

**Syllabus
for**

**Four-Year UG Programme
in
Journalism and Mass Communication
2025-26 Batch Onwards**

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.

PLO1: Demonstrate Comprehensive Knowledge: Students will acquire an in-depth understanding of core concepts, theories, and methodologies in Journalism and Mass Communication while integrating cross-disciplinary perspectives.

PLO2: Critical Thinking and Problem-Solving Abilities: Students will apply analytical and critical thinking skills to evaluate the media functioning in complex social, cultural, economic, and political scenarios, and propose innovative, ethical, and practical solutions.

PLO3: Effective Communication and Interpersonal Skills: Students will exhibit proficiency in written, oral, and visual communication to articulate ideas, research findings, and arguments clearly and persuasively in diverse professional and social contexts.

PLO4: Research and Analytical Abilities: Students will design and execute research inquiries using appropriate qualitative and quantitative methods, guided by theoretical and conceptual frameworks, to address real-world problems.

PLO5: Ethical and Social Responsibility: Students will demonstrate an appreciation for ethical practices, social justice, and sustainable development, contributing to the common good and addressing national and global challenges.

PLO6: Interdisciplinary Approach and Competence: Students will integrate knowledge from related fields to gain a broader perspective on social issues and foster multidisciplinary problem-solving.

PLO7: Employability and Lifelong Learning: Students will develop professional skills, including teamwork, leadership, and adaptability, to pursue diverse career paths in different media organization as well as government, non-profits, academia, or private sectors, and engage in lifelong learning to stay relevant in a dynamic world.

PLO8: Global and Cultural Awareness: Students will understand and appreciate global and cultural diversity, applying this knowledge to engage constructively in local, national, and international contexts.

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	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 Honours awarded 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	UG 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/ B.A. (Honours with Research) in Journalism and Mass

Certificate in Multimedia Journalism & Content Development

Semester	Category	Course Code	Paper Title	Theory/Practical Marks		Credits
I	Major (One)	DSC Major-I	Communication: Concepts and Processes	Theory	100 (30+70)	4(3+1)
	Minor (Two)	DSC Minor-I	Photography: Concepts and Practices	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
		DSC Minor-II	Multimedia Communication	Theory	100 (30+70)	4 (3+1)
	(MD/ID)-I	MDJMC01	History of Media	Theory	100 (30+70)	4 (3+1)
	SEC/ AEC	SECJMC01	Computing Skills for Media and Photo Editing Software Training	Practical	100 (30+70)	2
	VAC	VAC 1	Life Skill and Personality Development	Theory	100 (30+70)	2
Total Credits						20
II	Major (One)	DSC Major-II	Journalism: Theories and Practices	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Minor (Two)	DSC Minor-III	Mobile Journalism and Multimedia Production	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
			DSC Minor-IV	Emerging Tech in Journalism (AI, AR/VR, Blockchain)	Theory	100 (30+70)
	(MD/ID)-I	MDJMC02	Introduction to Media Literacy & Fact-Checking	Theory	100 (30+70)	4 (3+1)
	SEC/ AEC	SECJMC02	Creative Writing Skills	Theory	100 (30+70)	2
	VAC	VAC 2	Understanding and Connecting with the Environment (The University will prepare this course)	Theory	100 (30+70)	2
Total						20
NHEQF Level-4.5	Students who exit after successfully completing the first year (i.e., securing a minimum of 40 credits + 4 Credits in one vocational course/skills-enhancement course of 4 credits) will be awarded a “Undergraduate Certificate” of one year, in Multimedia Journalism and Content Development					
❖ Field Work/Discipline Specific Skill Enhancement Course (SEC) – [SEC related to any one discipline subject opted by the student as a DSC in the first year]. In addition to providing students with practical, experience-based learning, fieldwork aims to expose them to real-world socio-economic and societal challenges, allowing them to bridge the gap between theory and practice and develop effective solutions to real-life problems.						
❖ AMSC: Additional Multidisciplinary Skill Course (is offered as SEC). The following are the courses offered under AMSC under the FYUP. The University may add new courses under AMSC in future:						
1. Plant Nursery Development and Management						
2. Basic Yoga Practices						
3. Physical Education and Sports Management						
4. Regional Folklores and their Cultural Context						

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| <p>5. Indian Traditional Music</p> <p>6. Tour and Travel Operations</p> <p>❖ Communication Skills (AEC): Communication Skills course will be offered in Hindi, English and Sanskrit Languages. The student may opt for any one language to study the course ⇔ Life Skill & Personality Development-VAC</p> <p>❖ Understanding and Connecting with Environment-VAC Note: The student may opt for any one course from Field Work/ Skill Enhancement Course (SEC)/ Communication Skills in one semester, and any one course from Additional Multidisciplinary Skill Course (AMSC)/ Field Work/ Skill Enhancement Course (SEC) in the other semester.</p> |
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Second Year (NHEQF Level-5)

UG Diploma in Journalism & Mass Communication

Semester	Category	Course Code	Paper Title	Theory/Practical Marks		Credits
III	Major (One)	DSC Major-I	News Reporting and Editing	Theory	100 (30+70)	6 (4+2)
				Practical	100 (30+70)	
	Minor (one)	DSC Minor-I	Advertising in Digital Era	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	MD/ID	MD/ID-III	Media Laws and Ethics	Theory	100 (30+70)	4 (3+1)
	SEC AEC	SEC Major-I	Podcasting and Digital Audio Production	Theory	100 (30+70)	2(1+1)
				Practical	100 (30+70)	
	AEC (Language based courses)		Indian, Modern, Regional Language-I	Theory	100 (30+70)	2
VAC/AEC	VAC 3	Indian Knowledge System-I	Theory	100 (30+70)	2	
Total Credits						20
IV	Major (One)	DSC Major-II	Television Journalism and Production	Theory	100 (30+70)	6 (5+1)
	Minor (one)	DSC Minor-II	Public Relations and Corporate Communication	Theory	100 (30+70)	4 (3+1)
	MD/ID	MD/ID-IV	Political Communication	Theory	100 (30+70)	4 (3+1)
	SEC	SEC Major-I	Business Journalism	Theory	100 (30+70)	2
	Language based courses)	Indian, Modern, Regional Language-II	Indian, Modern, Regional Language-II	Practical	100 (30+70)	2
	VAC/AEC		Culture, Traditions and Moral Values	Theory	100 (30+70)	2
	Total					20
	NHEQF Level-5	Student who exits after successfully completing the Second year (i.e., securing a minimum of 80 credits + 4 Credits in one vocational course/skills-enhancement course of 4 credits) will be awarded a “Undergraduate Diploma” of two years, in Journalism and Mass Communication				
Note: The student will pursue one Major and One Minor from the second year out of the three DSC subjects studied in the first year (i.e. I & II Semesters).						

- ❖ IKS-Indian Knowledge System-AEC
- ❖ Culture, Traditions and Moral Values-VAC
- ❖ Field Work/Discipline Specific Skill enhancement Course- SEC (SEC related to any one discipline subject opted by the student as a core in the second year).
In addition to providing students with practical, experience-based learning, fieldwork aims to expose them to real world socio-economic and societal challenges, allowing them to bridge the gap between theory and practice and develop effective solutions to real-life problems.
- ❖ Students are required to study both courses Indian Knowledge System (IKS) and Culture, Traditions and Moral Values during the III and IV semesters. However, they will have the flexibility to study one course in each semester.
- ❖ Indian, Modern, Regional Language: Hindi, Sanskrit and English (Student have to study 2 different languages in the second year with one language in one semester and other language in another semester).
- ❖ The department may offer a 2-credit SEC Major course as either a fully theory-based or fully practical-based module.

Third Year (NHEQF Level-5.5)

B.A. in Journalism & Mass Communication

Semester	Category	Course Code	Paper Title	Theory/Practical Marks		Credits
V	Major	DSC Major-I	Documentary and Film Production	Theory	100 (30+70)	6 (5+1)
		DSC Major-I	Global Media Systems & International Communication	Theory	100 (30+70)	6 (4+2)
				Practical	100 (30+70)	
		DSE Major Elective-I	Media Management	Theory	100 (30+70)	4 (3+1)
	Minor (One)	Field visit/ Vocation al/ Intern ship	Communication for Development and Social Change	Theory	100 (30+70)	4 (2+2)
				Practical	100 (30+70)	
	Minor (One)	Minor-I (SEC/ Or Vocation al/ Or Commu nity Outreach	Data Journalism and Visualisation	Theory	100 (30+70)	4 (3+1)
Total Credits						24
VI	Major	DSC Major-I	Media, Democracy & Public Policy	Theory	100 (30+70)	6(5+1)
		DSC Major-I	Film Appreciation and Review	Theory	100 (30+70)	6(5+1)
		DSE Major Elective-I	Mass Media and Human Rights	Theory	100 (30+70)	4(3+1)

	Field visit/ Vocation al/Intern ship	Media Exposure and Internship (Four-week Internship and Report Presentation)	Practical	100 (30+70)	4
Minor (One)	Minor-I (SEC/ Or Vocation al/ Or Commu nity Outreach)	Social media & Audience Analytics	Theory	100 (25+75)	4 (3+1)
Total Credits					24
NHEQF Level-5.5	Student on exit after successfully completing three years (i.e., securing minimum required 128 credits will be awarded a “Bachelor’s Degree” of three years, in Journalism and Mass Communication				
Note: In case of a Vocational course being offered by the department, the 6 credits may be given entirely to the theory course or distributed between theory and practical as per the requirements.					
❖ Community Outreach: The curricular component of ‘Community Outreach’ will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. ❖ The student will pursue the Minor in V and VI semesters from the courses designated under the Minor Course category and not from the courses studied under the ID/MD category.					

Fourth Year Undergraduate Programme

VII & VIII Semesters Fourth Year (NHEQF Level-6)

The following course structure under FYUP is designed for Programmes with Single Major:

1. UG with Honours

2. UG Honours with Research

Note: Candidates who meet a minimum CGPA of 7.5 will be allowed to continue studies in the fourth year of the undergraduate programme leading to the four-year bachelor’s degree (Honours with Research).

B.A. (Honours) Journalism & Mass Communication

Entry requirement	After completing the requirements of a 3-year bachelor’s degree (128 credits), candidates will be allowed to continue studies in the fourth year of the undergraduate programme leading to a four-year bachelor’s degree in Journalism and Mass Communication (with Honours)				
Semester	Category	Course Code	Paper Title	Theory/Practical Marks	
VII	Major	DSC Major-I	Theories of Communication	Theory	100 (30+70)
		DSC Major-I	Contemporary Media Landscape	Theory	100 (30+70)
		DSC Major-I	Media Culture and Society	Theory	100 (30+70)
		DSC Major-I	Media Analysis Techniques	Theory	100 (30+70)
		DSE Major Elective-I	Folk and Community Media	Theory	100 (30+70)
					4(3+1)

	Minor-1	Minor-I (Discipline Specific Minor Or MD/ID)	Visual Communication and Design	Theory	100 (30+70)	4(2+2)
				Practical	100 (30+70)	
Total Credits						24
VIII	Major	DSC Major-I	Journalism: Critical Perspective and Practices	Theory	100 (30+70)	4(2+2)
				Practical	100 (30+70)	
		DSC Major-I	Media and Information Literacy	Theory	100 (30+70)	4(3+1)
		DSC Major-I	Intercultural Communication	Theory	100 (30+70)	4(3+1)
		DSC Major-I	Media Analysis Project	Practical	100 (30+70)	4
	DSE Major Elective-I	Science Communication	Theory	100 (30+70)	4(3+1)	
	Minor-1	Minor-I (Discipline Specific Minor Or MD/ID)	Integrated Marketing Communication (IMC)	Theory	100 (30+70)	4(3+1)
Total Credits						24
NHEQF Level-6	Student on exit after successfully completing four years (i.e., securing minimum required 176 credits will be awarded “Four years Bachelor’s Degree (Honours)”, in related field/discipline.					
Note: 1. In case of Core courses, if the department want to introduce practical component, the department may bifurcate the total 4 credits between theory and practical. 2. If the Minor Course is offered without a practical component, the department must allocate 4 credits to the theory component. Electives may be offered by the departments under the Minor. Minor: Each department is required to design and offer higher or advanced level Minor Courses (one in each semester of the fourth year) that broaden the learner’s academic exposure beyond their Core Major discipline. Guidelines for Selecting a Minor in the Fourth Year: In the fourth year (VII and VIII semesters) of the FYUP, students may choose their Minor course from the following: • Interdisciplinary (ID) or Multidisciplinary (MD) subject studied during the first and second year (I to IV semesters) Or • A minor subject studied up to the third year (i.e., until the VI semester). If a student opts for a Minor in a particular subject in the fourth year of FYUP, she/he must undertake the Minor courses offered under that subject in both the VII and VIII semesters. Example: If a student was enrolled in a 4-year undergraduate programme with Commerce as Core Major subject and Financial Management and Business Economics as Minor subjects, and further she/he has opted Business Economics as Minor, then in this case the student will have the option to pursue Business Economics as her/his Minor in the VII and VIII semesters of fourth year. Alternatively, if the same student had studied Gender Studies as an Interdisciplinary (ID/MD) subject in the first and second year, she/he may opt for Gender Studies as Minor in the VII & VIII semesters i.e. fourth year. The student shall have the option to select the Interdisciplinary (ID) subject—previously not continued as a Minor—for continuation under the MD/ID category in the second year and fourth year (For instance, Financial Management as mentioned in the above example). Credit Requirement for Minor: To earn a Minor in a particular subject, a student must accumulate a minimum of 24 credits in that subject over the course of the programme						

B.A. (Honours with Research) Journalism & Mass Communication

Entry requirement	After completing the requirements of a 3-year bachelor’s degree (128 credits), candidates who meet a minimum CGPA of 7.5 will be allowed to continue studies in the fourth year of the undergraduate programme leading to the four-year bachelor’s degree (Honours with Research) in Journalism and Mass Communication.						
Semester	Category	Course Code	Paper Title	Theory/Practical Marks		Credits	
VII	Major	DSC Major-I	Theories of Communication	Theory	100 (30+70)	4 (3+1)	
		DSC Major-I	Contemporary Media Landscape	Theory	100 (30+70)	4(3+1)	
		DSC Major-I	Media Culture and Society	Theory	100 (30+70)	4(3+1)	
		DSE Major Elective-I	Folk and Community Media	Theory	100 (30+70)	4(3+1)	
		Research Methodology	Communication Research	Theory	100 (30+70)	4(3+1)	
	Minor	Minor–I (Discipline Specific Minor Or MD/ID)	Visual Communication and Design	Theory	100 (30+70)	4 (2+2)	
				Practical	100 (30+70)		
Total Credits						24	
VIII	Major	DSC Major-I	Journalism: Critical Perspective and Practices	Theory	100 (30+70)	4 (2+2)	
				Practical	100 (30+70)		
		DSE Major Elective-II	Media and Information Literacy	Theory	100 (30+70)	4(3+1)	
	Dissertation		Dissertation	Practical	100 (30+70)	12	
	Minor	Minor–II (Discipline Specific Minor Or MD/ID)	Integrated Marketing Communication (IMC)	Theory	100 (30+70)	4(3+1)	
	Total Credits						24
	NHEQF Level-6	A student who exits after successfully completing four years (i.e., securing a minimum of 176 credits) will be awarded a “Four-year Bachelor’s Degree (Honours with Research)” in Journalism and Mass Communication.					
Note: 1. In case of Core courses, if the department want to introduce practical component, the department may bifurcate the total 4 credits between theory and practical. 2. If the Minor course is offered without a practical component, the department must allocate 4 credits to the theory component. Electives may be offered by the departments under the Minor. Minor: Each department is required to design and offer higher or advanced level Minor courses (one in each semester of the fourth year) that broaden the learner’s academic exposure beyond their Core Major discipline. Guidelines for Selecting a Minor in the Fourth Year: In the fourth year (VII and VIII semesters) of the FYUP, students may choose their Minor course from the following: • Interdisciplinary (ID) or Multidisciplinary (MD) subject studied during the first and second year (I to IV semesters) Or • A minor subject studied up to the third year (i.e., until the VI semester). If a student opts for a Minor in a particular subject in the fourth year of FYUP, she/he must undertake the Minor courses offered under that subject in both the VII and VIII semesters. Example: If a student was enrolled in a 4-year undergraduate programme with Commerce as Core Major subject							

and Financial Management and Business Economics as Minor subjects, and further she/he has opted Business Economics as Minor, then in this case the student will have the option to pursue Business Economics as Minor in the VI and VIII semesters of fourth year

Alternatively, if the same student had studied Gender Studies as an Interdisciplinary (ID/MD) subject in the first and second year, she/he may opt for Gender Studies as Minor in the VII & VIII semesters i.e. fourth year

The student shall have the option to select the Interdisciplinary (ID) subject—previously not continued as a Minor—for continuation under the MD/ID category in the second year and fourth year (For instance, Financial Management as mentioned in the above example).

Credit Requirement for Minor: To earn a Minor in a particular subject, a student must accumulate a minimum of 24 credits in that subject over the course of the programme.

First Year (NHEQF Level–4.5)

Certificate in Multimedia Journalism & Content Development

Semester - 1

Communication Concepts & Processes				
Year: I		Semester: I		
Type of Paper: DSC Major-I (4 Credits)		Paper Code:		
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, Shannon-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: -

CO1: Demonstrate knowledge of concepts, elements, functions, types, and models of communication, building a comprehensive foundation of the discipline.

CO2: Apply critical and analytical thinking to evaluate communication processes, barriers, and theories in relation to media functioning in social, cultural, political, and economic contexts.

CO3: Exhibit effective oral, written, and visual communication skills through interpretation and presentation of classical and contemporary communication models and theories.

CO4: Analyse the relationship between media, society, and culture with special reference to Indian communication traditions and intercultural perspectives, fostering ethical and global awareness.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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: DSC Minor-I (4 Credits)		Paper Code: CCJMC02		
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
IV	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;

CLO1: Explain the fundamental concepts, origin, and technical components of photography, including the human eye, camera systems, lenses, and equipment.

CLO2: Analyse and apply principles of light and exposure techniques (aperture, shutter speed, ISO, depth of field) to solve photographic challenges.

CLO3: Interpret and apply visual design and composition principles (shots, angles, elements, and rules of composition) to communicate ideas effectively through photographs.

CLO4: Differentiate and critically evaluate various genres of photography (photojournalism, news photographs, portraits, landscapes, fashion, etc.) while upholding ethical and professional standards.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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: DSC Minor-I (4 Credits)	Paper Code: CCJMC02
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 completing the course, students can:

CLO1: Apply technical skills of camera handling, exposure control, and lighting to capture photographs in diverse situations.

CLO2: Analyse and create visual stories by documenting events, themes, and human interest subjects with creativity and ethical responsibility.

CLO3: Demonstrate effective visual communication by composing photographs across multiple genres and integrating captions/writing for visuals.

CLO4: Develop and present a photography portfolio that showcases technical proficiency, creativity, and readiness for professional media practices.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Multimedia Communication				
Year: I		Semester: I		
Type of Paper: DSC Minor II (4 Credits)		Paper code:		
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 synthesise digital media theories and approaches. • To determine the application of theories on the critical understanding and analysis of contemporary social issues and changes, and everyday problems. • To develop the ability to contribute to debates regarding major trends brought by digital media that drive social change.				
Units	Topics	Lectures	Tutorials	Practical
I	Concept and Origin: Definition, Meaning, scope and importance of multimedia, Evolution of Internet and	10		

	Computer- Computer-mediated-Communication (CMC), web 1.0, web 2.0, web 3.0, semantic web, Technological Determinism, Multimedia Terminologies			
II	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 Optimisation, Social Media Influencers, social media and Product Promotion, Social Media Strategies	10	02	
III	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	12	02	
IV	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.	12	04	

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

CLO1: Demonstrate knowledge of multimedia concepts, evolution, and key terminologies, including Web 1.0 to Web 3.0.

CLO2: Analyse differences and convergence between traditional, electronic, and digital media, including social media strategies.

CLO3: Evaluate digital communities, virtual networks, and public spheres in shaping activism, governance, and participation.

CLO4: Apply practical skills to create, plan, and manage blogs, vlogs, reels, and interactive storytelling content.

CLO5: Understand ethical, societal, and cultural implications of multimedia communication and propose responsible strategies.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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. Morgenstorn, *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.

History of the Media				
Year: I		Semester: I		
Type of Paper: MD/ID Course, Credits: 4 (3+1)		Paper code: MDJMC01		
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	15	05	

	viewpoint of Communication. Development of New Media, Media Convergence.			
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Learning Outcomes: On the completion of the course students will be able:

CLO1: Demonstrate comprehensive knowledge of the historical evolution of print, radio, television, cinema, folk, and new media at national and international levels.

CLO2: Analyze the role of press, broadcasting, and cinema in shaping socio-political, cultural, and economic transformations, particularly in the Indian freedom movement and post-independence nation-building.

CLO3: Develop comparative and global perspectives by examining media histories of different countries and appreciating the influence of global media systems on Indian media.

CLO4: Enhance research and analytical abilities by tracing the growth of media technologies and institutions, and evaluating their implications for communication and development.

CLO5: Strengthen communication and professional competence through presentations, discussions, and written assignments on the historical development of media, aligning knowledge with practical media applications.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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

Computing Skills for Media & Photo-editing Software	
Year: I	Semester: I
Type of Paper: Skill Course (2 Credits)	Paper code: SECJMC01
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;

CLO1: Demonstrate basic computer concepts, hardware, software, and operating system knowledge for media applications.

CLO2: Apply practical computing skills in MS Office, internet browsing, file management, and typing for effective media work.

CLO3: Use Adobe Photoshop and Lightroom to edit and enhance visual media ethically and creatively.

CLO4: Integrate computing and media production techniques to produce multidisciplinary digital content.

CLO5: Develop professional digital literacy for web-based broadcasting and lifelong learning in media technologies.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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 Programming 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: DSC Major-II, Credits: (4 Credits)		Paper code:		
Course Objectives: 1. To know the basic principles and characteristics of journalism and write 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 freelancers.	10		

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

CLO1: Demonstrate understanding of the meaning, principles, and functions of journalism in democratic societies.

CLO2: Critically analyse the structures and functioning of print, broadcast, and digital media organisations.

CLO3: Apply principles of clarity, accuracy, and readability in journalistic writing for print media.

CLO4: Recognise and apply ethical values and professional responsibilities in journalism.

CLO5: Understand and engage with emerging trends in electronic and social media journalism.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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: DSC Major-II, Credits: (4 Credits)	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: -

CLO1: Apply journalistic writing skills to produce news, features, press releases, and editorials for print, broadcast, and digital media.

CLO2: Create multimedia content, including radio/TV scripts and blogs, using effective storytelling techniques.

CLO3: Critically evaluate and produce ethical journalistic content adhering to professional standards.

CLO4: Gather, analyse, and interpret information to produce informed and contextually relevant media content.

CLO5: Develop professional skills, including teamwork, record-keeping, and time management, for media practice.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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: DSC Minor III (4 Credits)		Paper code:		
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), Handlin Apps (for Photography, Video Recording, Editing)	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
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Learning Outcomes: After the completion of the course, students will be able to;

CLO1: Demonstrate comprehensive knowledge of mobile journalism concepts, evolution, and smartphone culture.

CLO2: Analyse MOJO programming, camera techniques, and multimedia storytelling approaches.

CLO3: Apply reporting, scriptwriting, and presentation skills for ethical mobile journalism.

CLO4: Understand and evaluate the use of multimedia tools, apps, and equipment for content creation.

CLO5: Critically reflect on digital content trends, ethical challenges, and culturally responsible practices.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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: DSC Minor-III (4 Credits)	Paper Code: CCJMC05
Objectives of the Course: - To make students understand and practice the techniques and tools of MOJO. - 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;

CLO1: Demonstrate technical proficiency in using mobile devices and multimedia tools for professional content creation.

CLO2: Apply storytelling techniques to produce engaging multimedia news across text, audio, images, and video.

CLO3: Exercise critical thinking to plan and produce ethical, relevant, and context-sensitive multimedia stories.

CLO4: Conduct multimedia research and reporting to ensure accuracy, credibility, and journalistic integrity.

CLO5: Collaborate and present projects professionally, demonstrating teamwork, leadership, and cultural awareness.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Emerging Tech in Journalism (AI, AR/VR, Blockchain)				
Year: I		Semester: II		
Type of Paper: DSC Minor-IV (4 Credits)		Paper code:		
Objectives of the Course: • To introduce students to the fundamentals, evolution, and scope of AI and emerging technologies in media. • To familiarize students with the role of AI, AR/VR, and Blockchain in transforming journalistic practices. • To enable understanding of basic AI tools and prompt-based content creation in journalism. • To sensitize students to ethical, legal, and policy challenges of technology-driven journalism. • To encourage awareness of global trends and future possibilities of emerging media technologies.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Artificial Intelligence in Media: Definition, Nature, and History of AI, Types of AI – Narrow, General, Super AI, AI in Media and Art: From automation to co-creation, Generative AI: Text-to-image, Text-to-video, and Prompt-based design	12	2	
II	AI Tools and Applications in Media Industries: Concept of Prompt Engineering and Visual Storytelling, AI in Journalism, Advertising, Film, and Gaming, Automated Journalism and Robo-reporting, Chatbots, Voice Assistants, and AI Anchors, Overview of Generative AI Tools: ChatGPT, Bing, DALL·E, Sora – Uses and Critique	12	2	
III	Ethical, Legal, and Policy Dimensions of Emerging Tech: Deepfakes and Misinformation: Threats to Credibility, Data Privacy and Surveillance in Media Ecosystems, Legal and Regulatory Frameworks: India’s Data Protection Act, UNESCO Guidelines, AI Transparency and Accountability in Newsrooms	10	2	
IV	Future Trends and Emerging Technologies: Introduction to Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality, Spatial Audio and Immersive Journalism, Blockchain in Journalism: Transparency, Verification, and Copyright Protection, Emerging Hybrid Media Experiences and Ethical Futures	10	2	

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

CLO1: Demonstrate basic understanding of AI, AR/VR, and Blockchain concepts in journalism.

CLO2: Analyse the impact of emerging technologies on news production and audience engagement.

CLO3: Identify and experiment with AI tools for creative media applications.

CLO4: Evaluate ethical and legal concerns related to AI and automation in media.

CLO5: Develop awareness of future trends and global implications of technology in journalism.

Scheme of Evaluation (Theory)

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

Key Readings

- **Marconi, Francesco.** *Newsmakers: Artificial Intelligence and the Future of Journalism*. Columbia University Press, 2020.
- **Pavlik, John V.** *Journalism in the Age of Virtual Reality and Artificial Intelligence*. Columbia University Press, 2020.
- **Brennen, J. Scott, and Daniel Kreiss.** *Digitalization and Journalism: Global Transformations and Challenges*. Routledge, 2022.
- **Kobie, Nicole.** *Artificial Intelligence: How Algorithms Make Sense of the World*. The MIT Press Essential Knowledge Series, 2021.
- **Schwab, Klaus.** *The Fourth Industrial Revolution*. Crown Business, 2017.

Introduction to Media Literacy and Fact-Checking				
Year: I		Semester: II		
Type of Paper: MD/ID Course (4 Credits)		Paper code: MDJMC02		
Objectives of the Course: • To introduce students to the structure and functioning of the modern media and information landscape. • To develop critical awareness of media messages and their impact on audiences and democracy. • To equip students with basic skills for identifying and verifying misinformation and disinformation. • To create ethical and responsible media consumers and content creators. • To familiarise students with AI-generated misinformation and digital verification tools.				
Units	Topics	Lectures	Tutorials	Practical
I	Understanding the Information Landscape: Defining different media forms and their characteristics – news, advertising, entertainment, social media Understanding Media and Information Literacy (MIL): Concepts, principles, and relevance The Information Neighbourhood: News vs. opinion, satire, sponsored content, and user-generated content Interacting with media and information providers – gatekeeping, algorithms, and audience participation	12	2	
II	Evaluating Information: Role of information in a	12	2	

	democratic society – media, citizenship, and informed public discourse Identifying and evaluating information sources – primary, secondary, and tertiary Recognizing bias, framing, and propaganda techniques Understanding misinformation, disinformation, and mal-information The impact of fake news and disinformation on society and democracy			
III	Digital Verification: Tools and techniques for verifying fake photos – reverse image search, metadata analysis Tools and techniques for verifying fake videos – keyframe analysis, geolocation, and context verification Conducting a Social Media Audit – authenticity, engagement, and credibility checks Understanding and identifying Health Misinformation – pandemic and vaccine narratives Understanding and identifying Environmental Misinformation – climate denial and greenwashing	10	2	
IV	Artificial Intelligence and Fact-Checking: Understanding various forms of Artificial Intelligence in media and journalism Deepfakes and shallow fakes – creation, detection, and ethical implications Impact of AI-generated disinformation on public trust and the information ecosystem Tools and techniques to fact-check AI-generated fake photos, videos, and text content	10	2	

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

CLO1: Understand and differentiate various media forms and their roles in shaping information.

CLO2: Critically evaluate media messages and detect bias, propaganda, and misinformation.

CLO3: Apply basic digital tools to verify and fact-check online content.

CLO4: Demonstrate ethical and responsible behaviour in consuming and sharing media information.

CLO5: Identify and analyse AI-generated disinformation and employ verification strategies.

Scheme of Evaluation (Theory)

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

(Theory)				
Total				100 Marks

Key Readings

- Silverman, C. (Ed.) (2014). *Verification Handbook: An Ultimate Guide to Verifying Digital Content for Emergency Coverage*. European Journalism Centre.
- Wardle, C., & Derakhshan, H. (2017). *Information Disorder: Toward an Interdisciplinary Framework for Research and Policy Making*. Council of Europe.
- Hobbs, R. (2010). *Digital and Media Literacy: Connecting Culture and Classroom*. Corwin Press.
- UNESCO (2011). *Media and Information Literacy Curriculum for Teachers*. Paris: UNESCO.
- Mehta, N., & Thakur, M. (2021). *Fake News: Tools, Techniques, and Strategies*. New Delhi: Routledge.

Creative Writing Skills				
Year: I		Semester: II		
Type of Paper: SEC/AEC (2 Credits)		Paper code: SECJMC02		
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	06	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	06	02	
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	06	02	
IV	New Trends in Creative Writing: Web Content Writing and Blog Writing, Script Writing, Journalistic Writing, Copywriting, Graphic Novel, Flash Fiction	06	02	

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

CLO1: Demonstrate knowledge of core concepts, genres, and techniques in creative writing across literary and media contexts.

CLO2: Apply critical thinking to analyze, evaluate, and create innovative literary and media content.

CLO3: Communicate effectively through clear, engaging, and audience-appropriate written content.

CLO4: Practice ethical and socially responsible writing, addressing cultural sensitivities and societal issues.

CLO5: Develop professional creative writing skills and adaptability for careers in media, journalism, and related fields.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 in 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.

Second Year (NHEQF Level-5)

Diploma in Journalism & Mass Communication

Semester – 3

News Reporting & Editing				
Year: II		Semester: III		
Type of Paper: DSC Major-I (6 Credits)		Paper code: CCJMC06		
Course Objective: • To develop a thorough understanding of the 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 the 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	10		10

	on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.			
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Learning Outcomes: On the completion of the course students will be able:

CLO1: Understand core concepts, types, structure, and values of news and newsroom functioning.

CLO2: Apply reporting techniques across diverse beats like politics, culture, crime, and business.

CLO3: Demonstrate editing, proofreading, and magazine writing skills with accuracy and clarity.

CLO4: Integrate multimedia and convergent journalism practices for cross-platform storytelling.

CLO5: Practice ethical and socially responsible journalism in reporting, editing, and photojournalism.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	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

News Reporting & Editing	
Year: II	Semester: III
Type of Paper: DSC Major-I (6 Credits)	Paper code: CCJMC06
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: -

CLO1: Demonstrate practical skills in news reporting, feature writing, headline creation, and newspaper layout.

CLO2: Critically analyse and rewrite news content for different media formats and audiences.

CLO3: Produce and present well-structured news reports, editorials, and captions with effective communication.

CLO4: Apply ethical practices in reporting, editing, and content selection.

CLO5: Integrate social, cultural, and political perspectives in reporting and editing

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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 in Digital Era	
Year: II	Semester: III
Type of Paper: DSC Minor-I (4 Credits)	Paper code:
Course Objectives: • To introduce students to the fundamental concepts, roles, and evolution of advertising. • To familiarise students with the structure, functioning, and client relations of advertising agencies. • To develop an understanding of advertising theories, consumer behaviour, and persuasive communication. • To nurture creativity through idea generation, copywriting, and layout design. • To sensitise students to ethical, legal, and social issues in advertising practice.	

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 and Classifications of Advertising, Types of Appeals and Advertising Messages, Surrogate Advertising, Subliminal Advertising.			
II	Advertising Agency- Structure & Function: Advertising Agency: Functions, Pitch process and roles within agency; types of agencies, Digital era Advertising, use of AI, Agency – Client Relationship, Finance and Budgeting.			
III	Advertising Theories and Effects: Advertising Theories and Models- AIDA, DAGMAR, and Maslow's Hierarchy Model. Advertising and development, Functions of advertising, positive and negative aspects of advertising.			
IV	Advertising and Marketing Advertising and Marketing Mix, Advertising and Marketing Research, Consumer Behaviour, Analysing Human Behaviour, Consumer in Economic Theory, Market Segmentation, The Mechanics of the Market, Brand Positioning, Brand Image.			
V	Creating Advertisements:(Ideation and Copywriting) Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting, Elements of an advertising copy, Copywriting Principle Illustration and Layout- Illustration, Types of Illustrations, Guidelines for using Illustrations, Advertising Layout, Considerations for developing a print layout, Types of layouts			
VI	Advertising and Society Advertising and Gender Issues, Ethical Issues in Advertising, and Social Criticism of Advertising. Laws in Advertising: Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act,1986. Advertising Statutory Bodies in India, Role of AAA and ASCI.			

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

CLO1: Demonstrate foundational understanding of advertising principles and functions.

CLO2: Analyze advertising strategies and theories within social and ethical contexts.

CLO3: Create and communicate effective advertising ideas and messages.

CLO4: Apply analytical skills to evaluate digital advertising trends and audience engagement.

CLO5: Exhibit awareness of advertising laws, ethics, and regulatory frameworks.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 in Digital Era	
Year: II	Semester: III
Type of Paper: DSC Minor-I (4 Credits)	Paper code:
Course Objectives: • To develop practical understanding of the advertising process from client briefing to campaign execution. • To enhance creative and strategic thinking in developing effective advertising messages and visuals. • To train students in copywriting, layout designing, and using digital media tools for ad creation. • To expose students to the principles of audience targeting, brand positioning, and campaign evaluation. • To encourage ethical and socially responsible advertising practices through creative assignments and discussions.	
Description	

The practical component of *Advertising in the Digital Era* aims to equip students with the essential skills of ideation, copywriting, layout design, campaign planning, and digital advertising tools. Through project-based exercises, students will conceptualise, plan, and produce advertising campaigns for different media platforms—print, radio, television, and digital.

The course bridges theoretical understanding with professional application, enabling students to experience the workflow of advertising agencies and develop creativity aligned with ethical and social responsibility.

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 scripts and storyboards.

Formulate, plan and design an Ad Campaign based on market and consumer research on the assigned topic/theme.

Lab Activities:

1. **Software Tools Training:** Basic orientation on Canva, Adobe Photoshop, InDesign, Premiere Pro, or similar tools.
2. **Photography & Videography Lab:** Basic product photography, lighting setup, and short ad video production.
3. **Voice and Audio Lab:** Recording and editing radio jingles or ad voiceovers using Audacity or similar tools.
4. **Digital Ad Lab:** Creating and testing sample ads on social media mock platforms (Facebook, Instagram, YouTube).
5. **Campaign Presentation Workshop:** Simulating agency-client interactions and creative presentations.

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

CLO1: Apply advertising concepts and theories in creating print, audio-visual, and digital advertisements.

CLO2: Demonstrate creativity in developing advertising copies, taglines, visuals, and layouts suited for diverse media.

CLO3: Work collaboratively in planning, designing, and executing advertising campaigns for brands or social causes.

CLO4: Use digital tools and platforms to design advertisements and analyse audience engagement.

CLO5: Evaluate advertising content for ethical standards, gender sensitivity, and social responsibility.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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: MD/ID (4 Credits)		Paper code:		
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 Act, The Commercial Code of AIR & Doordarshan, Prasar Bharati Act, Cable Television Act and Rules, Cinematograph Act 1953, Information Technology Act 2000.	10	02	
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: -

CLO1: Apply media laws and constitutional provisions in practical reporting scenarios.

CLO2: Analyze ethical and legal dilemmas in journalism and propose responsible solutions.

CLO3: Prepare case studies and presentations on contemporary media law issues.

CLO4: Evaluate media coverage of sensitive events for legal and ethical compliance.

CLO5: Demonstrate socially responsible decision-making in multimedia assignments.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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.

Podcasting and Digital Audio Production					
Year: II		Semester: III			
Type of Paper: SEC Major-I (2 Credits)		Paper code:			
Course Objectives: • To introduce students to the fundamentals of podcasting and digital audio production. • To familiarise students with various types of podcasts, content formats, and monetisation models. • To equip students with basic technical skills in audio recording, editing, and production. • To develop an understanding of storytelling, scripting, and audience engagement strategies in podcasts. • To encourage ethical, creative, and professional approaches to podcast creation and distribution.					
Units	Topics		Lectures	Tutorials	Practical

I	Introduction to Podcasting and Digital Audio Production: Definition and objectives of podcasting, Understanding the podcast landscape, Identifying target audience and niche selection, Audience, podcast, and vlog publication tools, Overview of famous podcasters and platforms for distribution	10		
II	Podcast Formats, Storytelling, and Monetisation: Types of podcasts: scripted fiction, interviews, monologues, nonfiction storytelling, conversational, indoor/outdoor, Elements of storytelling and scriptwriting for podcasts, Marketing strategies and promotion of podcasts, Revenue generation: subscriptions, paid content, advertisements, sponsorships, product placement, Legal considerations in monetisation	8		4
III	Audio Equipment, Recording, and Editing Basics: Overview of recording equipment: microphones, pop filters, mic stands, shock mounts, headphones, amplifiers, audio interfaces, cameras, mobile phones, Types of microphones and best practices in recording, Recording environments: indoor vs. outdoor, noise control, acoustics, Introduction to audio editing tools and software, Basic editing techniques: cutting, trimming, fading, adding music, sound effects, and transitions	8		4

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

CLO1: Demonstrate knowledge of the podcasting landscape, including audience identification, niche selection, and popular platforms.

CLO2: Critically analyze different podcast formats and monetization strategies to design audience-centric content.

CLO3: Apply technical skills in audio recording, equipment handling, and editing to produce basic podcasts.

CLO4: Develop storytelling and scriptwriting skills to create engaging podcast episodes.

CLO5: Evaluate ethical, legal, and promotional considerations in podcast production and marketing.

Scheme of Evaluation (Theory)

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

Key Readings

1. Meinzer, K. (2019). So you want to start a podcast: Finding your voice, telling your story, and building a community that will listen. HarperCollins.
2. Quicke, R. (2023). Finding Your Voice in Radio, Audio, and Podcast Production. Taylor & Francis.
3. Spinelli, M., & Dann, L. (2019). Podcasting: The audio media revolution. Bloomsbury Publishing USA.
4. Kristen Meinzer, So You Want to Start a Podcast, William Morrow.
5. Joanna Penn, Audio for Authors: Audio books, Podcasting, and Voice Technologies: 11 Curl Up Press.
6. Jerry the Pod-Starter Hamilton, Podcasting - The Little Book of Podcasting, Admore Publishing.

Practical

Podcasting and Digital Audio Production	
Year: II	Semester: III
Type of Paper: SEC Major-I (2 Credits)	Paper Code:
Objectives of the Course: • To develop practical skills in recording, editing, and producing podcasts. • To familiarise students with audio equipment, software, and recording techniques. • To enable students to plan and script podcast episodes effectively. • To teach students to apply storytelling and audience engagement strategies in audio content. • To introduce students to publishing, promotion, and basic monetisation of podcasts.	
Description The practical component of this course is designed to provide hands-on experience in podcast production and digital audio skills. Students will learn to plan, record, edit, and publish podcasts using professional and accessible tools. The lab activities will help students develop technical proficiency, storytelling abilities, and content creation skills. Emphasis will be placed on understanding recording environments, using appropriate equipment, editing audio, and marketing podcasts for target audiences. List of Practical and Lab Activities Introduction to Lab Equipment and Software • Familiarization with microphones, pop filters, shock mounts, headphones, audio interfaces, cameras, and mobile recording tools. • Introduction to audio editing software (Audacity, Adobe Audition, or GarageBand). Recording Exercises • Recording voice and dialogues using different microphone types. • Indoor and outdoor recording practices to manage ambient noise and acoustics. Scriptwriting and Storyboarding for Podcast • Creating short podcast scripts (2-5 minutes). • Planning content flow, episode structure, and segments. Audio Editing and Post-Production • Basic editing: cutting, trimming, fading, and noise reduction.	

- Adding background music, sound effects, and transitions.

Creating Different Podcast Formats

- Producing a monologue, interview-based, or conversational podcast.
- Team activity: collaborative podcast episode (3-5 minutes).

Publishing and Promotion

- Uploading podcasts on platforms (Anchor, Spotify, YouTube, or others).
- Optimising titles, descriptions, and metadata for discoverability.

Mini Project: Complete Podcast Episode

- Each student/group produces a full episode (5–7 minutes) from scripting to publication.
- Presentation and feedback session.

Evaluation of Monetisation and Ethics in Practical Work

- Discuss ethical considerations (copyright, consent) in audio production.
- Simulate sponsorship or advertisement inclusion in podcasts.

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

CLO1: Operate microphones, audio interfaces, headphones, and recording tools to capture high-quality audio.

CLO2: Record and edit podcasts using basic audio editing software.

CLO3: Produce a structured and engaging podcast episode incorporating storytelling elements.

CLO4: Publish and promote podcasts on various platforms considering audience and niche.

CLO5: Apply ethical and professional standards in content creation and copyright compliance.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Semester – 4

Television Journalism and Production				
Year: II		Semester: IV		
Type of Paper: DSC Major-II (6 Credits)		Paper code: CCJMC11		
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. • 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 Programmes, 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 interviews, 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 Programmes-- 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 programmes Single camera vs Multi camera production-- Importance of single or multi-camera production, Live coverage, Recorded Programmes 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, Offline production setup Editing-- Basic concepts of editing, Online editing vs Offline editing, Linear vs Non-Linear editing. Editing software-- Importance of editing, non-linear editing software, Sound editing software	08		06

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

CLO1: Demonstrate comprehensive knowledge of television as a mass medium, its formats, genres, and scripting approaches for news and non-fiction content.

CLO2: Apply critical thinking to analyse reporting practices, interview techniques, and ethical considerations in television journalism.

CLO3: Explain the fundamentals of television production, including camera operations, lighting, sound, and multi-camera setups.

CLO4: Evaluate the stages of television production—pre-production, production, and post-production—and the roles of key production crew members.

CLO5: Develop understanding of editing concepts, techniques, and software applications for both linear and non-linear television production.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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.
- Boretzky, R. A. and Yarovsky A. Television Journalism. International Organisation of Journalists.

Practical

Television Journalism and Production	
Year: II	Semester: IV
Type of Paper: DSC Major-II (6 Credits)	Paper code: CCJMC10
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 programmes.	

Description
The student will be assigned practical work related to the relevant contents of the core course. The Practical work carried out by the students must 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 a story 4. Script and storyboard 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

CLO1: Conceptualise, script, and storyboard television formats with creativity and technical proficiency.

CLO2: Handle camera, lighting, floor plans, and shooting processes with professional ethics.

CLO3: Collaborate in production teams to plan schedules, manage budgets, and execute programmes.

CLO4: Apply critical skills in post-production to edit and finalize engaging television content.

CLO: Produce a complete television programme reflecting cultural awareness and social responsibility.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Public Relations and Corporate Communication	
Year: II	Semester: IV
Type of Paper: DSC Minor-II (4 Credits)	Paper code:
Objectives of the Course: • To understand the key concepts, evolution, and role of Public Relations and Corporate Communication. • To examine the structure, functions, and strategies of PR agencies and corporate communication units. • To develop skills in planning and implementing PR campaigns and corporate communication strategies. • To explore ethical practices, CSR, and sustainable development in organisational communication.	

To apply crisis communication and reputation management strategies effectively.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Public Relations: Defining Public Relations: Role, Scope, Types. PR Publics. Understanding PR Concepts: Publicity, Propaganda, Lobbying, PR Agency, Public Opinion, and Influencer Marketing. PR vs Advertising vs Marketing. Role of Social Media in PR			
II	PR Agency: Structure, Role & Functions: PR Agencies: Role, Structure, Types, and Functions. Traditional vs. Digital PR Agencies. Tools & Techniques for PR: House Journal, Bulletin Board, Open House, Annual Reports			
III	Introduction to Corporate Communication: Definitions, Concept, and Emergence of Corporate Communication. Differences and Similarities Between PR and Corporate Communication. Stakeholder Management. Corporate Identity, Corporate Advertising, and Corporate Brand Building. Corporate Social Responsibility (CSR) & Sustainable Development			
IV	Crisis Communication and Reputation Management: Introduction to Crisis Communication: Definition, Scope, and Importance. Types of Crises, Crisis Communication Strategies and Planning. Reputation Management: Tools and Techniques, Strategic Communication- Developing a Corporate Communication Strategy for the Digital Landscape			
V	Media Relations: Definition, Role, and Relevance. Tools and Techniques of Media Relations: Press Conferences, Press Releases, Press Briefings, Press Kits. Social Media for Media Relations. Media Tracking & Coverage			

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

CLO1: Understand the key concepts, evolution, and role of Public Relations and Corporate Communication.

CLO2: Examine the structure, functions, and strategies of PR agencies and corporate communication units.

CLO3: Develop practical skills in planning and executing PR campaigns and corporate communication strategies.

CLO4: Explore ethical practices, CSR, and sustainable development in organisational communication.

CLO5: Apply crisis communication and reputation management strategies effectively in professional contexts.

Scheme of Evaluation (Theory)

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

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

Key Readings :

1. Jethwaney, J. (2024). Corporate Communication: Concepts and Practice. India: Taylor & Francis.
2. Public Relations Management, Jaishri Jethwaney and N.N Sarkar.
3. Cutlip, S. M. (1962). Effective public relations. Pearson Education India.
4. McDonough, W., & Braungart, M. (2010). Cradle to cradle: Remaking the way we make things. North Point Press.
5. Anderson, R. C. (1998). Mid-course correction: toward a sustainable enterprise: the interface model. Uit Cambridge.
6. Public Relations & Corporate Communication, Dr. Neemo Dhar.
7. Cornelissen, J. P. (2023). Corporate communication: A guide to theory and practice.

Political Communication				
Year: II		Semester: IV		
Type of Paper: MD/ID-V (4 Credits)		Paper code: MDJMC04		
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, Understanding coalition politics, Understanding issues related to caste and religion-based politics, voter preferences and other political issues.	10	02	
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	10	02	

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

CLO1: Demonstrate understanding of global and Indian political systems and their link to political communication.

CLO2: Analyse the relationship between media, politics, and public opinion using key theories.

CLO3: Examine the role of traditional, digital, and social media in shaping political discourse and campaigns.

CLO4: Apply ethical reasoning to understand identity-based politics and media's role in democracy.

CLO5: Develop research and communication skills through case studies of political campaigns and PR strategies.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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

Business Journalism				
Year: II		Semester: IV		
Type of Paper: SEC Major-I (2 Credits)		Paper code:		
Course Objective: • To understand the fundamental principles, scope, and ethics of business journalism. • To analyse economic trends, government policies, and corporate communications to produce accurate business news. • To use digital and traditional tools for business reporting, including social media, annual reports, and trade journals. • To evaluate and report financial, market, and budget-related news with clarity and responsibility. • To develop critical perspectives on global and Indian business environments and their implications for journalism.				
Units	Topics	Lectures	Tutorials	Practical
I	Fundamentals of Business Journalism: Definition, Scope, and Principles of Business Journalism, Qualifications and Roles of a Business Reporter, Sources of Business Reporting, Ethical Issues in Business Journalism			
II	Tools and Techniques for Business Reporting: Overview of Indian and Global Economic Systems, Reporting Tools: Annual Reports, Trade Journals, House Journals, Digital Tools: Social Media, Video Conferencing, Web Portals			
III	Types and Practice of Business Reporting: Financial, Budget, and Market Reporting, Government Policies: Finance, Commerce, Industry, Planning Commission, WTO, Privatisation, Leading Business Newspapers and Magazines: Economic Times, Business Line, Financial Express, Business India, Business Today, Outlook Business, Case Studies and Practical Applications in Business Journalism			

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

CLO1: Demonstrate knowledge of the principles and scope of business journalism and its ethical considerations.

CLO2: Apply analytical skills to interpret financial statements, market trends, and government policies for reporting.

CLO3: Communicate business news effectively using print, digital, and multimedia platforms.

CLO4: Integrate interdisciplinary perspectives, including economics and management, in business reporting.

CLO5: Critically evaluate global and Indian business environments to produce accurate, socially responsible journalism.

Scheme of Evaluation (Theory)

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

Key Readings

1. Anjanee Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
2. Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
3. R C Bhatia (2008). Business Communication, Ane Books Pvt Ltd, New Delhi.
4. P.D Chaturvedi (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
5. Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.

Third Year (NHEQF Level–5.5)

B.A. in Journalism & Mass Communication

Semester – 5

Documentary and Film Production				
Year: III		Semester: V		
Type of Paper: DSC Major-I (6 Credits)		Paper code:		
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 Exhibition Spaces (Traditional and Online) Festivals and International Market Box office documentaries.	10		10

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;

CLO1: Differentiate documentary from other film forms and assess its historical, cultural, and social relevance.

CLO2: Apply critical and ethical perspectives to analyse documentary texts and audience engagement.

CLO3: Demonstrate conceptual knowledge of pre-production, production, and post-production processes.

CLO4: Critically assess narrative techniques and storytelling strategies used in documentaries.

CLO5: Evaluate global and local documentary practices in relation to ethics, diversity, and emerging trends.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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: DSC Major-I (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;

CLO1: Apply research, scripting, budgeting, shooting, and editing skills to produce a documentary/short film.

CLO2: Solve practical challenges in film production using critical and ethical approaches.

CLO3: Communicate stories effectively through visual, audio, and narrative elements.

CLO4: Develop research-based scripts reflecting socio-cultural and political contexts.

CLO5: Collaborate responsibly in production teams with adaptability and cultural sensitivity.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Global Media System and International Communication	
Year: III	Semester: V
Type of Paper: DSC Major -I (6 Credits)	Paper code:
Course Objectives: - To understand the historical evolution and contemporary structure of global media systems. - To analyse the role of international organisations in promoting balanced global communication. - To examine the interplay of media, culture, politics, and globalisation in international communication.	

- To learn theories of international relations and India's foreign policy in a global media context. - To critically evaluate contemporary global issues and their representation in the media.				
Units	Topics	Lecture	Tutorial	Practical
I	Global Communication: Historical Perspective; The Great North-South Divide, Domination of Transnational News Agencies. Global News and Information Flow: The flip side; Barriers to the flow of news and information; Struggle for balance of information flows; Demand for NWICO; MacBride Commission, Recommendations of MacBride Commission & NWICO.			
II	Role of International Organisations: UN & UNESCO in bridging the gap between north and south; Bilateral, Multilateral and Regional/Information Co-operation. Contemporary Trends: Emergence of media as a global village.			
III	Global communication & culture, Democratisation of communication. Politics and Communication: Relationship of politics and communication, theories and recent theoretical approaches, Media Mergers, Globalisation and its effect on State Policies.			
IV	Introduction to International Relations: Meaning and Concept; Salient Features of Indian Foreign Policy; Theories and Approaches of International Relations: The Classical Approaches; Realism and Idealism; Neo-realism; Neo-liberalism.			
V	India's Relations with Neighbouring Countries: India's Foreign Policy with China, Pakistan, South Asian countries, West Asian Countries, Africa, Europe and America.			
VI	International and Regional Organisations: United Nations, EU, ASEAN, SAARC, OIC, OAC, NAFTA, WTO. Contemporary Issues and Indian Foreign Policy: Terrorism, Human Rights, Refugee Crisis, Gender Equality, Climate Change			

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

CLO1: Demonstrate knowledge of global media systems and international communication frameworks.

CLO2: Critically assess the role of media, policy, and international organisations in global information flow.

CLO3: Communicate ideas on global media and international relations effectively.

CLO4: Apply research and interdisciplinary methods to analyse global media and foreign policy issues.

CLO5: Exhibit awareness of ethical, social, and global responsibilities in media and communication practices.

Scheme of Evaluation (Theory)

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

Key Readings

1. Diken, Peter, Global Shift: Transforming the world Economy, Paul Champman Publishing Ltd., London, 1998.
2. Giddens, Anthony, Runaway World: How Globalization is reshaping our lives, Profile Books, London, 2000.
3. Thompson John B, The Media Modernity, Polity Press, 1995.
4. Neumanniver B & Waever, Ole. (1997) The future of international Relations London Routledge,
5. Naik, J A.A (1995). Textbook of International Relations. Delhi: Macmillan India Ltd
6. Palmer, Norman D & Perkins ,Howard (2007).International relation. III ed. Delhi: AITBS Publishers.
7. Tripathi A K. (2008). Foreign policy: theory and practice. New Delhi: Murari Lal and Sons

Media Management				
Year: II		Semester: IV		
Type of Paper: DSE Major Elective-I (4 Credits)		Paper code:		
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 media); Globalization: Economic, Social and Cultural effects on Mass Media; Global Competition.	10	04	

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

CLO1: Demonstrate knowledge of media organizations, ownership patterns, and operational structures in India and globally.

CLO2: Critically analyze media businesses, economic drivers, performance metrics, and market trends.

CLO3: Apply journalistic and digital techniques in content creation, distribution, and marketing.

CLO4: Practice ethical decision-making and social responsibility in media management.

CLO5: Integrate interdisciplinary and global perspectives to address media challenges innovatively.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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)

Communication for Development and Social Change				
Year: III		Semester: V		
Type of Paper: Field Visit/Vocational /Internship (4 Credits)		Paper code: FVJMC01		
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	12		

	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.			
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 Development Schemes, Analysing Communication Plans, Success stories, Planning and Drafting development campaigns.	12		04

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

CLO1 Explain concepts of development, social change, and the roles of development agencies in global and local contexts.

CLO2. Critically assess paradigms and theories of development communication for analysing social issues.

CLO3. Apply development communication approaches to rural, urban, and tribal development contexts.

CLO4. Analyse media, NGOs, CSR, and advocacy roles in planning and executing development campaigns.

CLO5. Demonstrate ethical and sustainable perspectives in media practices for development and social change.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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, Sandhya Rao. Critical issues in communication: looking inward for answers : essays in honor of K.E. Eapen. Sage, 2001.
- K. Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai. 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.
- Linje Manyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
- Melkote Srinivas 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: Field Visit/Vocational /Internship (4 Credits)	Paper Code: FVJMC01
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 Connect Program: Students will engage with local communities to understand their communication needs, challenges, and opportunities. They will document and present findings in class. • Media Literacy Workshops: Organizing workshops aimed at educating rural or urban populations about media literacy, misinformation, and responsible consumption of media. • Analysis of Government Schemes: Students will analyze the communication strategies used for government schemes like Swachh Bharat, Digital India, etc., evaluating their reach and effectiveness. • Awareness Campaigns: Plan and execute awareness programs for pressing social issues like health, sanitation, education, etc., utilizing various media platforms (radio, print, social media). • Survey and Data Collection: Conducting surveys to gauge public awareness about government initiatives	

or important social issues, followed by a detailed report and presentation.

- **Development Communication Project:** Students will design and implement a small-scale development communication project focused on a specific community problem, such as literacy or hygiene.
- **Field Visits to NGOs:** Organizing visits to NGOs working in development communication to understand practical approaches and gain insights into real-world applications.
- **Public Service Announcements (PSAs):** Creating PSAs (audio, video, print) to promote social messages or government schemes and showcasing them to the target communities.
- **Documentation of Best Practices:** Identifying and documenting successful communication strategies used by NGOs or government bodies in development.
- **Evaluation of Media Outreach:** Analyzing the role of traditional vs. digital media in promoting development issues and reporting on their effectiveness.

Learning Outcomes: Upon completing the course, students will be able to:.

CLO1: Apply development communication concepts in community engagement and NGO field visits.

CLO2: Design and implement innovative communication strategies for social change.

CLO3: Demonstrate effective teamwork and communication skills in community projects.

CLO4: Conduct surveys and analyse data to evaluate government schemes and development issues.

CLO5: Create and assess media content for promoting media literacy and social awareness.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Data Journalism and Visualisation				
Year: II		Semester: V		
Type of Paper: Minor-I (SEC/Vocational/ Community outreach (4 Credits)		Paper code:		
Course Objectives: - • To introduce students to the concept, scope, and history of data journalism. • To develop skills to find, evaluate, and interpret journalistic data. • To train students in cleaning, analysing, and summarising data effectively. • To enable students to craft ethical and compelling data-driven stories. • To familiarise students with data visualisation tools and techniques.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Data Journalism: Definition and historical perspective. Scope: Why Data Journalism is important for a	10		

	reporter. Skills required by a data journalist			
II	Finding and Understanding Data: Where to look for data. Setting up data news wires. Strategic searching - tips and tricks. Introduction to scraping. Turning numbers into stories. Become Data Literate	10	02	
III	Evaluating and Working with Data: Working with Excel. Cleaning data. Correcting bad formatting, taking care of misspellings. Invalid values and duplicates, Newsroom math and statistics. Making new variables with functions. Summarising data with pivot tables. Looking for patterns	10	02	
IV	Putting the Data Story Together: Deciding the central focus. Including data within a narrative. Ethics of finding and using data. Data Visualisation, data visualisation tools and techniques.	10	04	

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

CLO1: Explain key concepts, scope, and importance of data journalism.

CLO2: Analyse datasets to detect patterns, trends, and insights for reporting.

CLO3: Present data-driven stories effectively using written, visual, and oral formats.

CLO4: Apply ethical practices while collecting, analysing, and reporting data

CLO5: Utilise interdisciplinary skills and tools to create professional, data-based journalistic content.

Scheme of Evaluation (Theory)

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

Key Reading

1. GRAY. (2021). The data journalism handbook.
2. Hermida, A., & Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.
3. Hahn, O., & Stalph, F. (2018). Digital investigative journalism: Data, visual analytics and innovative methodologies in international reporting. Springer.
4. Aragues, A. (2018). Visualizing streaming data: Interactive analysis beyond static limits. O'Reilly Media.
5. Munzner, T. (2014). Visualization analysis and design. CRC Press.

Semester – 6

Media Democracy and Public Policy				
Year: III		Semester: VI		
Type of Paper: DSC Major-I (6 Credits)		Paper code:		
Course Objectives:				
• To provide conceptual understanding of the relationship between media, democracy, and governance. • To examine how media influences policy-making, political communication, and public opinion. • To develop critical awareness of media’s role in transparency, accountability, and participatory democracy. • To analyze the ethical, regulatory, and structural challenges of media in democratic societies. • To explore the impact of digital technologies on democratic discourse and public policy.				
Units	Topics	Lectures	Tutorials	Practical
I	Media and Democracy – Theoretical and Conceptual Frameworks: Meaning, nature, and evolution of democracy and the public sphere, The role of media as the fourth estate in democratic systems, Theories of the public sphere (Habermas), social responsibility theory, and democratic-participant theory, Freedom of expression and media independence, Case studies: Media and democracy in India, USA, and Europe			
II	Media and Public Policy – Interconnections and Processes: Understanding public policy: stages, actors, and institutions, Media’s role in agenda-setting, framing, and policy advocacy, Policy communication and public engagement, The politics of information and transparency: RTI, open governance, and digital inclusion, Case studies: Media and policy change in health, environment, and education			
III	Political Communication, Governance, and Media Power: Political communication: elections, campaigns, and propaganda, Relationship between media, political elites, and bureaucracy, Ownership patterns, concentration of media power, and its impact on democratic pluralism, Lobbying, public relations, and media manipulation in policy formulation, Case studies: Media coverage of elections and governance reforms in India			
IV	Media, Technology, and the Digital Public Sphere: Digital democracy and participatory media, Social media and policy discourse: opportunities and challenges, Misinformation, fake news, and disinformation in public policy, Surveillance capitalism, data privacy, and algorithmic governance, Case studies: #MeToo movement, Arab Spring, Digital India, and policy influence			
V	Media Ethics, Accountability, and Policy Reforms: Media regulation and self-regulation frameworks, Ethical dimensions of media in democratic societies, Press freedom and policy constraints: censorship, sedition, and national security laws, Role of media councils, tribunals, and ombudsman systems, Future of media policy in the age of AI and big data, Case studies: Media ethics in reporting public policy and crises.			

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

CLO1: Demonstrate understanding of theoretical and practical linkages between media, democracy, and public policy.

CLO2: Critically evaluate the media's influence on governance, political processes, and policy outcomes.

CLO3: Communicate informed perspectives on democratic media practices through oral, written, and visual formats.

CLO4: Exhibit ethical and socially responsible awareness in analysing the media's democratic role.

CLO5: Integrate interdisciplinary and analytical approaches to propose innovative policy communication strategies.

Scheme of Evaluation (Theory)

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

Key Readings

1. McQuail, Denis (2020). *McQuail's Media and Mass Communication Theory*. Sage.
2. Curran, James, & Gurevitch, Michael (2005). *Mass Media and Society*. Routledge.
3. Graber, Doris A. (2003). *The Power of Communication: Managing Information in Public Organizations*. CQ Press.
4. Hallin, Daniel C. & Mancini, Paolo (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge University Press.
5. Habermas, Jürgen (1989). *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. MIT Press.
6. Herman, Edward S. & Chomsky, Noam (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon.
7. Norris, Pippa (2000). *A Virtuous Circle: Political Communications in Postindustrial Societies*. Cambridge University Press.
8. McNair, Brian (2018). *An Introduction to Political Communication*. Routledge.
9. Thussu, Daya Kishan (2019). *International Communication: Continuity and Change*. Bloomsbury.
10. Chadwick, Andrew (2013). *The Hybrid Media System: Politics and Power*. Oxford University Press.
11. Bajpai, Anand (Ed.) (2022). *Media, Democracy and Governance in India*. Sage.

Film Appreciation and Review	
Year: III	Semester: VI
Type of Paper: DSC Major-I (6 Credits)	Paper code:
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:

CLO1: Analyse the historical development of cinema in India and the world as a cultural and social institution.

CLO2: Critically evaluate film structures, genres, movements, and theories using visual literacy skills.

CLO3: Develop and present analytical film reviews and critiques through effective communication.

CLO4: Assess the influence of digital technology and new media on film production, distribution, and reception.

CLO5: Apply interdisciplinary perspectives to interpret films and enhance global and cultural awareness.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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.

Mass Media and Human Rights				
Year: III		Semester: VI		
Type of Paper: DSC Major Elective-I (4 Credits)		Paper code:		
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:

CLO1: Explain the historical, philosophical, and theoretical foundations of human rights and their link to democracy.

CLO2: Evaluate the role of media in promoting and protecting human rights through critical case analysis.

CLO3: Demonstrate knowledge of institutional frameworks and legal mechanisms for human rights in India and globally.

CLO4: Apply human rights journalism skills using traditional, digital, and open-source investigation tools.

CLO5: Critically engage with contemporary human rights issues and media activism with ethical and democratic values.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 Shoemith. 2009. Media Theories and Approaches: A Global Perspective, Palgrave-Macmillan.
- Bannerjee, Menon & Priyameds. 2010: Human Rights, Gender and Environment, Pearson & Co.

Media Exposure and Internship	
Year: III	Semester: VI
Type of Paper: Field Visit/Vocational/Internship (4 Credits)	Paper code: FVJMC02
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 a Media organization/government organization/NGO and will submit a Functional Exposure Report (FER) along with the PowerPoint 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;

CLO1: Apply journalism and mass communication knowledge in real-world media settings.

CLO2: Critically assess media practices and propose ethical solutions.

CLO3: Demonstrate teamwork, leadership, and professional communication skills.

CLO4: Prepare analytical Functional Exposure Reports reflecting practical media experience.

CLO5: Exhibit social responsibility and cultural awareness in media work.

Scheme of Evaluation (Practical)

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

Social Media and Consumer Analytics				
Year: III		Semester: VI		
Type of Paper: Minor SEC/Vocational/ Community Outreach (4 Credits)		Paper code:		
Course Objectives:				
• To introduce students to the core concepts, tools, and strategies of social media and digital marketing. • To develop understanding of digital branding, content creation, and audience engagement techniques. • To explore mobile, viral, and integrated marketing practices in the digital ecosystem. • To analyze consumer behavior and apply data analytics for marketing decision-making. • To examine global and local consumer trends and the impact of digital transformation on marketing.				
Units	Topics	Lecture	Tutorial	Practical
I	Social Media and Marketing: Introduction social media and marketing. How digital technologies are transforming marketing. Key terms and concepts; Distinctive properties of digital marketing. Paid-Owned-Earned media; Social media platforms. Digital audience measurement	10	02	
II	Digital branding & Content strategy: Shift of power from brands to consumers; Digital brand equity; Digital brand positioning; Customer engagement; The role of trust Value in the digital environment online value proposition; Creating, delivering and communicating value. Content mission; choosing relevant content types; Content development. User-generated content; Curated content.	10	02	
III	Mobile marketing & Viral Marketing: Mobile platforms;	10	02	

	Mobile web and applications. Mobile commerce and showrooming; Location-based services. Benefits of viral marketing; viral content development and deployment. Digital word-of-mouth Integrating digital and offline marketing activities Organizing digital and social media marketing activities; Outsourcing			
IV	Digital Formats and Emergence of Digital Consumer: Digital Natives & their Environment. Changing orientation towards buying, Digital Consumer Analysis and Marketing Strategy (Product, Pricing, Promotion, Placement Strategy). Contemporary Consumer Behaviour Models: Engel-Kollat-Blackwell Model, Howard Sheth Model of Buying Behaviour, Black Box Model, Hawkins Stern Model, Webster and Wind Model, Nicosia Model	10	02	
V	Global Brands and Local Consumers: Online Decision Making Process: Global Markets and Data Analytics: Digital Divide. Consumer Behaviour on Social Media Platforms: Netnography. Luxury and Consumer Behaviour- Growth of Indian Market for Luxury Brands. Luxury Brands on Digital Media Platforms			

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

CLO1: Demonstrate understanding of social media marketing concepts and consumer analytics.

CLO2: Apply analytical thinking to design data-driven digital marketing strategies.

CLO3: Create effective and ethical digital content for diverse audiences and platforms.

CLO4: Evaluate consumer behaviour models to address marketing challenges in digital contexts.

CLO5: Exhibit professional competence for careers in digital marketing and brand management.

Scheme of Evaluation (Theory)

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

Key Readings

1. Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). Internet marketing: strategy, implementation and practice. Pearson Education.

2. Schiffman L G, Wisenbult, J and S. Ramesh Kumar. Consumer Behaviour, Pearson New Delhi.
3. Jain V, Seth J, and Schultz D.E Consumer Behaviour- Digital Native Pearson India Educational Services Pvt. Ltd.
4. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
5. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi 5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall N. Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
7. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

Fourth Year (NHEQF Level–6)

The course structure of the fourth year under the Four-Year Undergraduate Programme (FYUP) with Single Major is as follows:

1. UG (Honours)**2. UG (Honours with Research)**

Candidates who meet a **minimum CGPA of 7.5** will be allowed to continue studies in the fourth year of the undergraduate programme leading to the Four-Year Bachelor's degree (Honours with Research).

B.A. (HONOURS) in Journalism & Mass Communication**Semester – 7**

Theories of Communication				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
Objectives of the Course:				
- To understand the evolution, nature, and scope of communication theories from classical to contemporary perspectives. - To analyse major models and paradigms explaining human and mass communication processes. - To examine press and media effects theories in social, cultural, and political contexts. - To explore psychological and cognitive approaches to audience behavior and media influence. - To develop critical thinking for evaluating contemporary communication theories in the digital era.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Communication Theories: Definition, Nature, and Scope of Communication, Historical Evolution of Communication Studies: From Classical Rhetoric to Modern Media Studies, Paradigms of Communication Theories, Levels of Communication: Intrapersonal, Interpersonal, Group, Organizational, Mass Communication, Role of Media in Society: Social, Cultural, Political, and Economic Dimensions	10	02	
II	Models of Communication: Classical and Modern Models: Aristotle, Harold Lasswell, David Berlo Linear and Interactional Models: Shannon & Weaver Model, SMCR Model, Osgood-Schramm’s Model Transactional and Systems Models: Newcomb’s Model, Westley & Maclean’s Model, Dance’s Helical Spiral Model, Gerbner’s Model Contemporary Models: Barnlund’s Transactional Model, Katz & Lazarsfeld’s Two-Step Flow, Network Theory, Media Ecology Perspective	10	02	
III	Theories of the Press and Media Effects: Press Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Development, Democratic-	10	02	

	Participant Theory Media Effects Theories: Hypodermic Needle, Limited Effects, Two-Step Flow, Multi-Step Flow, Gatekeeping Theory Personal Influence & Opinion Leadership: Two-Step Theory, Multi-Step Flow, Spiral of Silence (Noelle-Neumann) Framing Theory, Priming, Agenda Setting			
IV	Theories of Mass Communication: Uses & Gratifications Theory, Cultivation Theory, Diffusion of Innovations, Agenda Setting, Knowledge Gap, Media Dependency Theory New Media & Digital Age Theories: Network Society Theory (Castells), Participatory Communication, Convergence Theory	10	02	
V	Psychological and Cognitive Theories: Individual Differences and Selectivity Theories: Selective Exposure, Selective Perception, Selective Retention, Cognitive Dissonance Theory (Festinger) Social Learning Theory (Bandura), Expectancy-Value Theory, Reinforcement Theory Media Literacy and Critical Thinking Approaches	10	02	

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

CLO1: Demonstrate comprehensive understanding of classical and contemporary communication theories and models.

CLO2: Critically analyze media functions and effects through diverse theoretical perspectives.

CLO3: Apply communication theories to interpret audience behavior and media influence in real contexts.

CLO3: Evaluate ethical, social, and democratic dimensions of communication practices.

CLO4: Integrate interdisciplinary and global perspectives to understand evolving media and digital communication theories.

Scheme of Evaluation (Theory)

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

Suggested Readings:

1. Baran, S. & Davis, D. – *Mass Communication Theory: Foundations, Ferment, and Future*
2. Katz, E., Blumler, J., & Gurevitch, M. – *Uses and Gratifications Research*
3. Castells, M. – *The Rise of the Network Society*
4. Noelle-Neumann, E. – *The Spiral of Silence: Public Opinion*
5. Rogers, E. – *Diffusion of Innovations*
6. Postman, N. – *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*
7. McQuail's, Denis, (2010). *Mass Communication Theory*. New Delhi, India: Sage Publication.
8. Werner Severin J and James W Tankard Jr., (2000). *Communication Theories, Origins, Methods, Uses*. NY, USA: Longman Publications
9. McQuail, Denis, and Windall, S.V., (1993). *Communication Models for the Study of Mass Communication*. NY, USA: Routledge
10. Kumar Keval J., *Mass Communication in India*, Jaico Publishers
11. Vir Bala Aggarwal, V. S. Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company
12. Wilbur Schramm (1954), *the Process and Effects of Mass Communication*, University of Illinois Press
13. Armand Mattelart & Michele Mattelart (1998), *Theories of communication Short Introduction*, SAGE Publications Ltd
14. Denis McQuail (1983), *Communication: An introduction*, SAGE Publication Ltd
15. Richard and Turner (2000), *Introducing Communication Theory*, McGraw Hill
16. Vilanilam JV (2004), *Mass Communication in India—A Sociological Perspective*, SAGE Publications Pvt. Ltd
17. Ashish Sharma (2018), *Introduction to Mass Communication*, Evince pub Publishing
18. Sheila Steinberg (1994), *An Introduction to Communication Studies*, Juta & Co.

Contemporary Media Landscape				
Year: IV		Semester: VIII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
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	12	02	

	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			
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 media, Convergence Culture, Trolling, Users generated content, OTTs Platforms. Localisation of Content, Social Media and Politics. Media Post 2014.	10	02	

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

CLO1: Analyze the impact of globalization and economic reforms on the structure and functioning of Indian media.

CLO2: Evaluate the relationship between media, politics, and society in contemporary India.

CLO3: Interpret emerging trends and digital transformations shaping the modern media landscape.

CLO4: Assess the ethical, cultural, and social implications of westernization and cultural imperialism in Indian media.

CLO5: Integrate interdisciplinary perspectives to understand diversity, representation, and ideology in Indian media.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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).

Media Culture and Society				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
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,	10	02	

	Culture, High/Low Culture, Popular Culture and Mass Culture. Discourse and popular culture; The 'dialogical' approach to popular culture; Cultural populism			
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;

CLO1: Critically analyze the interrelationship between media, culture, and society through major sociological and theoretical perspectives.

CLO2: Evaluate media texts and audience behavior using key theories and analytical tools.

CLO3: Examine media's role in shaping cultural identities, ideologies, and social representations.

CLO4: Apply media literacy to interpret and communicate media meanings effectively and ethically.

CLO5: Integrate interdisciplinary insights to understand media's influence on social change and cultural development.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 Author (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 Differences. 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 Linnaa Jensen, Jelena Jurišić, Rutledge, 2012
- Radio Audiences and Participation in the Age of Network Society, edited by Tiziano Bonini, Belén Monclú, 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

Media Analysis Techniques				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
Course Objectives: • To introduce theoretical and methodological approaches for analyzing media texts across platforms. • To understand semiotic, rhetorical, narrative, and framing techniques in media discourse. • To develop quantitative and qualitative media content analysis skills. • To critically examine visual, moving image, and digital content within socio-cultural contexts. • To foster ethical and interdisciplinary perspectives in interpreting media messages and their impact.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Media Text Analysis Techniques: Approach, Meaning and concept of media analysis, importance of social and historical context; need for holistic approach.	10	02	
II	Semiotic analysis, Rhetoric & Narrative analysis. Media and agenda setting, framing theory and media contents. Sourcing and news framing.	10	02	
III	Analysing media text- Quantitative and qualitative techniques. Content Analysis: Definitions; Selection of media and sample. Language of print media: Headlines; Subheadings, Blurbs, lead, changing trends of Language of press; Use of adjectives, publication, and placement of news articles. Comparative studies of an issue published in different newspapers.	10	02	
IV	Analysing moving images and visuals. Importance of visuals, image and meaning making, introduction to moving image analysis, understanding the Language of moving images, publication and placement of visuals, placement of advertisement, quantitative and qualitative techniques for Analysing visuals, examining narratives, analysing news visuals.	10	02	
V	Analysing web content. Convergent media; Convergence of newsroom, Convergence of content. Comparing web content with legacy media content. Netnographic technique.			

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

CLO1: Apply theoretical frameworks and analytical techniques to interpret diverse media content.

CLO2: Critically evaluate meaning, ideology, and power structures in media texts.

CLO3: Conduct quantitative and qualitative analyses to assess trends and biases in media.

CLO4: Compare print, audiovisual, and digital media to understand convergence and representation.

CLO5: Communicate analytical findings effectively through written and visual presentations.

Scheme of Evaluation (Theory)

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

Key Readings

1. Berger, A. A. (2013). Media Analysis Techniques. Sage Publications
2. Wimmer, R., & Dominick, J. (2013). Mass Media research: An introduction. Cengage learning.
3. Krippendorff, K. (2012). Content Analysis: An Introduction to its Methodology. Sage Publications.

Folk and Community Media				
Year: III		Semester: V		
Type of Paper: DSE Major Elective-I (4 Credits)		Paper code:		
Course Objectives: • To become acquainted with the concept of Community media and traditional folk culture. • To study the impact created by traditional folk media among the 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. Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India.	12	02	
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,	15	05	

	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.			
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	

Note: From the list of the following activities, students have to choose and perform under the supervision of the course coordinator which will be essential for their internal evaluation.

Sr. No.	Name of the Activity	Description
1.	Street Play (Nukkad Natak)	- Students will plan and perform a street play on a relevant social or cultural issue. - The performance should engage the community and highlight the use of folk media. - Teams will be evaluated based on creativity, message clarity, and audience engagement.
2.	Puppetry Show	- Design and perform a puppetry show, incorporating traditional puppetry styles. - Students will script, design puppets, and perform a theme related to community welfare or awareness. - Evaluation will include puppet design, teamwork, and communication of the message.
3.	Mime Performance	- Students will prepare and execute a mime act, focusing on a contemporary issue. - Mime should effectively communicate the message non-verbally. - Evaluation will be based on expression, body language, and effectiveness in conveying the message.
4.	Rangoli Making	- Create Rangoli designs with themes reflecting folk culture, festivals, or social issues. - Students will work in groups to prepare a large Rangoli display. - Assessment will focus on creativity, cultural relevance, and teamwork.
5.	Folk Song or Dance Performance	- Students will perform a traditional folk song or dance representing a regional community. - The performances should showcase cultural heritage and community engagement. - Evaluation will be based on cultural accuracy, performance quality, and group coordination.
6.	Community Media	Prepare a small media project (radio, podcast, or video) involving

	Project	the community. • The project should promote local folklore, traditions, or address a social issue. • Evaluation will include research, execution, and impact on the target community.
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Course Outcomes: On the completion of the course students will be able: -

CLO1: Demonstrate knowledge of community media and traditional folk culture, their characteristics, and historical evolution.

CLO2: Apply critical thinking to evaluate the impact of folk and community media and their convergence with modern media.

CLO3: Create effective community-centered media content through oral, visual, and written communication.

CLO4: Conduct research and analysis on traditional folk practices and community media initiatives.

CLO5: Exhibit ethical and cultural awareness by promoting social justice and preserving indigenous knowledge.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	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: Encyclopaedia 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.

Visual Communication and Design				
Year: IV		Semester: VII		
Type of Paper: Minor-1 (4 Credits)		Paper code:		
Course Objectives: • To Understand fundamentals of visual communication and design principles. • To Learn elements and principles of design for effective visual expression. • To Apply design processes and graphic design techniques creatively. • To Explore sensory perception, color psychology, and visual aesthetics. • To Develop practical skills in photography, graphic tools, and presentation.				
Units	Topics	Lectures	Tutorials	Practical
I	<u>Introduction to Visual Communication:</u> Defining visual communication design, Need for and the Importance of Human and Visual Communication, Communication and visual expression, Basics of Photography- Camera, Lenses, Shots, Angles and Movement	10	02	
II	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers	10	02	
III	<u>Principles of Visuals and Sensory Perceptions:</u> Colour psychology and theory (some aspects) , Definition, Optical / Visual Illusions Etc. Various stages of design process-problem identification, search for solution refinement, analysis, decision making, and implementation.	10	02	
IV	<u>Basics of Graphic Design:</u> Definition and Elements of Graphic Design, Design process-research a source of concept, Process of developing ideas-verbal, visual, combination & thematic, Visual thinking, Associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	10	02	

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

CLO1: Apply visual communication and design concepts in media contexts.

CLO2: Critically evaluate design problems and create innovative solutions.

CLO3: Communicate ideas effectively through visual and graphic media.

CLO4: Conduct research and analysis to inform design decisions.

CLO5: Practice ethical and socially responsible visual communication.

CLO6: Develop professional design skills for media careers and lifelong learning.

Scheme of Evaluation (Theory)

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

Key Readings

- **Lester, P. M. (2013).** *Visual Communication: Images with Messages*. Wadsworth/Cengage Learning.
- **Barry, A. M. (2005).** *Visual Intelligence: Perception, Image, and Manipulation in Visual Communication*. State University of New York Press.
- **Barnard, M. (2001).** *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
- **Bleed, R., & Lester, P. (2015).** *Visual Communication: A Global Perspective*. Wadsworth.
- **Dondis, D. A. (1973).** *A Primer of Visual Literacy*. MIT Press.
- **Arnheim, R. (1974).** *Art and Visual Perception: A Psychology of the Creative Eye*. University of California Press.
- **Lidwell, W., Holden, K., & Butler, J. (2010).** *Universal Principles of Design*. Rockport Publishers.
- **Lupton, E., & Phillips, J. C. (2015).** *Graphic Design: The New Basics*. Princeton Architectural Press.
- **Meggs, P. B., & Purvis, A. W. (2016).** *Meggs' History of Graphic Design*. John Wiley & Sons.
- **Wong, W. (1993).** *Principles of Form and Design*. Van Nostrand Reinhold.
- **Ambrose, G., & Harris, P. (2011).** *The Fundamentals of Graphic Design*. AVA Publishing.

Practical

Visual Communication and Design	
Year: I	Semester: I
Type of Paper: Minor-1 (4 Credits)	Paper Code:
Objectives of the Course: • To Apply principles of visual communication and design in real-world projects. • To Develop practical skills in photography, graphic tools, and layout design. • To Explore visual perception, color theory, and aesthetic composition in practice. • To Enhance creativity through design problem-solving and project-based learning. • To Prepare professional-quality visual outputs and presentations.	
Description	
This practical component focuses on hands-on training in visual communication, design, and graphic expression. Students will learn to implement design principles, visual storytelling techniques, and photography skills to create compelling visual content. Emphasis will be on creative exploration, critical thinking, and professional presentation using both traditional and digital tools. Practical Activities I Photography Basics Hands-on exercises with camera, lenses, framing, angles, and composition. Students to submit a photo series of 10-12 images demonstrating shots, angles, and movement. II Elements and Principles of Design Create 2D/3D visual compositions using line, shape, space, color, texture, contrast, balance, and rhythm. Assignment: 3 mini-design projects showcasing different principles. III Color Psychology and Visual Perception Exercises in color theory: create palettes, mood boards, optical illusions, and visual experiments. Assignment: 1 mood board + 1 design incorporating color psychology.	

Graphic IV and Thinking	Design Visual Hands-on creation of posters, infographics, layouts, or digital artworks using graphic design tools (Canva, Photoshop, Illustrator). Assignment: 2 thematic projects (visual storytelling & communication campaigns).
Final V Practical Project	Design a complete visual communication project combining photography, design, and graphic elements. Submit: storyboard, sketches, digital execution, and final presentation. Viva to assess conceptual clarity, design choices, and execution.

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

CLO1: Demonstrate ability to create visually effective and meaningful designs using design elements and principles.

CLO2: Apply critical thinking in visual problem-solving and concept development.

CLO3: Communicate ideas clearly and persuasively through visuals and multimedia outputs.

CLO4: Conduct research and analysis to inform design choices and creative processes.

CLO5: Exhibit ethical and socially responsible design practices while considering cultural contexts.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Semester – 8

Journalism: Critical Perspective and Practices				
Year: IV		Semester: VIII		
Type of Paper: DSC Major-I (4 Credits)		Paper code: CCJMC21		
Objectives of the Course: • To Understand journalism’s principles, evolution, and role in democracy. • To Learn news production, reporting, and editorial practices ethically. • To Develop critical awareness of contemporary and specialized journalism. • To Analyze the relationship between media, society, and public discourse. • To Cultivate professional skills, ethics, and critical thinking for media practice.				
Units	Topics	Lectures	Tutorials	Practical
I	Introducing Journalism: Definition, scope, and significance of journalism, Elements and Principles of Journalism. Role of journalism in a democracy, A brief history of journalism in India and the world, Evolution from print to broadcast and digital media, Journalism, Rights & responsibilities of a journalist.	10	02	

II	Understanding News; News: Meaning, Definition & Nature, The news process: from the event to the reader, News Components & Values, Attribution, verification, balance and fairness, brevity, dateline, credit & byline	10	02	
III	News Flow and Editorial Functions: Structure of a Newspaper organisation. Newsroom functions. Convergence and Integrated Newsrooms, Qualities of a good journalist, Editorial Values: objectivity, facts, impartiality, and balance, Challenges and problems in news writing: attribution, off-the-record & embargo	10	02	
IV	Reporting in Contemporary Times: On ground reporting: Expose & Investigations (Case Studies), Contemporary Reporting: Gender reporting, SDG Reporting, Specialised Beat Reporting: Crime, Page 3 reporting, political, Business, Investigative journalism and its social impact	10	02	
V	Journalism & Society: Role of media in a democracy, Contemporary debates & issues related to media, Journalism as the fourth estate, Neutrality & Bias in media, Opportunities & Challenges in Journalism, Future of Journalism			

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

CLO1: Explain journalism's evolution, scope, and principles in national and global contexts.

CLO2: Critically evaluate news content and journalistic practices for bias and ethics.

CLO3: Produce clear, accurate, and engaging stories across media platforms.

CLO4: Conduct investigative reporting using evidence-based methods and ethical standards.

CLO5: Apply ethical frameworks and social responsibility in journalism.

CLO6: Integrate interdisciplinary knowledge to produce contextually informed journalism.

CLO7: Demonstrate professional skills, teamwork, and adaptability for media careers.

CLO8: Report with awareness of cultural diversity and global perspectives.

Scheme of Evaluation (Theory)

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

Key Readings

1. Kumar, Keval J (2013), Mass Communication in India, Mumbai, Jaico Publishing House.
2. Shrivastava, K M (revised edn), Reporting and Editing Sterling Publishers, New Delhi.
3. Rangaswami Unithasarthi (1989), Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, New Delhi. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
4. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
5. George, A. H. (1990). News Writing. Kanishka Publications.
6. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.
7. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
8. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
9. George, A. H. (1990). News Writing. Kanishka Publications.
10. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.

Practical

Journalism: Critical Perspective and Practices	
Year: I	Semester: VIII
Type of Paper: DSC Major-I (4 Credits)	Paper Code:
Objectives of the Course: • To apply journalistic principles in news reporting, writing, and editorial practices. • To develop skills in investigative, specialized, and ethical journalism. • To cultivate critical thinking in analyzing media, society, and public discourse. • To enhance professional competencies in newsroom practices and media production tools. • To foster teamwork, creativity, and ethical responsibility in media practice.	
Description	
This practical course aims to provide hands-on experience in contemporary journalism practices, including reporting, news writing, investigative journalism, and editorial work. Students will develop professional skills in newsroom management, newspaper layout, and multimedia journalism, while applying ethical principles and critical thinking to real-world media scenarios. Lab exercises and assignments will familiarize students with industry-standard tools and software. Practical Activities 1. News Writing Exercises: ○ Writing short news stories, press releases, and features based on given scenarios. ○ Focus: Attribution, verification, balance, objectivity. 2. Editorial Analysis: ○ Critical review of editorials in national or regional newspapers. ○ Write a report highlighting bias, tone, and argument structure. 3. Newspaper Layout Design Practice: ○ Using tools like Canva, Adobe InDesign, or Microsoft Publisher. ○ Designing a 2-4 page newspaper with headlines, images, captions, and columns. 4. Multimedia Practice: ○ Producing a short audio or video news report (1-2 minutes). ○ Use basic editing software (Audacity, OpenShot, Canva Video, etc.). 5. Group Discussions & Case Studies: ○ Debate contemporary journalism issues (fake news, ethics, social media impact). 6. Newspaper Production: ○ Produce a complete newspaper (minimum 4-6 pages) covering news, features, editorials, and specialized reporting. ○ Include news stories, investigative pieces, interviews, photographs, and layouts.	

7. **Investigative/Feature Reporting Project:**
 - Conduct on-ground reporting or data-driven journalism.
 - Submit a detailed report with news stories, analysis, and visuals.
8. **Multimedia Journalism Project:**
 - Produce a short documentary, news video, or multimedia feature (5-7 minutes).
 - Include scripting, narration, visuals, and editing.

Lab Activities / Tools Practice:

- **Newspaper Layout:** Adobe InDesign, Canva, Microsoft Publisher, Quark Express.
- **Photo/Video Editing:** Photoshop, Canva, Open Shot, Premiere Pro.
- **Audio Editing:** Audacity, Anchor.
- **Data Visualization Tools:** Canva, MS Excel, Google Charts.

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

CLO1: Demonstrate the ability to produce accurate, balanced, and ethically sound news reports.

CLO2: Apply critical analysis to contemporary and specialized journalism topics.

CLO3: Create professional newspaper layouts and digital content using appropriate tools and software.

CLO4: Conduct investigative and on-ground reporting with attention to social impact and public interest.

CLO5: Exhibit teamwork, leadership, and communication skills through group projects and media production.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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 and Information Literacy				
Year: IV		Semester: VIII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
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.	10	02	
V	Politics of Fact-Checking and Media Verification: Understanding fact-checking: Concepts, processes, and tools, The role of fact-checkers in democracy and public discourse, Political and ideological influences on fact-checking. Gatekeeping, bias, and selective verification in media Case studies of misinformation, political propaganda, and contested facts Strategies for promoting transparency, accountability, and media trust ICT tools for Fact-Checking.	10	02	

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

CLO1: Demonstrate comprehensive knowledge of media and information and their role in democracy and society.

CLO2: Critically evaluate and ethically use information from print, electronic, and digital sources.

CLO3: Analyze digital content and user-generated media for reliability, misinformation, and manipulation.

CLO4: Communicate information effectively through written, oral, and digital formats.

CLO5: Apply media and information literacy skills across professional and social contexts for lifelong learning and interdisciplinary problem-solving.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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)

Intercultural Communication				
Year: IV		Semester: VIII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
Objectives of the Course: • To Understand the concepts, processes, and significance of intercultural communication. • To Examine the influence of cultural values, beliefs, and identities on communication. • To Identify and address barriers like stereotypes, biases, and ethnocentrism in communication. • To Analyze the role of mass media and globalization in shaping intercultural interactions. • To Promote ethical and culturally sensitive communication in professional and social contexts.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Inter-Cultural Communication: Basics of Communication: Definition & Concept & Process. Basics of Culture: Definition & Concept. Understanding the complexities of culture and cultural identities. Key cultural values and concepts.	10	02	
II	Culture Patterns & Communication: Cultural Patterns, Cross-Cultural Dialogues, Cultural symbols in Verbal vs Non-verbal Communication; Verbal language, codes and conventions; Non-verbal aspects of communication in different cultures, Influences of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication, Biases and stereotypes in communication processes, Cultural sensitivity and etiquette in communication in relation to the variation in	10	02	

	faiths and religions.			
III	Culture, Communication & Barriers & Mass Media: Various types of communication barriers, Enculturation', 'Acculturation', 'Ethnocentrism' Biases and stereotypes in communication processes, Ways to overcome or avoid communication barriers, Cultural diversity and mass media as the vehicle of intercultural communication, Mass media as a culture manufacturing industry, Impact, the effect of media and new technology on culture, Intercultural communication through folk media	10	02	
IV	Intercultural communication and international implication: Globalization: Effects on culture, identity, and communication, Cross-communication for organization, business management & professions, UNESCO's efforts in the promotion of intercultural communication, Code of ethics for intercultural communication	10	02	

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

CLO1: Explain key theories and concepts of intercultural communication.

CLO2: Critically evaluate cultural barriers and propose strategies for effective communication.

CLO3: Apply culturally sensitive verbal and non-verbal communication skills.

CLO4: Demonstrate ethical awareness and respect for cultural diversity.

CLO5: Assess the impact of media and globalization on intercultural exchanges.

Scheme of Evaluation (Theory)

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

Key Readings

1. Dua, M.R. and Manonmani, T. (1997). *Communications and culture*. Galgotia Publishing House, New Delhi
2. Gupta, N. L. (1998). *Crosscultural Communication: Global Perspective*. Concept Publishing Company.
3. Gudykunst, W. B. (2003). *Cross-cultural and intercultural communication*. Sage.
4. Louw, E. (2001). *The media and cultural production*. Sage.
5. Cooper, P. J., Calloway-Thomas, C., & Simonds, C. J. (2007). *Intercultural communication: A text with readings*. New York: Pearson Education.
6. Inkson, K., & Thomas, D. (2011). *Cultural intelligence: Living and working globally*. ReadHowYouWant. com.

Media Analysis Project	
Year: IV	Semester: VIII
Type of Paper: DSC Major-I (4 Credits)	Paper code:
Course Objectives: • Apply theoretical frameworks and methodological approaches to critically analyze media texts across platforms. • Conduct both qualitative and quantitative media content analysis using rigorous research design and sampling techniques. • Examine visual, moving image, and digital content, understanding their semiotic, rhetorical, and narrative dimensions. • Contextualize media content within socio-cultural, political, and historical frameworks, highlighting patterns, biases, and agendas. • Develop ethical, interdisciplinary, and socially responsible perspectives in interpreting media messages and reporting findings.	
Course Description The Media Analysis Project is designed to provide students with a practical and research-oriented platform to apply theoretical and methodological approaches learned in the Media Analysis Techniques course. The project emphasizes comprehensive examination of media texts across platforms—print, broadcast, digital, and social media—using both qualitative and quantitative techniques. Students will critically analyze media content through semiotic, narrative, rhetorical, and framing approaches, contextualizing media messages within socio-cultural, economic, and political frameworks. This project also emphasizes ethical considerations, interdisciplinary perspectives, and real-world applicability. By undertaking the project, students will gain hands-on experience in designing, executing, and presenting a media research project, thereby bridging theory and practice while enhancing their professional and analytical skills.	
Guidelines for Media Analysis Project 1. Project Selection: • Students may work individually or in groups of 3–5. • Select a media phenomenon, campaign, issue, or content area relevant to print, broadcast, or digital media. • Projects can focus on cross-platform comparison, thematic analysis, framing analysis, or case studies of specific media coverage. 2. Research Design: • Define clear research objectives, questions, and scope. • Use appropriate theoretical frameworks: semiotic, rhetorical, narrative, agenda-setting, or framing theories. • Choose suitable methodology: quantitative (content coding, frequency analysis) and/or qualitative (discourse analysis, visual analysis, netnography). • Define the sampling strategy, data sources, and timeframe for analysis. 3. Data Collection & Analysis: • Collect media samples across platforms: newspapers, television, social media, websites, advertisements, or films/videos. • Analyze text, images, visuals, and audiovisual material using both qualitative and quantitative techniques. • Compare media content across platforms or publications to identify patterns, biases, and framing strategies. • Maintain detailed coding sheets and analytical notes for transparency. 4. Ethical Considerations:	

- Ensure accuracy, objectivity, and integrity in analysis.
- Respect copyright and privacy while collecting media material.
- Address potential biases in selection and interpretation of content.

5. Reporting & Presentation:

- Compile a final project report including:
 - **Title & Abstract**
 - **Introduction & Literature Review**
 - **Research Objectives & Questions**
 - **Theoretical Framework & Methodology**
 - **Data Analysis & Interpretation**
 - **Discussion & Conclusion**
 - **References & Appendices (coding sheets, sample screenshots, visuals)**
- Prepare a 10–15 minute PowerPoint presentation or a multimedia presentation summarizing key findings.
- Optional: Create visual representations like charts, infographics, or interactive dashboards to enhance understanding.

6. Assessment Criteria:

- **Research Design & Objectives (15%)** – clarity, relevance, alignment with course objectives
- **Data Collection & Analysis (25%)** – rigor, method application, depth of analysis
- **Critical Thinking & Interpretation (20%)** – insights, contextual understanding, ethical considerations
- **Report & Presentation (20%)** – organization, clarity, professionalism, multimedia integration
- **Teamwork & Project Management (10%)** – collaboration, coordination, adherence to timeline
- **Originality & Creativity (10%)** – innovative approach, unique perspective

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

CLO1. Demonstrate in-depth understanding of media analysis concepts, theories, and methodologies.

CLO2. Apply critical and analytical skills to evaluate media content across platforms.

CLO3. Communicate research findings effectively through written, oral, and visual formats.

CLO4. Design and conduct qualitative and quantitative media research projects rigorously.

CLO5. Interpret media content ethically, considering social, cultural, and political contexts.

CLO6. Integrate interdisciplinary perspectives in analyzing media texts and phenomena.

CLO7. Develop professional, teamwork, and project management skills for media careers.

CLO8. Assess media representations with global and cultural awareness.

Scheme of Evaluation (Practical)

Internal	Attendance	Plan of Project /Final Project	Presentation/ Viva-Voce	Total Marks
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Assessment	NA	20 Marks	10 Marks	30 Marks
Final Exam (Practical)	NA	50 Marks	20 Marks	70 Marks
Total				100 Marks

Science Communication				
Year: IV		Semester: VIII		
Type of Paper: DSC Major Elective-I (4 Credits)		Paper code:		
Course Objectives:				
• To introduce the evolution, scope, and role of science communication in fostering scientific temper. • To develop reporting and writing skills for communicating complex scientific concepts effectively. • To explore agricultural, environmental, and technological dimensions of science journalism. • To inculcate ethical values and responsibility in science reporting and dissemination. • To promote an interdisciplinary understanding of science, society, and media.				
Units	Topics	Lecture	Tutorial	Practical
I	Introduction to Science Communication: Definition: History of science journalism in India. Scientific temperament & Skill of Science writing. Role of media in public awareness of science. Growth of science journalism, Obstacles in the field of science journalism and public attitude about science and Ethics in Science Reporting.	10	02	
II	Communicating Science and Technology: Scope and reach of science journalism: Visible scientists and their inventions/discoveries. Reporting of Seminars and Conferences. Reporting Science Fairs and Science Exhibitions. Reporting Science Lecture and Scientific Workshops, Reporting Scientific Tour	10	02	
III	Agriculture Extension: Analytical stories in advanced agricultural techniques- Horticulture, Apiculture, Sericulture and Fisheries. Government initiatives, Green revolution. Biotechnology - Genetic engineered crops: BT Cotton, BT Mustard, BT Brinjal. Organic farming and innovative farming techniques. Scope and importance of Agro-journalism	10	02	
IV	Exploring Science: Geoscience- Role of plate tectonics, Anatomy of a mountain belt. Astronomy: Discovery of Solar System objects and their properties, Development of Telescope technology. Science Mystery: Bermuda Triangle, Eye of the Sahara, Life on Antarctica.	10	02	
V	Reporting Environment: Environmental reporting: e-waste management, 3-R policy & Green chemistry.			

	Extreme weather patterns and phenomena, Climate change and the influence of climate change on the extinction of species.			
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Learning Outcomes: On the completion of the course, students will be able:

CLO1: Demonstrate understanding of key concepts, history, and scope of science communication.

CLO2: Apply analytical skills to interpret and evaluate scientific and environmental issues.

CLO3: Produce clear, ethical, and engaging science content for diverse media platforms.

CLO4: Integrate interdisciplinary perspectives to contextualise science in social relevance.

CLO5: Exhibit professional ethics and responsibility in communicating science and sustainability.

Scheme of Evaluation (Theory)

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

Key Readings

1. Stuart, A. (2002). Media, Risk and Science. UK: Open University Press.
2. Stuart, A. "Science Journalism in a Digital Age," October 2011
2. Vilanilam, J.V. (1993). Science Communication and Development. New Delhi: Sage
3. Elise, H. (2003) Ideas into Words: Mastering the Craft of Science Writing, USA: Johns Hopkins University Press.
4. Soundari, M.H. (2011). Indian Agriculture and Information and Communication Technology
5. Sharon M. Friedman, Scientists and Journalists (Reporting Science as News)
6. Shiva, V. (1993) The Violence of the Green revolution. Zed Books. London.

Integrated Marketing Communication (IMC)	
Year: IV	Semester: VIII
Type of Paper: Minor-I (4 Credits)	Paper code:

Course Objectives:

- To introduce the core concepts, components, and significance of Integrated Marketing Communication in the marketing process.
- To develop understanding of various promotional tools and their strategic integration in IMC campaigns.
- To enable students to plan, design, and evaluate effective IMC strategies and media plans.
- To enhance creative and communication skills for message development and campaign execution.
- To instill ethical, social, and responsible perspectives in marketing communication practices.

Units	Topics	Lecture	Tutorial	Practical
I	Basics of IMC: IMC in the marketing process, Planning model, Marketing and promotion; IMC Communication Process; Effectiveness of marketing communications, Marketing Mix; Target marketing, market segmentation, product positioning, demand forecasting and tools of marketing. Elements of IMC	10	02	
II	Sales Promotion; Public Relations and Publicity; Direct Marketing; Personal Selling; Advertising; Direct Marketing and Direct Response Methods; Trade Fairs and Exhibitions; AIDA, DAGMAR model.	10	02	
III	IMC Message Design: Considerations for creative idea visualisation; Media Management, Media Process, Media Jargons, Media Buying, Strategies and execution; Suppliers in IMC; Ad. Agency, Client Servicing-client Agency relationship	10	02	
IV	Ethics and social responsibility in IMC campaigns: Evaluating Marketing Communication Programmes. Brand Planning and IMC: Components of a marketing plan; Marketing strategy, competitor analysis, consumer analysis, market estimation and sales forecasting	10	02	
V	Brands, factors affecting brand management, brand classification, and the market planning process. IMC and Advertising: Basic measurement of media audiences, reach, frequency and effective frequency.			

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

CLO1: Demonstrate understanding of IMC concepts, tools, and strategic integration within marketing communication.

CLO2: Analyze and evaluate marketing communication strategies to address real-world branding challenges.

CLO3: Design and present creative and effective IMC campaigns using written, oral, and visual communication.

CLO4: Apply research and analytical approaches to assess consumer behavior and media effectiveness.

CLO5: Exhibit ethical, social, and cultural awareness in planning and executing IMC activities.

Scheme of Evaluation (Theory)

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

Key Readings

1. Schiffman L G, Wisenbult, J and S. Ramesh Kumar. Consumer Behaviour, Pearson New Delhi
2. Jain V, Seth J, and Schultz D.E Consumer Behaviour- Digital Native Pearson India Educational Services Pvt. Ltd.
3. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
4. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall N. Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
7. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
8. Kenneth Blown & Donald Bach, Integrated Marketing Communications, PHI, 2002.
9. Subhashini Naikar, Booma Halpeth Sheker Chandratre, Integrated Marketing Communication and Advertising, Himalaya Publishing House, 2016.
10. Otto Kleppner, Advertising Procedure, 1973, Prentice Hall Inc., New Jersey
11. Kohli Khandekar, The Indian Media Business, Sage publications, New Delhi, 2006.

B.A. (HONOURS with RESEARCH) in Journalism & Mass Communication

Semester – 7

Theories of Communication				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
Objectives of the Course:				
- To understand the evolution, nature, and scope of communication theories from classical to contemporary perspectives. - To analyse major models and paradigms explaining human and mass communication processes. - To examine press and media effects theories in social, cultural, and political contexts. - To explore psychological and cognitive approaches to audience behavior and media influence. - To develop critical thinking for evaluating contemporary communication theories in the digital era.				
Units	Topics	Lectures	Tutorials	Practical
I	Introduction to Communication Theories: Definition, Nature, and Scope of Communication, Historical Evolution of Communication Studies: From Classical Rhetoric to Modern Media Studies, Paradigms of Communication Theories, Levels of Communication: Intrapersonal, Interpersonal, Group, Organizational, Mass Communication, Role of Media in Society: Social, Cultural, Political, and Economic Dimensions	10	02	
II	Models of Communication: Classical and Modern Models: Aristotle, Harold Lasswell, David Berlo Linear and Interactional Models: Shannon & Weaver Model, SMCR Model, Osgood-Schramm’s Model Transactional and Systems Models: Newcomb’s Model, Westley & Maclean’s Model, Dance’s Helical Spiral Model, Gerbner’s Model Contemporary Models: Barnlund’s Transactional Model, Katz & Lazarsfeld’s Two-Step Flow, Network Theory, Media Ecology Perspective	10	02	
III	Theories of the Press and Media Effects: Press Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Development, Democratic-Participant Theory Media Effects Theories: Hypodermic Needle, Limited Effects, Two-Step Flow, Multi-Step Flow, Gatekeeping Theory Personal Influence & Opinion Leadership: Two-Step Theory, Multi-Step Flow, Spiral of Silence (Noelle-Neumann)	10	02	

	Framing Theory, Priming, Agenda Setting			
IV	Theories of Mass Communication: Uses & Gratifications Theory, Cultivation Theory, Diffusion of Innovations, Agenda Setting, Knowledge Gap, Media Dependency Theory New Media & Digital Age Theories: Network Society Theory (Castells), Participatory Communication, Convergence Theory	10	02	
V	Psychological and Cognitive Theories: Individual Differences and Selectivity Theories: Selective Exposure, Selective Perception, Selective Retention, Cognitive Dissonance Theory (Festinger) Social Learning Theory (Bandura), Expectancy-Value Theory, Reinforcement Theory Media Literacy and Critical Thinking Approaches	10	02	

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

CLO1: Demonstrate comprehensive understanding of classical and contemporary communication theories and models.

CLO2: Critically analyze media functions and effects through diverse theoretical perspectives.

CLO3: Apply communication theories to interpret audience behavior and media influence in real contexts.

CLO3: Evaluate ethical, social, and democratic dimensions of communication practices.

CLO4: Integrate interdisciplinary and global perspectives to understand evolving media and digital communication theories.

Scheme of Evaluation (Theory)

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

Suggested Readings:

19. Baran, S. & Davis, D. – *Mass Communication Theory: Foundations, Ferment, and Future*
20. Katz, E., Blumler, J., & Gurevitch, M. – *Uses and Gratifications Research*
21. Castells, M. – *The Rise of the Network Society*
22. Noelle-Neumann, E. – *The Spiral of Silence: Public Opinion*
23. Rogers, E. – *Diffusion of Innovations*
24. Postman, N. – *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*
25. McQuail's, Denis, (2010). *Mass Communication Theory*. New Delhi, India: Sage Publication.
26. Werner Severin J and James W Tankard Jr., (2000). *Communication Theories, Origins, Methods, Uses*. NY, USA: Longman Publications
27. McQuail, Denis, and Windall, S.V., (1993). *Communication Models for the Study of Mass Communication*. NY, USA: Routledge
28. Kumar Keval J., *Mass Communication in India*, Jaico Publishers
29. Vir Bala Aggarwal, V. S. Gupta, *Handbook of Journalism and Mass Communication*, Concept Publishing Company
30. Wilbur Schramm (1954), *the Process and Effects of Mass Communication*, University of Illinois Press
31. Armand Mattelart & Michele Mattelart (1998), *Theories of communication Short Introduction*, SAGE Publications Ltd
32. Denis McQuail (1983), *Communication: An introduction*, SAGE Publication Ltd
33. Richard and Turner (2000), *Introducing Communication Theory*, McGraw Hill
34. Vilanilam JV (2004), *Mass Communication in India—A Sociological Perspective*, SAGE Publications Pvt. Ltd
35. Ashish Sharma (2018), *Introduction to Mass Communication*, Evince pub Publishing
36. Sheila Steinberg (1994), *an Introduction to Communication Studies*, Juta & Co.

Contemporary Media Landscape				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
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	10	02	

	Media, Indian Media and Electoral Politics.			
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 media, Convergence Culture, Trolling, Users generated content, OTTs Platforms. Localisation of Content, Social Media and Politics. Media Post 2014.	10	02	

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

CLO1: Analyze the impact of globalization and economic reforms on the structure and functioning of Indian media.

CLO2: Evaluate the relationship between media, politics, and society in contemporary India.

CLO3: Interpret emerging trends and digital transformations shaping the modern media landscape.

CLO4: Assess the ethical, cultural, and social implications of westernization and cultural imperialism in Indian media.

CLO5: Integrate interdisciplinary perspectives to understand diversity, representation, and ideology in Indian media.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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).

Media Culture and Society				
Year: IV		Semester: VII		
Type of Paper: DSC Major-I (4 Credits)		Paper code:		
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;

CLO1: Critically analyze the interrelationship between media, culture, and society through major sociological and theoretical perspectives.

CLO2: Evaluate media texts and audience behavior using key theories and analytical tools.

CLO3: Examine media's role in shaping cultural identities, ideologies, and social representations.

CLO4: Apply media literacy to interpret and communicate media meanings effectively and ethically.

CLO5: Integrate interdisciplinary insights to understand media's influence on social change and cultural development.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 Author (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 Differences. 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 Linnaa Jensen, Jelena Jurišić, Rutledge, 2012
- Radio Audiences and Participation in the Age of Network Society, edited by Tiziano Bonini, Belén Monclú, 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

Folk and Community Media	
Year: III	Semester: VII
Type of Paper: DSE Major Elective-I (4 Credits)	Paper code:
Course Objectives:	

- To become acquainted with the concept of Community media and traditional folk culture. - To study the impact created by traditional folk media among the 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. Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetries, Puppetry for Social Change in India.	12	02	
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, Dhaur, Thali etc. Folk Artists and their contributions. Architecture and Archaeology: Sculpture, Woodcraft, Drawing, Mural, Rangoli and Dhuli-Chitra.	12	05	

Note: From the list of the following activities, students have to choose and perform under the supervision of the course coordinator which will be essential for their internal evaluation.

Sr. No.	Name of the Activity	Description
1.	Street Play (Nukkad Natak)	- Students will plan and perform a street play on a relevant social or cultural issue. - The performance should engage the community and highlight the

		use of folk media. Teams will be evaluated based on creativity, message clarity, and audience engagement.
2.	Puppetry Show	- Design and perform a puppetry show, incorporating traditional puppetry styles. - Students will script, design puppets, and perform a theme related to community welfare or awareness. - Evaluation will include puppet design, teamwork, and communication of the message.
3.	Mime Performance	- Students will prepare and execute a mime act, focusing on a contemporary issue. - Mime should effectively communicate the message non-verbally. - Evaluation will be based on expression, body language, and effectiveness in conveying the message.
4.	Rangoli Making	- Create Rangoli designs with themes reflecting folk culture, festivals, or social issues. - Students will work in groups to prepare a large Rangoli display. - Assessment will focus on creativity, cultural relevance, and teamwork.
5.	Folk Song or Dance Performance	- Students will perform a traditional folk song or dance representing a regional community. - The performances should showcase cultural heritage and community engagement. - Evaluation will be based on cultural accuracy, performance quality, and group coordination.
6.	Community Media Project	- Prepare a small media project (radio, podcast, or video) involving the community. - The project should promote local folklore, traditions, or address a social issue. - Evaluation will include research, execution, and impact on the target community.

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

CLO1: Demonstrate knowledge of community media and traditional folk culture, their characteristics, and historical evolution.

CLO2: Apply critical thinking to evaluate the impact of folk and community media and their convergence with modern media.

CLO3: Create effective community-centered media content through oral, visual, and written communication.

CLO4: Conduct research and analysis on traditional folk practices and community media initiatives.

CLO5: Exhibit ethical and cultural awareness by promoting social justice and preserving indigenous knowledge.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	Total Marks
	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: Encyclopaedia 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.

Communication Research				
Year: IV		Semester: VII		
Type of Paper: Research Methodology (4 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 Research Report— Chapterisation, Style guide, Referencing and citations, MLA and APA	12		

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

CLO1: Acquire in-depth knowledge of communication research concepts, theories, and methodologies.

CLO2: Formulate research problems, hypotheses, and questions using critical and ethical reasoning.

CLO3: Conduct qualitative and quantitative research using appropriate data collection and analysis techniques.

CLO4: Communicate research findings effectively through structured reports and presentations.

CLO5: Apply interdisciplinary and global perspectives to address real-world communication issues.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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 and Quantitative Methodologies. Routledge.
- Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods. NewYork University Press.

Visual Communication and Design				
Year: IV		Semester: VII		
Type of Paper: Minor-1 (4 Credits)		Paper code:		
Course Objectives: • To Understand fundamentals of visual communication and design principles. • To Learn elements and principles of design for effective visual expression. • To Apply design processes and graphic design techniques creatively. • To Explore sensory perception, color psychology, and visual aesthetics. • To Develop practical skills in photography, graphic tools, and presentation.				
Units	Topics	Lectures	Tutorials	Practical
I	<u>Introduction to Visual Communication:</u> Defining visual communication design, Need for and the Importance of Human and Visual Communication, Communication and visual expression, Basics of Photography- Camera, Lenses, Shots, Angles and Movement	10	02	
II	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers	10	02	
III	<u>Principles of Visuals and Sensory Perceptions:</u> Colour psychology and theory (some aspects) , Definition, Optical / Visual Illusions Etc. Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.	10	02	
IV	<u>Basics of Graphic Design:</u> Definition and Elements of Graphic Design, Design process-research a source of concept, Process of developing ideas-verbal, visual, combination & thematic, Visual thinking, Associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.	10	02	

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

CLO1: Apply visual communication and design concepts in media contexts.

CLO2: Critically evaluate design problems and create innovative solutions.

CLO3: Communicate ideas effectively through visual and graphic media.

CLO4: Conduct research and analysis to inform design decisions.

CLO5: Practice ethical and socially responsible visual communication.

CLO6: Develop professional design skills for media careers and lifelong learning.

Scheme of Evaluation (Theory)

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

Key Readings

- **Lester, P. M. (2013).** *Visual Communication: Images with Messages*. Wadsworth/Cengage Learning.
- **Barry, A. M. (2005).** *Visual Intelligence: Perception, Image, and Manipulation in Visual Communication*. State University of New York Press.
- **Barnard, M. (2001).** *Approaches to Understanding Visual Culture*. Palgrave Macmillan.
- **Bleed, R., & Lester, P. (2015).** *Visual Communication: A Global Perspective*. Wadsworth.
- **Dondis, D. A. (1973).** *A Primer of Visual Literacy*. MIT Press.
- **Arnheim, R. (1974).** *Art and Visual Perception: A Psychology of the Creative Eye*. University of California Press.
- **Lidwell, W., Holden, K., & Butler, J. (2010).** *Universal Principles of Design*. Rockport Publishers.
- **Lupton, E., & Phillips, J. C. (2015).** *Graphic Design: The New Basics*. Princeton Architectural Press.
- **Meggs, P. B., & Purvis, A. W. (2016).** *Meggs' History of Graphic Design*. John Wiley & Sons.
- **Wong, W. (1993).** *Principles of Form and Design*. Van Nostrand Reinhold.
- **Ambrose, G., & Harris, P. (2011).** *The Fundamentals of Graphic Design*. AVA Publishing.

Practical

Visual Communication and Design	
Year: I	Semester: VII
Type of Paper: Minor-1 (4 Credits)	Paper Code:
Objectives of the Course: • To Apply principles of visual communication and design in real-world projects. • To Develop practical skills in photography, graphic tools, and layout design. • To Explore visual perception, color theory, and aesthetic composition in practice. • To Enhance creativity through design problem-solving and project-based learning. • To Prepare professional-quality visual outputs and presentations.	
Description	
This practical component focuses on hands-on training in visual communication, design, and graphic expression. Students will learn to implement design principles, visual storytelling techniques, and photography skills to create compelling visual content. Emphasis will be on creative exploration, critical thinking, and professional presentation using both traditional and digital tools.	
Practical Activities	

I	Photography Basics	Hands-on exercises with camera, lenses, framing, angles, and composition. Students to submit a photo series of 10-12 images demonstrating shots, angles, and movement.
II	Elements and Principles of Design	Create 2D/3D visual compositions using line, shape, space, color, texture, contrast, balance, and rhythm. Assignment: 3 mini-design projects showcasing different principles.
III	Color Psychology and Visual Perception	Exercises in color theory: create palettes, mood boards, optical illusions, and visual experiments. Assignment: 1 mood board + 1 design incorporating color psychology.
IV	Graphic Design and Visual Thinking	Hands-on creation of posters, infographics, layouts, or digital artworks using graphic design tools (Canva, Photoshop, Illustrator). Assignment: 2 thematic projects (visual storytelling & communication campaigns).
V	Final Practical Project	Design a complete visual communication project combining photography, design, and graphic elements. Submit: storyboard, sketches, digital execution, and final presentation. Viva to assess conceptual clarity, design choices, and execution.

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

CLO1: Demonstrate ability to create visually effective and meaningful designs using design elements and principles.

CLO2: Apply critical thinking in visual problem-solving and concept development.

CLO3: Communicate ideas clearly and persuasively through visuals and multimedia outputs.

CLO4: Conduct research and analysis to inform design choices and creative processes.

CLO5: Exhibit ethical and socially responsible design practices while considering cultural contexts.

Scheme of Evaluation (Practical)

Internal Assessment	Attendance	Assignment/ Presentation/Lab-Based Exam /Project	Assignment/ Presentation/Lab-Based Exam /Project/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

Semester – 8

Year: IV		Semester: VIII		
Type of Paper: DSC Major-I (4 Credits)		Paper code: CCJMC21		
Objectives of the Course:				
• To Understand journalism’s principles, evolution, and role in democracy. • To Learn news production, reporting, and editorial practices ethically. • To Develop critical awareness of contemporary and specialized journalism. • To Analyze the relationship between media, society, and public discourse. • To Cultivate professional skills, ethics, and critical thinking for media practice.				
Units	Topics	Lectures	Tutorials	Practical
I	Introducing Journalism: Definition, scope, and significance of journalism, Elements and Principles of Journalism. Role of journalism in a democracy, A brief history of journalism in India and the world, Evolution from print to broadcast and digital media, Journalism, Rights & responsibilities of a journalist.	10	02	
II	Understanding News; News: Meaning, Definition & Nature, The news process: from the event to the reader, News Components & Values, Attribution, verification, balance and fairness, brevity, dateline, credit & byline	10	02	
III	News Flow and Editorial Functions: Structure of a Newspaper organisation. Newsroom functions. Convergence and Integrated Newsrooms, Qualities of a good journalist, Editorial Values: objectivity, facts, impartiality, and balance, Challenges and problems in news writing: attribution, off-the-record & embargo	10	02	
IV	Reporting in Contemporary Times: On ground reporting: Expose & Investigations (Case Studies), Contemporary Reporting: Gender reporting, SDG Reporting, Specialised Beat Reporting: Crime, Page 3 reporting, political, Business, Investigative journalism and its social impact	10	02	
V	Journalism & Society: Role of media in a democracy, Contemporary debates & issues related to media, Journalism as the fourth estate, Neutrality & Bias in media, Opportunities & Challenges in Journalism, Future of Journalism			

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

CLO1: Explain journalism's evolution, scope, and principles in national and global contexts.

CLO2: Critically evaluate news content and journalistic practices for bias and ethics.

CLO3: Produce clear, accurate, and engaging stories across media platforms.

CLO4: Conduct investigative reporting using evidence-based methods and ethical standards.

CLO5: Apply ethical frameworks and social responsibility in journalism.

CLO6: Integrate interdisciplinary knowledge to produce contextually informed journalism.

CLO7: Demonstrate professional skills, teamwork, and adaptability for media careers.

CLO8: Report with awareness of cultural diversity and global perspectives.

Scheme of Evaluation (Theory)

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

Key Readings

11. Kumar, Keval J (2013), Mass Communication in India, Mumbai, Jaico Publishing House.
12. Shrivastava, K M (revised edn), Reporting and Editing Sterling Publishers, New Delhi.
13. Rangaswami Unithasarthi (1989), Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, New Delhi. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
14. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
15. George, A. H. (1990). News Writing. Kanishka Publications.
16. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.
17. Chris Frost, Routledge, (2001), Reporting for Journalists, London.
18. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York.
19. George, A. H. (1990). News Writing. Kanishka Publications.
20. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar Publications.

Practical

Journalism: Critical Perspective and Practices	
Year: I	Semester: VIII
Type of Paper: DSC Major-I (4 Credits)	Paper Code:
Objectives of the Course: • To apply journalistic principles in news reporting, writing, and editorial practices. • To develop skills in investigative, specialized, and ethical journalism. • To cultivate critical thinking in analyzing media, society, and public discourse. • To enhance professional competencies in newsroom practices and media production tools. • To foster teamwork, creativity, and ethical responsibility in media practice.	
Description	
This practical course aims to provide hands-on experience in contemporary journalism practices, including reporting, news writing, investigative journalism, and editorial work. Students will develop professional skills in newsroom management, newspaper layout, and multimedia journalism, while applying ethical principles and critical thinking to real-world media scenarios. Lab exercises and assignments will familiarize students with industry-standard tools and software.	
Practical Activities	

9. **News Writing Exercises:**
 - Writing short news stories, press releases, and features based on given scenarios.
 - Focus: Attribution, verification, balance, objectivity.
10. **Editorial Analysis:**
 - Critical review of editorials in national or regional newspapers.
 - Write a report highlighting bias, tone, and argument structure.
11. **Newspaper Layout Design Practice:**
 - Using tools like Canva, Adobe InDesign, or Microsoft Publisher.
 - Designing a 2-4 page newspaper with headlines, images, captions, and columns.
12. **Multimedia Practice:**
 - Producing a short audio or video news report (1-2 minutes).
 - Use basic editing software (Audacity, OpenShot, Canva Video, etc.).
13. **Group Discussions & Case Studies:**
 - Debate contemporary journalism issues (fake news, ethics, social media impact).
14. **Newspaper Production:**
 - Produce a complete newspaper (minimum 4-6 pages) covering news, features, editorials, and specialized reporting.
 - Include news stories, investigative pieces, interviews, photographs, and layouts.
15. **Investigative/Feature Reporting Project:**
 - Conduct on-ground reporting or data-driven journalism.
 - Submit a detailed report with news stories, analysis, and visuals.
16. **Multimedia Journalism Project:**
 - Produce a short documentary, news video, or multimedia feature (5-7 minutes).
 - Include scripting, narration, visuals, and editing.

Lab Activities / Tools Practice:

- **Newspaper Layout:** Adobe InDesign, Canva, Microsoft Publisher, Quark Express.
- **Photo/Video Editing:** Photoshop, Canva, Open Shot, Premiere Pro.
- **Audio Editing:** Audacity, Anchor.
- **Data Visualization Tools:** Canva, MS Excel, Google Charts.

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

CLO1: Demonstrate the ability to produce accurate, balanced, and ethically sound news reports.

CLO2: Apply critical analysis to contemporary and specialized journalism topics.

CLO3: Create professional newspaper layouts and digital content using appropriate tools and software.

CLO4: Conduct investigative and on-ground reporting with attention to social impact and public interest.

CLO5: Exhibit teamwork, leadership, and communication skills through group projects and media production.

Scheme of Evaluation (Practical)

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

(Practical)			
Total	100 Marks		

Media and Information Literacy				
Year: IV		Semester: VIII		
Type of Paper: DSC Major Elective-II (4 Credits)		Paper code:		
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.	10	02	
V	Politics of Fact-Checking and Media Verification: Understanding fact-checking: Concepts, processes, and tools, The role of fact-checkers in democracy and public discourse, Political and ideological influences on fact-checking. Gatekeeping, bias, and selective verification in media Case studies of misinformation, political propaganda,	10	02	

	and contested facts			
	Strategies for promoting transparency, accountability, and media trust			
	ICT tools for Fact-Checking.			

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

CLO1: Demonstrate comprehensive knowledge of media and information and their role in democracy and society.

CLO2: Critically evaluate and ethically use information from print, electronic, and digital sources.

CLO3: Analyze digital content and user-generated media for reliability, misinformation, and manipulation.

CLO4: Communicate information effectively through written, oral, and digital formats.

CLO5: Apply media and information literacy skills across professional and social contexts for lifelong learning and interdisciplinary problem-solving.

Scheme of Evaluation (Theory)

Internal Assessment	Attendance	Exam/Test/Assignment/Presentation	Exam/Test/Assignment/Presentation	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)

Dissertation	
Year: IV	Semester: VIII
Type of Paper: Dissertation (12 Credits)	Paper code: DIJMC01
Course Objectives:	
• To Develop and execute an independent research project on a topic relevant to Journalism and Mass	

Communication. • Apply theoretical, conceptual, and methodological frameworks to critically examine media, communication, and societal issues. • Demonstrate proficiency in qualitative and/or quantitative research methods for data collection, analysis, and interpretation. • Present research findings effectively through written dissertation, oral communication, and visual presentations. • Exhibit ethical responsibility, social awareness, and scholarly rigor in conducting and reporting research.
Description
The Dissertation course is designed to provide students with hands-on research experience in the field of Journalism and Mass Communication. The course emphasizes independent, original research under the guidance of a faculty supervisor. Students are expected to identify a research problem, review relevant literature, formulate research questions, select appropriate research methodologies, collect and analyze data, and present findings systematically. The process begins with the submission and presentation of a Research Proposal, which forms part of the internal assessment. The final dissertation is prepared as a formal document and submitted in three hardbound copies at least two weeks prior to the commencement of the End-Term Examination. Students will also deliver a PowerPoint-based viva presentation, showcasing the methodology, findings, and implications of their research. This course integrates theoretical knowledge with practical research skills, enabling students to develop critical thinking, analytical abilities, and professional communication competencies. Guidelines and Assessment Structure: 1. Selection of Research Topic: • Students must select a research topic relevant to any field of media or communication studies. • The topic should be approved by the supervisor by the beginning of the semester. 2. Research Proposal (Internal Assessment) • Components: 1. Introduction and rationale 2. Literature review 3. Research objectives/questions 4. Methodology (qualitative/quantitative/mixed methods) 5. Expected outcomes and significance • Students will present their proposal to the faculty and peers. • Feedback from the presentation will guide further refinement of the dissertation. 3. Dissertation Preparation: • Supervised by an internal faculty member. • Students are expected to conduct independent research while consulting the supervisor regularly. • Structure of Dissertation: 1. Title Page 2. Declaration & Certificate 3. Acknowledgments 4. Abstract (200–300 words) 5. Table of Contents 6. Introduction and Rationale 7. Literature Review 8. Research Questions/Objectives 9. Research Methodology

10. Data Analysis and Findings
11. Discussion and Interpretation
12. Conclusion and Recommendations
13. References / Bibliography
14. Appendices (if any)

4. Submission Guidelines:

- **Three hardbound copies** to be submitted **two weeks before End-Term Examination**.
- Submission should comply with academic writing standards and plagiarism norms ($\leq 10\%$).

5. Viva and Presentation (End-Term)

- Students will present their dissertation using **PowerPoint slides** summarizing:
 1. Research objectives
 2. Methodology
 3. Key findings and interpretations
 4. Recommendations and significance
- Viva examination will assess the **depth of understanding, analytical abilities, and communication skills**.

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

CLO1: Conduct a comprehensive literature review to identify research gaps and questions.

CLO2: Design and execute a research plan using appropriate qualitative and/or quantitative methods.

CLO3: Analyze and interpret data to derive meaningful insights and conclusions.

CLO4: Prepare a structured dissertation adhering to academic and ethical standards.

CLO5: Present research findings effectively through written, oral, and visual communication.

CLO6: Integrate interdisciplinary perspectives to address complex media and communication issues.

Scheme of Evaluation

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

Integrated Marketing Communication (IMC)	
Year: IV	Semester: VIII
Type of Paper: Minor-II (MD/ID) (4 Credits)	Paper code:
Course Objectives:	
• To introduce the core concepts, components, and significance of Integrated Marketing Communication in	

the marketing process. - To develop understanding of various promotional tools and their strategic integration in IMC campaigns. - To enable students to plan, design, and evaluate effective IMC strategies and media plans. - To enhance creative and communication skills for message development and campaign execution. - To instill ethical, social, and responsible perspectives in marketing communication practices.				
Units	Topics	Lecture	Tutorial	Practical
I	Basics of IMC: IMC in the marketing process, Planning model, Marketing and promotion; IMC Communication Process; Effectiveness of marketing communications, Marketing Mix; Target marketing, market segmentation, product positioning, demand forecasting and tools of marketing. Elements of IMC	10	02	
II	Sales Promotion; Public Relations and Publicity; Direct Marketing; Personal Selling; Advertising; Direct Marketing and Direct Response Methods; Trade Fairs and Exhibitions; AIDA, DAGMAR model.	10	02	
III	IMC Message Design: Considerations for creative idea visualisation; Media Management, Media Process, Media Jargons, Media Buying, Strategies and execution; Suppliers in IMC; Ad. Agency, Client Servicing-client Agency relationship	10	02	
IV	Ethics and social responsibility in IMC campaigns: Evaluating Marketing Communication Programmes. Brand Planning and IMC: Components of a marketing plan; Marketing strategy, competitor analysis, consumer analysis, market estimation and sales forecasting	10	02	
V	Brands, factors affecting brand management, brand classification, and the market planning process. IMC and Advertising: Basic measurement of media audiences, reach, frequency and effective frequency.			

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

CLO1: Demonstrate understanding of IMC concepts, tools, and strategic integration within marketing communication.

CLO2: Analyze and evaluate marketing communication strategies to address real-world branding challenges.

CLO3: Design and present creative and effective IMC campaigns using written, oral, and visual communication.

CLO4: Apply research and analytical approaches to assess consumer behavior and media effectiveness.

CLO5: Exhibit ethical, social, and cultural awareness in planning and executing IMC activities.

Scheme of Evaluation (Theory)

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

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

Key Readings

1. Schiffman L G, Wisenbilt, J and S. Ramesh Kumar. Consumer Behaviour, Pearson New Delhi
2. Jain V, Seth J, and Schultz D.E Consumer Behaviour- Digital Native Pearson India Educational Services Pvt. Ltd.
3. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
4. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi 5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall N. Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
7. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
8. Kenneth Blown & Donald Bach, Integrated Marketing Communications, PHI, 2002.
9. Subhashini Naikar, Booma Halpeth Sheker Chandratre, Integrated Marketing Communication and Advertising, Himalaya Publishing House, 2016.
10. Otto Kleppner, Advertising Procedure, 1973, Prentice Hall Inc., New Jersey
11. Kohli Khandekar, The Indian Media Business, Sage publications, New Delhi, 2006.
