.	
Description	
The student will be assigned practical work related to relevant contents of the core course. The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. **List of Practical Assignments** 1. Preparation of a video brief 2. Idea generation – fiction and non-fiction 3. Developing an idea into story 4. Script and story board 5. Production schedule 6. Budget 7. Floor plan 8. Lighting plan 9. Shooting script 10.Production of a Programme 11.Post production At the end students will produce a Programme (fiction/non fiction)	

Learning Outcomes: On completion of the course students should be able

- To prepare a video brief.
- To handle various aspects of TV production and direction.
- To write scripts for Television genres.
- To use sound and light appropriately.
- To apply production and post-production technique effectively to produce a video Programme .

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Political Communication	
Year: II	Semester: IV
Type of Paper: General Elective Course (6 Credits)	Paper code: GECJMC 01

Objectives of the Course:
- To make students understand the different political systems around the world
- To understand the political system in India
- To describe the basic understanding of political communication
- To make students learn to analyse the relationship between media and politics
- To Students recognise and understand the key concepts of political communication
- To understand the role of social media in political communication.

Units	Topics	Lectures	Tutorials	Practical
I	**Introduction to political systems:** Understanding different political systems across the world (Parliamentary structure, Federal structure, Monarchy, Dictatorship), Concept of Right, Left and Center. Understanding multiparty and two-party systems, Major political parties around the globe (US: Democratic and Republic parties; UK: Conservative and Labour parties; China: Communist Party of China; Russia: United Russia and Communist Party of the Russian Federation; India: NDA and UPA; Canada: Liberal and Conservative Parties; Australia: Liberal and Labour Parties; major political parties from Germany and France).	15	02	
II	**Introduction to Indian Politics:** Pillars of Democracy, Parliamentary Democracy and Structure, Federal Structure, Major Political Parties in India,	10	02	

	Understanding coalition politics, Understanding issues related to caste and religion-based politics, voter preferences and other political issues.			
III	**Introduction to political communication:** Meaning, nature and scope of political communication, place of communication in democracy, media and public perceptions, Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes. Propaganda Model, Public Opinion, Public Sphere	**10**	**02**	
IV	**Politics and Media:** Role of media in political participation, Media and Political Discourse, Digital Media and Politics, Social Media and Political PR, Twitter Driven Politics, online political campaigns; Political communication by civic actors, social movements and NGOs. Major Political Campaigns and Strategies.	**10**	**02**	

Learning Outcomes: After the completion of the course, students will be able:

- To identify major political systems and major political parties around the world
- To outline the need for political communication, its origin, theories and concepts in governments
- To distinguish the relationship between politics and media
- To identify and discuss key concepts in political communication

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- An Introduction to Political Communication Brian McNair Paperback: 256 pages Publisher: Routledge; 5 edition (8 March 2011) Language: English ISBN-10: 0415596440 ISBN-13: 978-0415596442
- The Dynamics of Political Communication: Media and Politics in a Digital Age Richard M. Perloff Hardcover: 512 pages Publisher: Routledge; 2 edition (19 October 2017) Language: English ISBN-10: 1138651648 ISBN-13: 978-1138651647
- Handbook of Political Communication Research (Routledge Communication Series) Lynda Lee Kaid Paperback: 560 pages Publisher: Routledge; 1 edition (28 May 2004) Language: English ISBN-10: 0805837752 ISBN-13: 978-0805837759
- Political Communication: Politics, Press, and Public in America (Routledge Communication Series) 1st Edition Series: Routledge Communication Series Paperback: 504 pages Publisher: Routledge; 1 edition (December 3, 1997) Language: English ISBN-10: 0805817956 ISBN-13: 978-0805817959

- Political Campaign Communication: Inside and Out (2nd Edition) 2nd Edition Larry Powell and Joseph Cowart Paperback: 320 pages
- Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
- Graig,G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
- Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
- Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
- Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.
- Iyengar S (2011). Media Politics: A Citizen's Guide, NY, USA: WW Norton & Co.

Forms of Journalism				
Year: II		**Semester: IV**		
Type of Paper: Vocational Course (4 Credits)		**Paper code: VCJMC02**		
Objectives of the Course:				
• To make students understand the concept of various forms of journalism • To understand writing techniques and business of fashion journalism. • To make students learn about the needs and requirements for reporting and writing for films. • To make students understand the politics and economy of sports and write for it. • To make students understand and write for Business and Finance.				
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**Fashion and Lifestyle Journalism:** Defining Fashion, Sociology of Fashion, Fashion in India; History and Current Trends, Fashion Business, Fashion Journalism, Scouting for Story Ideas, Reporting and Writing for Fashion, Fashion Review. Writing and Creating Lifestyle content, travelogues, Food, Yoga, Fitness and Books.	**12**	**02**	
II	**Cinema Journalism:** Cinema as an Art, Relationship between Cinema and Society; Portrayal of Society in Cinema. Cinema as soft power, Cinema Business in India, Film Institutions, Film Festivals and Awards, Film Starts and Star Culture, Defining Cinema Journalism, Role and Responsibility of a film reporter, planning and conducting interviews, writing and reviewing films.	**12**	**02**	
III	**Business and Financial Journalism:** Business Journalism; Concepts and Trends, Understanding	**12**	**02**	

	Economic Policy of India, Major Economic institutions and corporate houses, Business Journalism Traits and responsibilities, Reviewing and writing for Budget and Economic Survey, Government plans and Schemes. Commodity Reporting			
IV	**Sports Journalism:** Defining Sports Journalism, Concept of sports journalism, Sports Journalist, functioning of a sports newsroom including hierarchies, Sports Policymaking in India and its Reportage, Sports Reporting and writing, Planning and Conducting Interviews.	**12**	**02**	

Learning Outcomes: After the completion of the course, students will be able:
- To identify the different styles of journalistic writing for various forms of journalism.
- To write and report fashion and lifestyle events.
- To write and report for films.
- To write and report for business and sports journalism.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	**10 Marks**	**15 Marks**	**30 Marks**
Final Exam (Theory)	**NA**	**NA**	**70 Marks**	**70 Marks**
Total				**100 Marks**

Key Readings :

Breen, M, 1998. Journalism, Theory and Practice. MacLearcy Press.
- Gans, H, 1980.Deciding what's news. Vintage.
- Kamath, M V. Professional Journalism.
- Kebble, Richard, 1994. The Newspaper Handbook. Second edition.
- Mencher, M, 1991. News Reporting and Writing
- Moyes, Norman B and White, David Manning, 1974. Journalism in Mass Media.
- Srivastava, K M. Editing and Reporting.
- The Algebra of Infinite Justice. Arundhati Roy

Software Training for Video Production and Graphic Design	
Year: II	**Semester: IV**
Type of Paper: Skill Course (2 Credits)	**Paper code: SCJMC04**
Course Objective:	

- To demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
- To develop and demonstrate the understanding and skilful use of the elements and principles of visual design (1. conceptual element, 2. visual element, 3. relational element & 4. practical or functional element.)
- To gain skills to work on graphics design software
- To Study the works of contemporary artists, designers as well as masters in the field and discuss and enrich their vocabulary of design.

Units	Topics	Lectures	Tutorials	Practical
	• To apply aesthetic sensibilities toVideo editing • To explore ways to balance formal theories with practical applications of Video Production			
I	**Story of Design:** Introduction to Design, Graphics Design- Elements and Principles, Role of Design in Society-Impact/function of Design, Indigenous Design Practices, Graphic Communication Techniques, Memorization to block printing to Digital.	**05**		**05**
II	**Design Software:** Introduction to coral Draw Software and InDesign Software, Practicing Designing Software, Designing Logos, Posters, Leaflets, Pamphlets.			**10**
III	**Video Editing:** Basics of Video Editing, techniques of Video Editing, Demonstration and practice of Adobe Premier Pro and Final Cut Pro software			**10**

Learning Outcomes: After the completion of the course, students will be able:

- To work on graphics design software
- To outline the significance and concepts of graphic design
- To design logos and other forms of graphics
- To work on video editing software

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project/	Lab-Based Exam/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Key Readings

- Ambrose, G., & Harris, P. (2009). The fundamentals of graphic design. Bloomsbury
- Publishing. Bringhurst, R. (2004). The elements of typographic style. Point Roberts
- WA: Hartley & Marks. Cross, N. (2011). Design thinking: Understanding how designers think and work.
- Berg. Dabner, D., Stewart, S., &Vickress, A. (2017). Graphic design school: the principles and practice of graphic design.
- John Wiley & Sons. Fahmy, S., Bock, M., &Wanta, W. (2014). Visual communication theory and research: A mass communication perspective. Springer.

- Golombisky, K., & Hagen, R. (2013). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. Focal Press.
- Lawson, B. (2006). How designers think: The design process demystified. Routledge.
- Pressman, A. (2018). Design Thinking: A Guide to Creative Problem Solving for Everyone. Routledge.
- Shaughnessy, A. (2009). Graphic design: A user's manual. London, U.K: Laurence King.
- Smith, K. L., Moriarty, S., Kenney, K., &Barbatsis, G. (Eds.). (2004). Handbook of visual communication: Theory, methods, and media. Routledge.

Self and Social Development (SSD) course work	This Self and Social Development course work will be compulsory for all students and the student will have the choice to complete any two forms of the following course work in any one of the Eight semesters (I to VIII semester) of UG Programme : (1) Community connect & Service (2) Extracurricular activities Both the coursework will carry 2 (Two credits). Student may select any one of the above 2 course work. Community connect & service - Under community connect there will be a requirement of Minimum 30 hours of community service within any semester (I to IV). The courses will be based on community connect, swaachbharat, ek bharatshrestrabharat, NSS, etc. It will be based on number of hours devoted under this course. Concerned department will verify the fulfillment of minimum hours towards CCS. Extracurricular activities: This course work required student participation in university demarcated activities such as (1) Participation/representation of institution in Intercollegiate activities/State level activities/National level activities. A committee set up by university will verify the student participation in activities for award of credits for the coursework

Student for successfully completing 4 Year U.G. Programme degree along with securing the required credits (160 credits- for 4-year UG Programme) will have to secure additional 2 credits under SSD.

Student for successfully completing 3 Year U.G. Programme degree (if he/she opts to exit after completing 3 years U.G. course) along with securing the required credits (120 credits- for 3-year UG Programme) Student will have to secure same 2 credits under SSD.

Semester - 5

Communication for Development and Social Change				
Year: III		**Semester: V**		
Type of Paper: Core Course (6 Credits)		**Paper code: CCJMC 11**		
Course Objectives: • To develop an understanding of development issues • To contribute positively towards the development process of the country as responsible mass communicators. • To understand the role of communication in rural, urban and tribal development. • To know development communication approaches and development support communication. • To help students understand the role of national and international development agencies.				
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**Understanding Development:** Development and social change: Historical perspectives - Issues and post-colonial conceptions, Growth vs. Development, Development indicators, Gap between developed and developing Societies, International and National agencies, Role of UN agencies in the development, Development in the age of globalization.	**12**		
II	**Development Communication:** Meaning, concept, definition and origin. C4D, Development Support Communication, Behavioral Change Communication, Human Communication, Participatory communication and empowerment, Communication planning and rural development in India, Communication policy and national development in India.	**12**		**04**
III	**Dominant Paradigms and Theories of Development Communication:** Modernisation paradigm, Dependency paradigm, Alternative development, Diffusion of innovation, Magic Multiplier, Localized Approach, Social Learning Theory, ICT for development, Digital divide and development, Sustainability and development communication, Sustainable strategies in Development Communication.	**12**		**04**
IV	**Media and Development:** Role and Responsibility of Media in Development, Media and Advocacy, NGOs and development, Corporate social responsibility (CSR), Development Journalism, Solution Journalism, Analysing and writing for	**12**		**04**

	Development Schemes, Analysing Communication Plans, Success stories, Planning and Drafting development campaigns.			

Learning Outcomes: After the completion of the course, students will be able to;.

- Understand development issues for Journalistic activities.
- Write and report the different kinds of development stories.
- Work with National & International Development agencies as a development mass communicator.
- Be proficient in designing messages.
- Understand the role of ICT in the development

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Arvind Singhal, Everett M Rogers. India's Communication Revolution: From Bullock Carts to Cyber Marts.
- J V Vilanilam. Development Communication in Practice. India and the Millennium Development Goals. Sage. 2009.
- J. Servaes (Ed.), Sustainable Development and Green Communication: African and Asian Perspectives. London/New York: Palgrave Macmillan, 2013
- Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
- K. E. Eapen, Srinivas R. Melkote, SandhyaRao. Critical issues in communication: looking inward for answers : essays in honor of K.E. Eapen. Sage, 2001.
- K.Mahadavan, KiranPrasad,Youuchi Ito and VijayanPillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.
- Kiran Prasad New Media and Pathways for Social Change: Shifting Development Discourses. BRPC: New Delhi. 2012.
- Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.. 19 of 37
- Kiran Prasad. Information and Communication Technology: Recasting Development. BR Publishing Corporation, New Delhi. 2004.
- LinjeManyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
- MelkoteSrinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment.:. Sage. 2001
- Rajbir Singh. Development Communication. Pinnacle Technology. 2006.

- Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
- Uma Nerula. Development Communication: Theory and Practice. HarAnand. 2004

Practical

Communication for Development and Social Change	
Year:III	Semester: V
Type of Paper: Core Course (6 Credits)	Paper Code: CCJMC 11
Course Objectives:	
- To motivate academic-community engagement. - To make students aware of various development issues and challenges - To practice the use of ICT for development - To analyse government schemes and their reach - To enhance media and digital literacy among the local community	
Description	
The Student will be assigned practical work related to the relevant contents of the above paper (CCJMC 11). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment.	
List of Practical Assignments	
- Community Engagement - Interaction with local community listing their issues and challenges - Interaction with government and non-government agencies to know their opinion about local issues - Organising short term training Programme to enhance media and digital literacy among the local community - Analysing the reach and significance of development schemes - Determining the scope for communication for the diffusion of schemes and policies	

Learning Outcomes: After the completion of the course, students will be able to;.

- Analyse issues and challenges of development
- Implement the principles of development communication.
- Apply the ICT tools for development.
- Design Communication mechanism for development.

Evaluation Scheme

Internal Assessment	Attendance	Assignment/Project	Exam/Test/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Documentary and Film Production				
Year: III		**Semester: V**		
Type of Paper:Core Course (6 Credits)		**Paper Code : CCJMC 12**		
Course Objectives:				

Course Objectives:
- To distinguish documentary from other types of filmmaking.
- Articulate the complex ethical issues around representing subjects and topics.
- To write scripts and conduct research for documentaries and short films.
- To explain the relationship between documentary and historical, cultural, economic and technological context.
- To identify the storytelling techniques used in documentary films.
- To critically analyse documentary film text.

Units	Topics	Lectures	Tutorials	Practical
I	**Understanding the Documentary:** Defining Documentary Films, Documentary vs Feature Film, Fiction vs Non-Fiction Origin and Growth of Documentary films, Relevance and Importance of Documentary films, Introduction to the debate on realism, present scenario, Different genres and Modes, Major Indian and foreign Documentary filmmakers and their documentaries, Docudrama and Short films.	**10**		
II	**Pre-Production Stage**: Knowing the audience, Storytelling for documentary and film, Storyboarding, Importance of research for films and documentaries, writing scripts for films and documentaries, the narrative spine, theme, plot and character, structure and format, writing narration and voice-over, Making Proposal and the Budgeting. Funding and Pitching.	**10**		**04**
III	**Production Stage:** Documentary Sound, Cinematography – a responsive filmic encounter, Location Research, Technologies and Techniques, Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowd Funding	**10**		**10**
IV	**Post Production Stage**: Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy Distribution and	**10**		**10**

	Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries.			

Screen in class possible selects from:

- ➢ Michael Moore: Roger and Me
- ➢ Nanook of the North by Robert J Flaherty
- ➢ Nightmail by Basil Wright
- ➢ Bombay Our City by Anand Patwardhan
- ➢ Black Audio Collective
- ➢ City of Photos by Nishtha Jain
- ➢ Riding Solo to the Top of the World by Gaurav Jani
- ➢ Films by PSBT

Learning Outcomes: After the completion of the course, students will be able to;.

- Distinguish between, and critically evaluate, the principle 'modes' of documentary making
- Be able to read a documentary text closely and write about how it communicates meaning
- Understanding documentary production in its social and historical context
- Be conversant with, and sensitive to, current debates about documentary ethics and aesthetics.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Erik Barnow and Krishnaswamy Documentary
- Charles Musser "Documentary" in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333
- Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London: Routledge: 1993, 1-36
- Trisha Das *How to Write a Documentary Double Take* by PSBT DOX magazine
- Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.
- Documentary Storytelling (Second Edition): Sheila Curran Bernard, Focal Press.
- Cinema Studies, The Key Concepts (3rd ed.): Susan Haywood, London: Routledge
- How to Read a Film: James Monaco. New York: OUP, 2000
- Genre and Contemporary Hollywood: Steve Neal (ed.). London: BFI, 2002
- An Introduction to Film Studies: Jill Nelmes (ed.). London: Routledge, 2007

- An International History of The Medium: Robert Sklar. Film: London: Thames & Hudson, 1993

Practical

Documentary and Film Production	
Year:III	**Semester: V**
Type of Paper: Core Course (6 Credits)	**Paper Code: CCJMC 12**
Objectives of the Course: • To practice techniques of documentary and filmmaking. • To experience all the stages of the documentary filmmaking process. • To write and research for a documentary. • To plan and produce a documentary/short film. • To generate funds and find space in film festivals.	
Description	
The student will be assigned practical work related to the relevant contents of the above paper (CCJMC 12). The Practical work carried out by the students is needed to be maintained in a record file which will be required during the assessment. **List of Practical Assignments** Individual students need to produce a documentary/short film/docudrama which should include activities such as: 1. Research 2. Scripting 3. Budgeting 4. Shooting 5. Editing Duration: 8 – 10 minutes.	

Learning Outcomes: After the completion of the course, students will be able to;

- Write scripts for documentaries and films.
- To plan and produce documentaries and short films.
- To generate funds
- To screen the documentary at the film festival.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/Project	Exam/Test/Viva-Voce	Total Marks
	05 Marks	**10 Marks**	**15 Marks**	**30 Marks**
Final Exam (Practical)	NA	**50 Marks**	**20 Marks**	**70 Marks**
Total				**100 Marks**

Portfolio Preparation & Comprehensive Viva-Voce- I	
Year: III	**Semester: V**
Type of Paper: Core Course (2 Credits)	**Paper code: CCJMC 13**

Course Objectives:

- To create a desire in the student to go beyond the text and classroom learning
- To analyse the personal profile of the students
- To examine the reading habits of the students in respect of print sources
- To investigate the reading habits of the students in the digital environment
- To measure the reading preferences, reading attitudes and reading barriers among the students
- To analyse the preparations of students to work in the media industry

Description

This course helps students to inculcate reading habits among them and also to make a detailed Portfolio to be shared in the media industry where she/he is aspiring to be part of. The Portfolio will consist of a compilation of all written and practical submissions over the duration of the Programme. It is the sum total of the creative work executed by the student over the duration she/he spent in the Centre for Journalism and Mass Communication. The assignments would include written, project work and production output will be collected. The submission would include both the original and improved versions of assigned tasks reflective of gradual improvement. This course also includes continuous viva-voce and presentation to evaluate the preparation of students for job interviews.

List of activities

- Reading and Presenting at least two books out of curriculum.
- Designing and Presenting detailed portfolio.
- Viva-voce

Learning Outcomes: After the completion of the course, students will be able to;.

- Inculcate reading habit
- Make and present detailed portfolio
- Give proficient appearance in job interview

Suggested Readings:

- □□□□□ - □□□□□□□□□
- □□□ -□□□□□□□□□□
- अंतिमअरण्य -निर्मलवर्मा
- मैलाआँचल - फणीश्वरनाथ'रेणु

- Malgudi Days- RK Narayan
- Train to Pakistan- Khushwant Singh
- The Alchemist – Paulo Coelho
- Harry Potter Series – J.K. Rowling
- Animal Farm – George Orwell
- The House on Mango Street – Sandra Cisnero
- 1984 - George Orwell

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/Project	Exam/Test/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Folk and Community Media	
Year: III	**Semester: V**
Type of Paper: DSE-1 (Minor) (4 Credits)	**Paper code: DSCJMC 01**
Course Objectives: • To become acquaintance with the concept of Community media and traditional folk culture. • To study the impact created by traditional folk media among masses. • To identify the convergence of folk and community media with modern mass media.	

Units	Topics	Lecture	Tutorial	Practical
I	**Defining Community Media--** Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community Media History of Community Media – International and Indian Perspectives--	**10**	**02**	
II	**Initiatives in Community Media Participatory Video--** Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments. **Community Newspapers and Magazines--** Characteristics of Community newspapers/ magazines. **Community Radio**-Meaning, Concept and Scope.	**12**	**02**	

	Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India.				
III	**Traditional Folk Media:** Traditional Folk Media – Meaning, Characteristics, its difference from Mass Media, Different Forms of Traditional Folk Media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication Media puppetry, Théâtre, Street Plays, Folk Songs, Folk Dance, Jatha, Music, Road Shows etc. **Case Studies of Community Approaches** – Plan, implement, and evaluate various community mobilization efforts using proven tools of community-led approaches to development – Interpersonal and small group approaches: Large group approaches, Buzz Techniques, Advocacy approaches, Capacity building approaches, Traditional and modern media as vehicles of inter-cultural communication, Convergence of Traditional Media with Modern Mass Media.	**15**	**05**	
IV	**Folk Culture of Uttarakhand**-A brief History of Uttarakhand, **Languages:** Status of Garhwali and Kumauni Dialect, **Folk Culture:** Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales and Jatra. **Folk Music:** Dhol, Dhamama, Nagara, Dhapli,Rangshinga, Masak Been, Hurkhi, Dhaurn, Thali etc. Folk Artists and their contributions. **Architecture and Archaeology:** Sculpture, Woodcraft, Drawing , Mural, Rangoli and Dhuli-Chitra.	**12**	**05**	

Course Outcomes: On the completion of the course students will be able: -

- To understand the theoretical and philosophical approaches of traditional folk media.
- To realize the importance of preserving their traditional fork media.
- To identify the convergence of traditional folk media with modern mass media.
- To understand the impact created by the community and traditional folk media in the lives of the masses.

Scheme of Evaluation (Theory)

Internal	Attendance	Assignment	Exam/Test	Total Marks

Assessment	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Colin Sparks. 2007:Globalization, Development and the Mass Media, Sage Publications, London.
- Graeme Burton. 2010: Media & Society Critical Perspectives, Tata McGraw-Hill, New Delhi,
- John D.H. Downing (Ed.). 2011: Encyclopedia of Social Movement Media, Sage Publications, London.
- Ghanshyam Shaw. 2004: Social Movements in India: A Review of Literature, Sage Publications, New Delhi.
- Approvoo, J. Theophilus.1986: Folklore for Change, Theological Seminary, Madurai,
- Atton, Chris .2002: Alternative Media; Sage, London
- Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
- Gargi, Balwant.1991: Folk Theatre in India, Rupa and Co., Bombay,
- Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
- Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.

Semester – 6

International and Intercultural Communication				
Year: III		**Semester: VI**		
Type of Paper: Core Course (4 Credits)		**Paper code: CCJMC14**		
Course Objectives:				
• To describe the concepts and scope of international and intercultural communication. • To explore the political, economic and cultural dimensions of international communication. • To know the impact of transnational news organisations and the imbalance flow of information. • To describe the concept of high and low culture. • To learn the barriers of intercultural communication.				
Units	**Topics**	**Lectures**	**Tutorials**	**Practical**
I	**Understanding International Communication:** International Communication: basic concepts nature	10	02	

	and scope, historical background, Global communication, political, economic and cultural dimensions of international communication. Communication and information as a tool of equality and exploitation. Media at the time of war.			
II	**Transnational News Organization and Issues of Imbalance Flow of Information:** Global News Agencies and Media Organizations and their role in International Communication, Issues in international communication, imbalance in the international flow of information, domination transaction, Mc Bride commission's report. NWICO. Nonaligned news pool. Recent changes and developments in the global information and communication order. Current trends. Media Technology and Globalization, Cultural imperialism, skyvasion, digital divide. Universal declaration of human rights and communications.	**10**	**02**	
III	**Intercultural Communication:** What is culture? Meaning, definition, types. Communication and culture, culture as an institution, eastern and western perspective, High and Low Culture, intercultural communication –meaning, definition process. Philosophical and functional dimension. Mass media as an instrument of intercultural communication. Barriers of Inter-cultural communication.	**10**	**02**	
IV	**Barriers of Inter-Cultural Communication:** Intercultural Relationships, Culture, Communication and Conflict, Linguistic and regional aspects of intercultural Communication- verbal and nonverbal messages – perception and miss understanding. folk media as a vehicle of intercultural communication.	**10**	**02**	

Learning Outcomes: After the completion of the course, students will be able to;.
- Learn the concept of international and intercultural communication
- Familiarise with the barriers of international and intercultural communication
- Explore world order and global flow of information
- Know the role of communication in international and intercultural relations.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks

Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Thussu, DayaKishan (2009), International Communication: A Reader
- Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
- Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
- Seator, Jean. (1998). Politics and the Media, Blackwell. 5. Gunther, Richard. (2000). Democracy and the Media, Cambridge.
- Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader,Wadsworth.
- Ravindran, R.K. (1999). Media and Society, Commonwealth.
- Price, Stuart. (1998). Communication Studies, Longman.
- Curran, James. (2000). Mass Media and Society, Arnold.
- Caldwell'(eds) Production Studies: Cultural Studies of Media Industries. New York: Rouledge.
- Livingstone, (2006).' The Changing Nature of' Audiences: From the Mass Audience to the Interactive.
- Hamelink, Cees : ‗Cultural Autonomy in Global Communications‗, Longman, London,1983. Macbride, Sean, : Many Voices, One World‗, UNESCO,PARIS, 1980.
- Kumar Keval J &Biernatzki We: International News Flows: Communication Research Trends‗.2006

Film Appreciation and Review	
Year: III	**Semester: VI**
Type of Paper: Core Course (4 Credits)	**Paper code: CCJMC 15**
Course Objectives: • To understand the functions of films as an institution for production and distribution of social knowledge and entertainment. • To expose students to a variety of film styles, genres and analyze the dominant forms of Popular cinema. • To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative. • To develop visual literacy and analysis skills to study any film. • To learn about the diverse artistic and practical elements that are useful in making of films.	

Units	Topics	Lecture	Tutorial	Practical

I	**Growth and Development of Cinema:** Meaning of Cinema, Origin and Evolution of film, History of cinema- World& India.	10	02	
II	**Film Structure-** The Form and Content of Film, Structure: Camera, Camera movement, Lighting, Editing, Acting, Sound, CGIs, Special effects. **Film Language-** The Semiotic Theory of Cinema, Signs, Symbols, Codes, Iconography, Mise-en-scene, Montage, Connotative and Denotative Meaning **Film Narrative-** Cinematic Storytelling, Narrative – Fictional and Non-Fictional, Significance and Structural Elements of Narrative, Story and Plot, Sub-Plots, Deviant Plot Structure, Principles of Plot Construction.	12	02	
III	**Film Genre-** Meaning and Functions of Genre, Film Genres and their Characteristics, Classical Hollywood Genre, Indian Formula Films. **Film Theories-**Auteurist Film Theory, Psychoanalytic Model, Feminist Model, Cognitive Model, Ideological Model. **Film Movements-** Italian Neo-realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian New Wave.	12	02	
IV	**Film and Technology-** Digital Technology and Cinema, YouTube. **Film Appreciation and Criticism-** The Aesthetics of Film, Writing Film Review and Criticism, Film as Art, Film Analysis, Textual and Contextual Analysis of Film.	12	04	

Learning Outcomes: On the completion of the course students will be able:
- To critically appreciate films from an historical perspective
- To identify various genres in films.
- To write a movie review.
- To use the understanding of film technique and film as an art medium as tools to analyse film.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks

Total		100 Marks

Key Readings

- Hill, John & Gibson, Pamela Church.2000: Film Studies , Oxford Univ. Press.
- Roberts, Graham & Wallis, Heather. 2003: Introducing Film , Arnold Publishers.
- Stam, Robert. 2000: Film Theory: An Introduction , Blackwell Publishers.
- Hood, John W. 2000: The Essential Mystery- the major film makers of Indian art cinema, Orient Longman.
- Turner, Graeme. 2002: The Film Cultures Reader, Routledge.
- Ray, Satyajit. 1993: Our Films Their Films, Orient Publishers.

Media Exposure and Internship	
Year: III	**Semester: VI**
Type of Paper: DSE-2 (Major) (10 Credits)	**Paper code: DSCJMC02**
Course Objectives: • To develop accountability towards the organization. • To understand the newsroom structure and functioning of the media organization. • To fill the gaps between the academic and Media Industry Interface. • To provide real time experience to students working in the industry. • To understand team spirit and leadership skills.	
Description	
Soon after the fifth semester End Term Examination, each student will undergo a Functional Exposure Training for four to six weeks in Electronic Media/Advertising /Public Relations and will submit a Functional Exposure Report (FER) along with the Power point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the PowerPoint Presentation.	

Course Outcomes: After the completion of the course, students will be able to;
- Be a responsible and accountable communication professional.
- Understand Industry functioning and better relate it to academics.
- Be ethically committed media professionals.
- Inculcate leadership skills and team spirit.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	FER Submission and Presentation	Exam/Test/Viva-Voce	Total Marks
Final Exam (Practical)	**NA**	**70 Marks**	**30 Marks**	**100 Marks**
Total				**100 Marks**

Media, Democracy and Human Rights	
Year: III	Semester: VI
Type of Paper: DSE-3 (Minor) (4 Credits)	Paper code: DSCJMC 03

Course Objectives:
- The course intends to educate the learner about the history and philosophy of human rights.
- It is aimed to make the student aware about the role of media in human rights promotion.
- The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.
- The student will learn the intricacies of web based and social media based human rights journalism.
- The course will also highlight the contemporary human rights issues and their relation to media.

Units	Topics	Lecture	Tutorial	Practical
I	**Human Rights**: Meaning, Significance, Concept, Scope and Need of Human Rights, Origin and Development of Human Rights, Principals and Theories of Human Rights, United Nations Universal Declaration of Human Rights.	10	02	
II	**Human Rights and Democracy:** Human Rights and right to freedom of speech and expression Human Rights and Crimes against women, Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups	10	02	
III	State Commission for Human Rights, National Commission on Human Rights, Human Rights Courts in India	10	02	
IV	**Contemporary Human Rights Issues**: National and Global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.	10	02	

Learning Outcomes: On the completion of the course students will be able:
- To learn the historical and philosophical prospective of Human Rights.
- To understand the role of media in creating awareness about Human Rights among masses.
- To learn about the contemporary human rights issues and their relation to media.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings
- Human Rights, A.N. Sen. 2005: Sri Sai Law Publications, Faridabad.
- Khwaja Abdul Muntaqim, 2004: Protection of Human Rights Law Allahabad.
- Street, John. 2011: Mass Media, Politics and Democracy. Palgrave Macmillan.
- Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. 2009. Media Theories and Approaches: A Global Perspective, Palgrave-Macmillan.
- Bannerjee, Menon &Priyameds. 2010: Human Rights, Gender and Environment, Pearson & Co.

Semester – 7

Media and Information Literacy				
Year: IV		**Semester: VII**		
Type of Paper: Core Course (4 Credits)		**Paper code: CCJMC16**		
Objectives of the Course:				
• To define media and information.				
• To make aware of different types of media.				
• Understand how media messages create meaning				
• To understand the role of media in democracy.				
• To define media and information literacy				
• To learn the need for media literacy in the digital age.				
• To know the ethical use of information.				

Units	Topics	Lectures	Tutorials	Practical
I	**Media and Information:** Defining Media and Information, Types of Media- Print, Electronic and Digital, Need for Media and Information, Understanding the Role and Functions of Media In Democracy. Freedom of Expression and Media and Information Literacy.	**10**	**02**	
II	**Information Literacy:** Defining and Articulating Information Literacy, Need for Information Literacy, Locating and Accessing Information, Assessing Information, Organizing Information, Ethical Use of Information, Communicating Information, ICT Skills for Information Processing.	**10**	**02**	

III	**Media Literacy:** Defining Media Literacy, Need for Media Literacy, understanding conditions under which media performs their functions, Media Content and Critical Evaluation, News Literacy, Advertisement Literacy, Television and Cinema Literacy	**10**	**02**	
IV	**Media and Information Literacy in Digital Age:** Computer and Internet Literacy, Users Generated Content, Ethical Issues with Digital Media- misinformation, Disinformation, Mal Information, Manipulation and Distortion. Reliability of Digital Content, Social Media Sharing and Forwarding, ICT tools for Fact-Checking.	**10**	**02**	

Learning Outcomes: After the completion of the course, students will be able to;.
- Define media and information literacy.
- Identify reliable sources of information.
- Analyse media text critically.
- Consume media content ethically.
- To curb the ill practice in information flow.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings
- Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
- Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
- John.V. The Media of Mass Communication (PHI, 2012)
- Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
- Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
- Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
- W.J. Potter, Media Literacy, 7th ed. (Sage,2013)

Media Culture and Society	
Year: IV	**Semester: VII**
Type of Paper: Core Course (4 Credits)	**Paper code: CCJMC17**

Course Objectives:
- To interrogate common-sense assumptions of media influence against sociological explanations of the way the media works.
- To introduce students to the critical analysis of media through the study of organizations and power, texts and meaning, as well as audiences and social change.
- To introduce students to key concepts in media sociology, such as 'representation', 'ideology', 'discourse', 'genre', 'narrative', and 'postmodernism'.
- To explain types of media as differentiated in terms of their organizing bodies, products and modes of consumption/interaction.
- To develop an appreciation of the significance of media in contemporary culture and social life.

Units	Topics	Lectures	Tutorials	Practical
I	**Media and Society:** Definition, nature and scope. Function of mass media. Characteristics. Effects of mass media on individual, society and culture-basic issues. Media and realism (gender, minorities, children), Mass media and mass culture.	10	02	
II	**Audience Analysis:** Audience – Its nature & types, Theories of audiences, Audience is a mass & market Audience parameter System, Audience and M & E Industry: Audience and media economics	10	02	
III	**Media and Culture:** Key concepts and theories: Media, Culture, High/Low Culture, Popular Culture and Mass Culture. Discourse and popular culture; The 'dialogical' approach to popular culture; Cultural populism	10	02	
IV	**Interpreting Mass Media:** Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics, Psychoanalysis, Rhetoric of image. Media Myth	10	02	

Learning Outcomes: After the completion of the course, students will be able to;.
- Interpret and evaluate contemporary global culture through a critical framework.
- Reply and identify foundational context from the field of communication and media studies to an examination of the contemporary world.
- Explore the impact of mass media critically.
- Analyse media text critically.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications
- Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let's Speak up. Authors Press. 2009.
- Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
- Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
- Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
- John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
- Kathryn Woodward(Ed.). Identity and Diffeerences. Sage. 1997
- Potter, James W (1998) Media Literacy. Sage Publications 9. Shuang Liu, Zola Volcie, Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
- VirBala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002
- Audience Research Methodologies: Between Innovation and Consolidation By Geoffroy Patriarche, Helena Bilandzic, Jakob Linaa Jensen, Jelena Jurišić, Rutledge, 2012
- Radio Audiences and Participation in the Age of Network Society, edited by TizianoBonini, BelénMonclú , Rutledge, 2012
- Audience Analysis , By Denis McQuail , Sage Publication, 1997, Understanding Audiences: Theory and Method, By Andy Ruddock, 2001
- The Cultural Analysis of Texts , By Mikko Lehtonen , Sage Publication, 2000

Corporate Communication	
Year: IV	Semester: VII
Type of Paper: DSE (Major) (4 Credits)	Paper code: DSCJMC04
Course Objectives:	

Course Objectives:

- To understand the concepts and evolution of corporate communication in the context of organisations.
- To discuss the role and scope of Corporate Communication in corporate brand management and image factors.
- To review media especially the trade media and its relevance to the practice of Corporate Communication.
- To know means to undertake corporate social responsibility activities.
- To gain skills for event management.

Units	Topics	Lecture	Tutorial	Practical
I	**Understanding Organizational Communication:** Structure of an Organization, Various kinds of Organizations, Management Hierarchy, Various kinds of Communication in an Organization, Role and Scope of Corporate Communication.	10	02	
II	**Corporate Communication:** Definitions, Concept and Genesis. PR Vs Corporate Communication, Corporate Communication Vs Public Affairs, Corporate Communication Vs Corporate Affairs. **Publics in Corporate Communication -** Financial Publics, Media, Opinion Makers, Government, Elected representatives. Present state of Corporate Communication, Ethics and laws in Corporate Communication. **Corporate Communication Tools-** Lobbying, Sponsorship, Financial communication, Corporate Reputation, Corporate Identity, Media Mileage	10	02	
III	**Financial Communication:** Definition, Growth and Role of Financial Communication in present context, Overview of Indian financial system, Financial institutions, financial products (bonds, debentures, shares etc.), Legal and Ethical aspects in Financial-Communication. Financial Communication Campaigns.	10	02	
IV	**Corporate Identity and Corporate Brand Management:** Definition, Integrating Corporate Identity into Communication Process, Corporate image, Corporate Brand Management **Crisis Communication -** Defining Disasters and its various kinds, Role and scope of corporate communication in damage salvage, Use of media in times of Crisis **Corporate Social Responsibility-** Defining CSR, Role, Scope and Need for CSR, CSR and Image Management	10	02	
	Corporate Communication Campaigns, Research and Evaluation- Role of research in Corporate Communication, Various areas of research in Corporate Communication, Public			

	opinion research, media tracking, media evaluation, campaign evaluation, Pre and post-test, Demographic and psychographic research, Evaluating Corporate Communication Programme mes, Communication audit.			

Learning Outcomes: On the completion of the course students will be able:

- To introduce the application of corporate communication to achieve organisational goals
- To discuss the role of strategy in corporate communication.
- To give hands-on skills in conceiving and implementing corporate communication Programme mes.
- To discuss trade media, its relevance and use in corporate communication.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Richard R Dolphin, The Fundamentals of Corporate Communication, Butterworth Heinmann.
- Donald, R. G. Corporate Reputation, London: Kogan page.
- Tom, Means, Business communication, Thomson
- Pitman Jackson, Corporate Communication for Managers, Pitman Publishing.
- Paul Argentli Paul, The Power of Corporate Communication, NY: McGraw Hill.
- Clow E Kenneth, Integrated Advertising, Promotion and Marketing Communication, New Jersy, Prentice Hall.
- Jaishri N Jethwaney, Public relations, ND: Sterling.
- Kutlip Centre & Broom, Effective Public Relations, Prentice Hall, New Delhi.
- SukulLomash&P.K.Mishra, Business policy and strategic management, Vidya Vikash Publishing house, New Delhi.

Communication Research	
Year: IV	**Semester: VII**
Type of Paper: Research Methodology (6 Credits)	**Paper code: RMJMC01**
Objectives of the Course:	
To understand the need and scope of communication research.	
To define research elements	

To know different research approaches and designs.

To learn techniques of data collection and interpretation

To learn writing and presenting research report.

Units	Topics	Lecture	Tutorial	Practical
I	**Introduction to Communication Research**: Research: Meaning and concepts—Definition, Sources of knowledge, Characteristics of scientific research, Communication Research in India, Elements of research—Variables, Hypothesis, Induction, deduction, Theoretical framework.	12		
II	**Research Types and Process**- Pure and Applied, Exploratory, Experimental, Descriptive, Historical, Action, Case Study, Qualitative and Quantitative Research. Research Problem- Conceptualization and definition, Formulation of the research problem, Research question, Problem statement, Hypothesis formulation, Research process- Measurement of research variables, Research proposal, Research Design, Review of Literature-- The importance of literature review, Sources of literatures, How to write a review of literature	15		
III	**Research Methods and Data Collection:** Quantitative Approach- Survey, Content analysis, Census Study. Qualitative Approach- Text and Visual analysis, In-Depth Interviews, Ethnography, discourse analysis Observation Methods, Narrative Analysis. Sampling— Sample, Universe/population, Sampling frame, Sampling size, Probability sampling method, Non-probability sampling method. Data Collection methods-- Primary and Secondary data, Observation, Focus Group Discussion, Questionnaire, Interview Schedule	15		
IV	**Data analysis and report writing:** Data analysis and statistics-- Descriptive and Inferential statistics, Tabulation, Codification, Measures of central tendency, Co-efficient of Correlation, SPSS, Non-Statistical Methods (Descriptive and Historical), Writing	12		

	Research Report—Chapterisation, Style guide, Referencing and citations, MLA and APA			

Learning Outcomes: After the completion of the course, students will be able to;.

- Outline the study of communication and its history
- Summarize research methodologies in communication
- Differentiate among research designs and compare the strengths and weaknesses of each
- Select appropriate research design based on your understanding of their influence on discoveries, conclusions, and outcomes
- Interpret qualitative and quantitative data
- Describe and adhere to standards for the ethical conduct of research

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings
- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research,* Thomson Wadsworth, 2006,
- Arthur Asa Berger. *Media Research Techniques* , Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies* , Routledge Publications,1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences* , Forge Press (For Case Studies) Amazon,2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004,
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave
- Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research-Qualitative andQuantitative Methodologies. Routledge.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. NewYork University Press.

Semester - 8

Contemporary Media Landscape				
Year: IV		**Semester: VIII**		
Type of Paper: Core Course (4 Credits)		**Paper code: CCJMC18**		
Course Objectives:				

Course Objectives:
- To Understand the concept of globalization
- To analyse the impact of economic reforms on the Indian media landscape.
- To learn the westernisation of Indian culture after globalization.
- To know the contemporary Indian media scenario.
- To examine the diversity in Indian media.
- To explore the impact of digital media on traditional newsroom structure

Units	Topics	Lectures	Tutorials	Practical
I	**Indian Media and Globalization:** Understanding LPG Reforms and its impact on media business, Beginning of Private TV Channels, Rise of 24*7 Television News Channels, Change in Newsrooms Structure and Functioning, Race for TRP. Foreign Direct Investment in Indian Media, Westernisation of Content and its impact on Culture, Rise of Popular Culture, Cultural Imperialism, Linguistic Colonialism	12	02	
II	**Contemporary Indian News Media:** Introduction to Indian News Media; Structure, Functioning and Current Trends. Social Responsibility vs Agenda Setting and Framing, Pluralism in Indian Media, Opinionated and Subjective Media, Indian Media and Electoral Politics.	10	02	
III	**Diversity in Indian Media:** Region, Religion, Language and Caste in Indian Media. Media Pluralism, Indian Media and Political Ideology; Representation of Right, Left and Center. Space for Voices. Media and Post-truth Culture.	10	02	
IV	**Changing Dynamics of News Media:** Changing media business in India. Evolution and Impact of Digital Media, Alternative media, Participatory	10	02	

media, Convergence Culture, Trolling, Users generated content, OTTs Platforms. Localisation of Content, Social Media and Politics. Media Post 2014.			

Learning Outcomes: After the completion of the course, students will be able to;.

- Describe the concept of globalization
- Outline the impact of globalization on culture and media.
- Analyse the rise of 24 x 7 television news and its impact
- Evaluate pluralism in Indian media.
- Learn the convergent culture and its impact.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Political Communication and Mobilisation: The Hindi Media in India, Author Taberez Ahmed Neyazi, Cambridge University Press, 2018, ISBN 1108416136, 9781108416139
- The Hoot reader: media practice in twenty-first century India. Author SevantiNinan. Text Publisher: New Delhi: Oxford University Press, 2013Description: xx, 361p.; 22cm.ISBN: 019808918x.
- Politics after television: religious nationalism and the reshaping of the India. By Arvind Rajagopal. Text Publisher: Cambridge: Cambridge University press, 2001Description: 393p; 24cm.ISBN: 0 521 64839.DDC classification: 306.20954 RAJ
- No limits: media studies from India. By Sundaram, Ravi. TextSeries: oxford India Studies in Contemporary Society.Publisher: New Delhi : Oxford University Press, 2013Description: xv, 422p.; 23cm.ISBN: 9780198083986.
- Media planning and buying: principles and practice in the Indian context. By Arpita Menon TextPublisher: Chennai : McGraw-Hill, 2019Description: xvi, 345 p. : ill. ; 23 cm.ISBN: 9780070147607; 0070147604.
- The political Communication reader. By Negrine, Ralph. TextPublisher: London: Routledge, 2007Description: 318p;24cm. ISBN: 0415369368.
- Sandeep Bhushan, The Indian Newsroom: Studios, Stars, and the Unmaking of Reporters. (India, Context Publication, 2019).
- Adrian Athique, Indian Media. (Cambridge, Polity press, 2012).

- Nilanjana Gupta, Switching Channels: Ideologies of Television in India. (New Delhi, Oxford Press, 1998).
- Nalin Mehta, India on Television: How satellite news channels have changed the way we think and act. (New Delhi, HarperCollins, 2008).
- Saima Saeed, Screening the Public sphere: Media and Democracy in India. (New Delhi, Routledge, 2012).
- Daya Krishan Thussu, International Communication: Continuity and Change, second edition. (New York, Bloomsbury Academic, 2006).

Statistical Software for Data Analysis	
Year: IV	Semester: VIII
Type of Paper: Core Course (2 Credits)	Paper code: CCJMC19
Course Objectives:	
- To learn the science of statistics and its potential application - To know data compilation and presentation. - To identify appropriate statistical analysis for the research problem.	
Course Description	
This is a lab-based course in which students will learn to work with SPSS software for data compilation, analysis and presentation. Students will be demonstrated different techniques of SPSS and Microsoft Excel software. Students will gather statistical data and practice making codes, data entry and data analysis on SPSS.	

Learning Outcomes: After the completion of the course, students will be able to;.
- Appreciate the science of statistics and the scope of its potential applications
- Summarize and present data in meaningful ways
- Select the appropriate statistical analysis depending on the research question at hand
- Form testable hypotheses that can be evaluated using common statistical analyses
- Understand and verify the underlying assumptions of a particular analysis
- Effectively and clearly communicate results from analyses performed to others
- Conduct, present, and interpret common statistical analyses using SPSS and Microsoft Excel

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/Project/Lab-based Exam	Lab-based Exam/Test/Viva-Voce	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Key Readings

- IBM 2016, IBM Knowledge Center: SPSS Statistics, IBM, viewed 18 May 2016, https://www.ibm.com/support/knowledgecenter/SSLVMB/ welcome/
- HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.
- SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.
- Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.
- Field A., Discovering Statistics Using SPSS, Fourth Edition, SAGE, 2013

Health and Science Communication				
Year: IV	**Semester: VIII**			
Type of Paper: DSE-5 (Major) (4 Credits)	**Paper code: DSEJMC 05**			
Course Objectives: • To identify major health problems confronted by India and their implications on society, culture and economy. • To understand different theories and models that are relevant to health communication • To understand the scientific developments in India and the media's role in disseminating them. • To know different sources of scientific information.				
Units	**Topics**	**Lecture**	**Tutorial**	**Practical**
I	**Understanding Health Communication**: Importance of Public Health, Changing Dynamics of Health, Meaning, Concept and Scope of Health Communication, Importance of Health Communication, Evolution of Health Communication, Health Status of People in India, Social and Economic Dimensions of Health Problems in India, Theories and Models of Health Communication.	**10**	**02**	
II	**Theories and Models of Health Communication:** Therapeutic, Health Belief, king's Interaction, and Northouse and Northouse Model of Health Communication, Health Communication Campaign Design; Community Health Improvement Process (CHIP) model.	**10**	**02**	
III	**Role of Media in Health Communication:** Reporting and Writing on Health Issues for Media, Evaluation of Health communication Programmemes; Ethics and Health Communication, Health communication Strategies for Risk Reduction among High-risk Populations; Parent-Child Communication	**10**	**02**	

	in Drug Abuse Prevention among Adolescents, Heath Communication and Epidemic/ Pandemic Diseases (With Special Reference to Covid-19), Social Media and Health Communication.			
IV	**Science Communication**—Introduction, Evolution of Science Communication in India, Importance of Science Communication, Types of Science Communication-Health Communication, Environmental Communication etc. **Reporting for Science Communication -** Science Reporting and Writing, Skills required for Science Communication, Science Popularization Activities, **Writing for Science Communication**-- Language for science communication, Coverage of Science & Technology events, Creating a scientific attitude among masses Coverage of Science & Technology events, Creating a scientific attitude among masses **Institutional Efforts in Science Communication**-- ISRO, DRDO, NCSTC, Vigyan Prasar, National Science Communication Congress, Bridge between research institutions and masses.	**10**	**02**	
V	**Media for Science communication-** Conventional mass media for science communication, Community media for science communication, New media for science communication, Role of Science Communication in Agriculture, Health, Nutrition Science, Environmental Hazards, Weather forecast, Climate Change. **Science Communication and Voluntary Organizations**-- Voluntary associations for science communication, Newsletters, journals of the voluntary associations, organizations, Comparison of coverage. **Academic Study Programmes in Science Communication**-- Introduction to the concept, Institutional Programmes for study of science communication, Pedagogy for these Programme **Science Communication on Wheels Experiment**— Concept, Implementation of the Programme, Future Programme	10	02	

Course Outcomes: On the completion of the course students will be able:

- To develop necessary skills for designing messages for healthcare system in an effective manner.
- To understand the importance of communication skills in the healthcare industry, not just for health professionals but also for patients and their families in ensuring optimum care.
- To identify the key steps in planning, implementing, and assessing health promotion campaigns.

- To demonstrate an appreciation of the scope and diversity of science communication.
- To know employment opportunities in science communication.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Assignment/Presentation	Exam/Test	Total Marks
	05 Marks	10 Marks	15 Marks	30 Marks
Final Exam (Theory)	NA	NA	70 Marks	70 Marks
Total				100 Marks

Key Readings

- Public Health Communication Interventions, by Nurit Guttman, Sage Publications.
- The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications.
- Health Communication: Strategies for Health Professionals, by Laurel Lindhout Northouse, Pearson Education, 3rd Edition.
- Health Communication- A Multicultural Perspective by Snehendu B. Kar, Thousand Oaks: Sage Publication.
- Jane Gregory and Steve Miller. 1998: Science in Public: Communication, Culture, and Credibility, Plenum, New York.
- James G, Paradis and Muriel L. Zimmerman.2002: The MIT Guide to Science and Engineering Communication. MIT Press, UK.
- J.V. Vilanilam. 1993: Science Communication and Development in India, Sage, New Delhi.

Dissertation	
Year: IV	**Semester: VIII**
Type of Paper: Dissertation (6 Credits)	**Paper code: DIJMC01**
Course Objectives: • To develop the research ability among the students. • To conduct media research by making use of any of the research methods. • To write a report after analysis and interpretation of data. • To understand teamwork and leadership skills.	
Description	
By the start of the semester, students will select a research topic related to any field of communication and media and she/he will submit and present a plan of the research on a selected theme/topic which will be part of the internal assessment. The Final Dissertation/Research Project will be pursued by her/him under the supervision of an internal supervisor. Three hardbound copies of the Dissertation/Research Project will be submitted by the students at least two weeks prior to the date of commencement of the End-Term Examination. At the time of viva, the students will make a PowerPoint Presentation of the Dissertation/Research Project. **Note:** It will be evaluated finally after viva by the external and internal examiner.	

Course Outcomes: After the completion of the course, students will be able to;
- Understand the philosophy, concept and process of communication & media research based on social issues.
- Conduct media research on the basis of different research methodologies.
- Analyse the data on the basis of different statistical tools.
- Understand teamwork and leadership skills.
- Acquire presentation skills.

Scheme of Evaluation

Internal Assessment	Attendance	POR/Dissertation/ Research Project	Presentation/ Viva-Voce	Total Marks
	---------	20 Marks	10 Marks	30 Marks
Final Exam (Theory)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks